

Appriss Retail Appoints Michael Osborne as Chief Executive Officer

Osborne brings a data and analytics-driven approach to drive continued growth worldwide

IRVINE, CA – March 23, 2023 – Appriss Retail, a leading provider of data and analytics solutions designed to reduce retail losses, decrease returns, and provide a more seamless consumer experience, today announced the appointment of Michael Osborne as Chief Executive Officer (CEO). Interim CEO and Board Member Krish Sastry will continue to serve on the Board of Directors and support Osborne in shaping the strategic direction and future of the business. Appriss Retail is a portfolio company of Clearlake Capital Group, L.P. (together with its affiliates, "Clearlake") and Insight Partners.

Today, omnichannel retailers are grappling with the unique and significant challenges of understanding consumer behavior across channels and finding ways to effectively engage their shoppers. At the same time, the cost and complexity of identifying and mitigating nearly [\\$100 billion in losses from shrinkage](#), including [return fraud](#), is top-of-mind for senior retail executives. Osborne is uniquely prepared to help omnichannel retailers around the world combat this issue.

"We are excited to partner with Michael and continue to support the talented Appriss Retail team," said James Pade, Partner and Managing Director at Clearlake. "Michael is a proven leader, and the combination of his experience shaping cross-channel consumer experiences for major retailers and his passion for leveraging analytics will empower Appriss Retail to further help omnichannel retailers create seamless online and offline experiences for their shoppers."

"Omnichannel retailers are tasked with striking a constant balance between attracting and retaining profitable customers, while using data and analytics to identify and reduce fraud and abuse," said Krish Sastry, Managing Director at Insight Partners. "Michael's track record of applying sophisticated analytics to shape consumer experiences for omnichannel retailers of all sizes will be invaluable as Appriss Retail strengthens its commitment to loss prevention, while finding innovative ways to maximize profit for customers."

Osborne has spent over two decades in the technology, data, and analytics industries, with proven success in developing and executing high-impact growth strategies. Most recently, Osborne served as President of Wunderkind, a leading performance marketing technology company. He joined Wunderkind after its acquisition of SmarterHQ, an analytics company that creates powerful cross-channel consumer experiences, where he served as CEO. Prior to leading SmarterHQ, Osborne served as Chief Revenue Officer at Bazaarvoice, where he played an integral role in the company's rapid growth to a \$150+ million recurring revenue business at IPO.

"Appriss Retail's success to date has been outstanding," said Osborne. "I am thrilled to lead the amazing team that has delivered high-ROI solutions for nearly 20 years. I look forward to partnering with our customers to find new ways to help them understand their consumers better and sustain profitable ways of doing business."

To learn more about Appriss Retail's successes and ongoing growth, visit www.apprissretail.com.

About Appriss Retail

Appriss Retail provides AI-driven analytics and real-time, integrated recommendations focused

on identifying and mitigating theft, fraud and abuse, while shaping positive experiences for profitable consumers. Used by more than 60 of the Top 100 omnichannel retailers, the company's SaaS solutions improve retail profitability by reducing fraud and abuse, minimizing ecommerce claims and appeasements, and preventing losses caused by employee theft and turnover. For more information about Appriss Retail, visit www.apprissretail.com.

About Clearlake

Clearlake Capital Group, L.P. is an investment firm founded in 2006 operating integrated businesses across private equity, credit and other related strategies. With a sector-focused approach, the firm seeks to partner with experienced management teams by providing patient, long term capital to dynamic businesses that can benefit from Clearlake's operational improvement approach, *O.P.S.*® The firm's core target sectors are technology, industrials, and consumer. Clearlake currently has over \$70 billion of assets under management, and its senior investment principals have led or co-led over 400 investments. The firm is headquartered in Santa Monica, CA with affiliates in Dallas, TX, London, UK and Dublin, Ireland. More information is available at www.clearlake.com and on Twitter [@Clearlake](https://twitter.com/Clearlake).

About Insight Partners

Insight Partners is a global software investor partnering with high-growth technology, software, and Internet startup and ScaleUp companies that are driving transformative change in their industries. As of December 31, 2022, the firm has over \$75B in regulatory assets under management. Insight Partners has invested in more than 750 companies worldwide and has seen over 55 portfolio companies achieve an IPO. Headquartered in New York City, Insight has offices in London, Tel Aviv, and Palo Alto. Insight's mission is to find, fund, and work successfully with visionary executives, providing them with right-sized, right-time practical, hands-on software expertise along their growth journey, from their first investment to IPO. For more information on Insight and all its investments, visit insightpartners.com or follow us on Twitter [@insightpartners](https://twitter.com/insightpartners).

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