

Tealium Raises \$55 Million in Series F Funding

New investment to accelerate global expansion and product innovation

Funding solidifies Tealium as the industry's most comprehensive customer data orchestration solution

SAN DIEGO, May 15, 2019 -- [Tealium](#), the trusted leader in real-time customer data orchestration, has closed \$55 million in Series F funding led by Silver Lake Waterman, Silver Lake's late-stage growth capital fund, with participation from ABN AMRO Digital Impact Fund, Declaration Partners, Parkwood and existing investors. The funding will be used to expand the company's data integration ecosystem, accelerate new product development and further scale global go-to-market activities, while continuing its mission to expand data freedom across the enterprise while safeguarding privacy. Tealium has received more than \$160 million in total funding to date.

The Tealium [AudienceStream](#) customer data platform (CDP), which launched in 2013, has experienced accelerated growth in recent years, notably seeing a 300% year-over-year increase in visitor profiles created. This purpose-built platform is designed to provide enterprises with a single view of their customers, serving as a secure central point of management across the entire data supply chain. Tealium connects customer data across technology stacks and digital assets, including websites, mobile applications, point-of-sale (POS) systems and call centers, enabling data freedom and agility across the organization. Enterprises can integrate this data with any technology, retail channel or marketing platform to build better customer experiences, invest in analytics and machine learning, and act on real-time decisions.

Tealium has focused on building a real-time customer data platform that meets the industry's most stringent requirements for protecting the integrity and privacy of customer data. The company's robust data governance and compliance portfolio allows global organizations to manage diverse regulations in countries around the world. This helps enterprises build consumer trust, enhance customer data and continue to bring innovative customer experiences to market.

"Our customer data platform is the vendor-agnostic foundation that allows data to flow freely and securely across the organization — rendering it accessible and useful to every team and technology, and solving departmental or technological silos that limit opportunity for data agility," said Jeff Lunsford, CEO of Tealium. "By democratizing the data collection and delivery process, we help organizations meet the changing needs of their business and customers and protect the integrity of their data."

"Tealium enables companies to overcome challenges related to customer data fragmentation by integrating and enriching data across sources in real time, while providing data governance and fidelity," said Shawn O'Neill, Managing Director of Silver Lake Waterman. "Jeff and his team

have built a robust platform, and we are excited to support the company's continued growth and investment in innovation."

"As a long-time Tealium customer, we've seen the benefit of the technology first hand," said Frank Verkerk, Chief Digital Officer of ABN AMRO. "Tealium has helped us streamline and standardize our data flows, and has given us the tools we need to make better marketing and business decisions."

To learn more about Tealium and the company's leading universal data solutions, visit www.tealium.com.

About Tealium

Tealium revolutionizes today's digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline and Internet of Things devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting more than 1,000 client-side and server-side vendors and technologies. The Tealium Universal Data Hub encompasses tag management, API hub, customer data platform, and data management solutions that enable organizations to leverage real-time data to create richer, more personalized digital experiences across every team, technology, and customer touchpoint.

About Silver Lake Waterman

Silver Lake Waterman is part of Silver Lake, the global leader in technology investing with over \$43 billion in combined assets under management and committed capital and a team of approximately 100 investment and value creation professionals located in Silicon Valley, New York, London and Hong Kong. Silver Lake Waterman focuses on providing flexible expansion capital to later-stage growth companies in the technology and technology-enabled industries. For more information about Silver Lake Waterman and Silver Lake, please visit www.silverlake.com.

About ABN AMRO Digital Impact Fund

The ABN AMRO Digital Impact Fund is the ABN AMRO corporate venture fund and invests in innovative companies specializing in the digitalization of financial products and services. We are a Dutch bank for retail, corporate and private banking clients. We are a relationship-driven, knowledgeable and digitally savvy bank, active in Northwest Europe and with expertise in selected sectors globally. Our purpose is Banking for better, for generations to come. Headquartered in Amsterdam, ABN AMRO employs around 19,000 people worldwide. Please visit us at www.abnamro.com.

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