

Autodesk to Acquire Shotgun

Questions and Answers

Contents

- What has happened? 3
- Who is Shotgun? 3
- Who uses Shotgun software today? 3
- Why did Autodesk agree to acquire Shotgun? 3
- What is the benefit to Shotgun customers? 4
- Why did Shotgun decide to join Autodesk? 4
- What was the purchase price?..... 4
- When is the acquisition expected to close? 4
- How does this acquisition differ from other acquisitions Autodesk has completed
in the media & entertainment industry? 5
- Will Autodesk integrate Shotgun into its own teams and processes? 5
- Will being part of Autodesk slow things down? Will there be any roadmap changes? 5
- What will happen to third party support for companies like The Foundry and Adobe?..... 5
- Shotgun is cool. What will happen to the Shotgun culture? 6
- What will happen to my Shotgun support? 6
- What will happen to the Shotgun website, their forums? 6
- What will happen to existing sites? Will you be migrating servers? 7
- My Autodesk reseller does not sell Shotgun software. Who should I talk to?..... 7
- I have other questions. Who can I talk to for more information?..... 7

What has happened?

Autodesk has signed a definitive agreement to acquire Shotgun Software.

Who is Shotgun?

Shotgun Software builds scalable production tracking, review, and asset management software. They do this so that creative studios and remote collaborators can increase efficiency in their production processes and reduce risk through more transparent processes. The Shotgun team comes from film, TV and games production, and is passionate about building tools to help studios meet the challenges of fast-moving, globally distributed production – so that they can actually enjoy the process and bringing their inspiring work to the world.

Who uses Shotgun software today?

More than 500 creative companies use the Shotgun® platform today. Shotgun builds its software in collaboration with its customers integrating industry best practices. It has become a standardized toolset, providing business tools for managers and visual collaboration tools for artists and supervisors, often working globally with distributed teams. Studios in film, commercials post-production and games have adopted Shotgun's customizable system and contribute to the ongoing development of its growing ecosystem of applications.

Why did Autodesk agree to acquire Shotgun?

We believe that Shotgun has a unique expertise and passion for solving some of the biggest challenges facing media and entertainment companies today. They also have a unique relationship with the industry and their customers. We believe that together, we can accelerate Shotgun's plans and benefit more Autodesk customers with their expertise. The key reasons for the acquisition are:

1. The media and entertainment industry is changing rapidly as productions become increasingly complex and technology lowers barriers to entry. Studios must operate more fluidly, collaborate globally and work more closely with partners to meet schedules and budgets. Our customers need solutions that can help them better connect teams and streamline processes -- while still enabling them to innovate creatively. Shotgun is key to helping them do that and represents the state-of-the-art in terms of production management solutions.
2. Shotgun is already a standard part of our customers' business and has a strong workflow with both Autodesk® Maya® and Autodesk® 3ds Max® software. It's a platform that unites artists and the creative tools (from Autodesk and other vendors) they use every day. The Shotgun software is also very open, providing our clients with a standard platform to manage their entire production process across multiple vendors – a critical capability. Shotgun's culture of close collaboration with clients has resulted in a solution that gets at the core of today's production challenges. In short, they know what their clients want and need, and they are building it in collaboration with them.
3. The Shotgun team has developed substantial expertise in both cloud-based and locally-hosted server software. This expertise will be critical to the success of Autodesk's plans to develop and deploy the next generation of cloud-based technologies for the media and entertainment industry.

What is the benefit to Shotgun customers?

Shotgun clients benefit from getting access to new capabilities and products faster. The acquisition will result in more resources working in a concerted effort to help solve the challenges of risk, efficiency, collaboration, coordination and capability throughout production pipeline. Most Shotgun clients are also Autodesk customers and all Autodesk customers will benefit from solutions that help them better manage their production processes.

Why did Shotgun decide to join Autodesk?

Shotgun wanted to accelerate their roadmap to help customers more broadly across the production process from script to screen. To scale faster it required additional resources.

Shotgun is joining Autodesk to accelerate a mutual vision of an industry-wide, standardized production management system. Creative studios are being asked to move faster, and as they try to do so, production tracking, asset management and review are becoming critical areas of friction. Shotgun has spent the last eight years building a standardized toolset for production management to help solve this problem – however they do not want to stop here. The team has ambitious plans to solve new production problems and support the studios of the future, helping both current clients evolve and new ones start up cost effectively.

By joining Autodesk, Shotgun gains the resources of the entire research and development (R&D) team that was developing software-as-a-service technology for Autodesk media and entertainment. Most importantly the Shotgun development team, with much greater engineering power, will be able to accelerate its product roadmaps and plans to develop tools more aggressively and get them into clients' hands faster. As a result of the acquisition, Shotgun will, for the first time, have full-time teams focused on developing and supporting all of its different product areas: Production Tracking, Review, Asset Management/Pipeline Tools and Platform (security & performance).

After careful consideration, Shotgun felt that joining Autodesk provided the best opportunity for them to access the resources and talent needed to help their clients successfully manage the challenges of globally distributed production and help them achieve their goal of building an industry-wide standardized production management system.

What was the purchase price?

The transaction details are not being disclosed. This transaction is expected to have no impact on Autodesk's guidance issued on May 15, 2014.

When is the acquisition expected to close?

The acquisition is expected to close in the second quarter of Autodesk's fiscal year 2015, which ends on July 31, 2014.

How does this acquisition differ from other acquisitions Autodesk has completed in the media & entertainment industry?

Autodesk's intent with the acquisition is to provide the resources and assistance that Shotgun Software needs to accelerate its pace of innovation and deliver new capabilities to clients that improve production efficiency and transparency in the industry. The team leadership will remain, their obsession with client support will stay the same, their iteration speed and communication style will stay the same, and their focus on building an open platform that supports products from Adobe, The Foundry, Side Effects and other companies will stay the same. This is working well today and is one of the reasons Autodesk was attracted to Shotgun. What will change is the size of the team and how quickly they will be able to innovate. Autodesk's acquisition of Shotgun is an investment in the future of the platform, its customers (many of whom are also Autodesk customers), and in driving efficiency throughout the industry.

What will happen to Don and the Shotgun team?

Don Parker and the Shotgun team will join Autodesk. Don will head a new group within Autodesk Media & Entertainment focusing on Production Services. The focus of the new group will be to build production management tools and services for film games, television and commercials post-production. Autodesk will integrate the M&E software-as-a-service R&D team into the Shotgun team reporting to Don. The new team will be double the size of the previous Shotgun team with 3x the engineering resources.

Will Autodesk integrate Shotgun into its own teams and processes?

Shotgun has a unique process for working with clients while building its products that we believe is an industry best practice. We want to invest in this going forward. As a result, we intend for the Shotgun team to continue to operate as before under the leadership of Shotgun co-founder and CEO Don Parker. The Shotgun team will continue to interface directly with their customers as they currently do and will maintain their approach to product development, quality assurance and product support capabilities and processes.

Will being part of Autodesk slow things down? Will there be any roadmap changes?

On the contrary, our goal across the board is to accelerate development as the team gains access to more resources. The Shotgun R&D and support teams will continue on the path they are on to ensure that they can remain highly responsive to customer needs. There are no current plans to change Shotgun's roadmap, although the team expects to reach some key milestones for new product and new feature introduction earlier with the additional resources.

What will happen to third party support for companies like The Foundry and Adobe?

The Shotgun team will continue to collaborate with third parties, including The Foundry, Side Effects, Adobe and others, and support their products. Autodesk deeply believes that the media and entertainment industry needs more open, standardized production processes to better manage their production overhead. For this reason, we have been investing in helping the industry implement and adopt open standards; including both championing and investing resources in such industry

initiatives as OpenEXR, FBX, OpenColorIO, Alembic, OpenSubdiv, Universal Scene Description and the Autodesk® Maya® OpenData Initiative.

Production management is a critical problem for studios operating on razor-thin margins. Solutions to this problem, by definition, need to support the entire customer pipeline. This means not only third party applications like Nuke or Houdini, but also proprietary tools developed in-house. This is possible only through support of open standards and close collaboration with customers and other vendors. Shotgun has established a close working relationship with these companies and will continue to work with them closely. This is a key goal for both Autodesk and the Shotgun team going forward.

Shotgun is cool. What will happen to the Shotgun culture?

We agree: Shotgun is cool. We like the way they work with customers, their open and frank dialog, their balance between innovative exploration and focus on getting things done, and their overall approach to customer service. These are all things we value. We will do everything we can to allow them to continue to be cool! Our plan is for Shotgun to continue to operate much as it did before and we will work to maintain their culture including their website www.shotgunsoftware.com.

What will happen to my Shotgun support?

The Shotgun “Street Team” will continue to provide the same “awesome support” and premium services they have always done. All support contracts will continue uninterrupted. Autodesk is not making any changes to customer support contracts or delivery terms. Premium support will continue to include the following:

- Email support (6 hr response, 6 days a week)
- Priority access to beta products
- Increased security controls (IP restriction, etc.)
- Advanced permissions support
- Roadmap meetings with the Product team
- Annual tuning and training sessions
- Phone and video conference support
- Direct access to support engineers

What will happen to the Shotgun website, their forums?

The Shotgun forums, support site, blog, and social media presence will continue to be the primary source of information and online interaction with the Shotgun team.

What will happen to Shotgun subscriptions and credit card information?

Shotgun subscriptions will continue uninterrupted and credit card payments will continue to be processed by Authorize.net, Shotgun’s current payment provider. All credit card information will continue to be managed by Authorize.net. Terms and conditions as regards your credit card information remain unchanged.

What will happen to existing sites? Will you be migrating servers?

Your sites will remain up and running as before. There are no plans for migrating servers.

My Autodesk reseller does not sell Shotgun software. Who should I talk to?

Shotgun has a unique, high-quality sales and support process that we are not currently integrating into the Autodesk sales systems. If you are interested in purchasing the software you have several options depending on your needs:

1. If you already have contacts within the Shotgun team that you are working with continue to do so. Nothing changes.
2. You can try it and buy it online from the Shotgun website at www.shotgunsoftware.com.
3. You can contact the Shotgun team directly at <https://www.shotgunsoftware.com/about/>.

I have other questions. Who can I talk to for more information?

Please contact Noah Cole (Noah.Cole@autodesk.com) Director of Public Relations, Autodesk

Autodesk, the Autodesk logo, 3ds Max and Maya are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document. © 2014 Autodesk, Inc. All rights reserved.