



PTC Advances Global Transition to Subscription Business Model

July 18, 2018

NEEDHAM, Mass.--(BUSINESS WIRE)--Jul. 18, 2018-- [PTC](#) (NASDAQ: PTC) today announced a milestone in its global transition to a subscription business model. Effective January 1, 2019, new software licenses for PTC's core solutions and ThingWorx[®] Industrial Innovation Platform will be available only by subscription globally, including in the following previously omitted countries: China, India, Korea, Russia, Taiwan, and Turkey. Customers will be able to continue to use their existing perpetual licenses and renew support on active perpetual licenses under PTC's support policies.

"Subscription licensing has quickly become the new industry standard, and the accelerated adoption we have already seen throughout the world shows that our customers have embraced this change. As a result, we will continue to expand subscription licensing to all remaining countries in early 2019," said Jim Heppelmann, president and CEO, PTC. "The ability to license enterprise software by subscription aligns with industry best practices and delivers the value and flexibility customers demand to enable them to achieve success in today's highly competitive landscape."

With subscription licensing, customers benefit from faster PTC software innovation cycles, a shared commitment to success, and increased flexibility in product license mix. In addition, PTC currently offers incentive programs to enable customers to convert existing perpetual licenses to subscription licenses, affording them access to the benefits of the subscription model across their entire PTC software footprint.

PTC's Kepware product suite will continue to be available through [both subscription and perpetual licensing](#). Other limited exceptions may apply.

For more information, please visit <http://www.ptc.com/subscription>.

Additional Resources

- [Frequently Asked Questions](#)
- [PTC's Subscription Information](#)
- Press release: [PTC Accelerates Subscription Business Model in Select Regions](#)

About PTC (NASDAQ: PTC)

PTC helps companies around the world reinvent the way they design, manufacture, operate, and service products in and for a smart, connected world. In 1986 we revolutionized digital 3D design, and in 1998 were first to market with Internet-based product lifecycle management. Today, our leading industrial innovation platform and field-proven solutions enable you to unlock value at the convergence of the physical and digital worlds. With PTC, manufacturers and an ecosystem of partners and developers can capitalize on the promise of the Internet of Things and augmented reality technology today and drive the future of innovation.

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Forward-Looking Statements

Past adoption of subscription licensing by PTC customers is not necessarily indicative of future rates of customer subscription adoption and the effect of the transition to a subscription-only model in certain geographic regions may not have the effect on revenue that we expect.

Exceptions to the subscription-only policy may change.

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