



Intrado Acquires Hubb, Transforming the Future of Global Events

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Intrado Digital Media expands its leadership position as the world's largest technology platform uniquely built for today's omnichannel event marketplace

ISLANDIA, N.Y., Aug. 13, 2021 (GLOBE NEWSWIRE) -- [Intrado Corporation](#) ("Intrado"), a global leader in technology-enabled services, announced today that it has acquired [Hubb](#), a leader in hybrid event management technology. As a result of the acquisition, Intrado Digital Media expands its category leadership, providing the world's most comprehensive end-to-end solution for in-person, virtual, and hybrid events to thousands of clients around the world.

The Hubb Platform powers virtual, onsite, and hybrid events that bring brands to life and drives business growth by streamlining time consuming processes, mining profitable insights, boosting engagement, and improving ROI. By collecting, managing, and marketing event data more efficiently, Hubb powers high-impact, immersive, and personalized experiences. Forrester recently rated the Hubb Management Platform as a Leader in The Forrester Wave™: B2B Marketing Events Management Solution, Q1 2021. Hubb's executive team and employees will join the Intrado Digital Media team to support clients and drive continued technology development and product innovation.

"Adding Hubb to Intrado's Digital Media business will create an innovative, efficient, next-generation all-in-one event platform," said Ben Chodor, President of Intrado Digital Media. "Clients will have access to and benefit from a comprehensive end-to-end event management platform to create events with unique, curated experiences supporting in-person, hybrid, and virtual attendees. It will also accelerate the development of Intrado's self-service virtual event offering."

Intrado Digital Media enables event organizers to produce world-class virtual and hybrid events. The combined capabilities of Intrado and Hubb offer a single source for unified onsite and online event data and analytics across the entire event portfolio—offering valuable insights that drive business and prove event ROI.

"We built the Hubb platform because we believe in the power of events to connect people, build community, and drive revenue. Intrado Digital Media shares our vision to develop technology that drives progress and propels the events industry forward," said Allie Magyar, Founder and CEO of Hubb. "Intrado's focus on building the largest global technology platform for events, their unwavering commitment to client service and exceptional culture, combined with Hubb's drive for innovation and deep commitment to the events industry, will bring incredible value to partners, employees, customers, and the industry as a whole."

"After integrating Intrado Digital Media and Hubb technology, clients will have the ability to deliver fully converged, omni-channel events resulting in engaging experiences for attendees, regardless of their location," continued Ben Chodor. "We are excited to welcome Hubb employees, customers, and partners to Intrado."

To learn more, visit: www.intrado.com/en/digital-media

Jefferies LLC and Morgan Stanley & Co. LLC acted as financial advisors to Intrado.

JMP Securities LLC acted as exclusive financial advisor to Hubb.

About Intrado Corporation

Intrado Corporation is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging, and actionable - turning Information to Insight.

Intrado has sales and/or operations in the United States, Canada, Europe, the Middle East, Asia Pacific, Latin America, and South America. Intrado is controlled by affiliates of certain funds managed by Apollo Global Management, Inc. (NYSE: APO). For more information, please call 1-800-841-9000 or visit www.intrado.com.

Forward-Looking Statements

This press release contains forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements can be generally identified by the use of words such as "may," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "intends," "continue" or similar terminology. These statements reflect only Intrado's current expectations and are not guarantees of future performance or results. These statements are subject to various risks and uncertainties that could cause actual results to differ materially from those contained in the forward-looking statements. These risks and uncertainties include, but are not limited to, risks associated with the Covid-19 pandemic; competition in Intrado's highly competitive markets; increases in the cost of voice and data services or significant interruptions in these services; Intrado's ability to keep pace with its clients' needs for rapid technological change and systems availability; the continued deployment and adoption of emerging technologies; the loss, financial difficulties or bankruptcy of any key clients; security and privacy breaches of the systems Intrado uses to protect personal data; the effects of global economic and health trends on our business, including as a result of disruption of the business of Intrado's clients; the non-exclusive nature of Intrado's client contracts and the absence of revenue commitments; the cost of pending and future litigation; the cost of defending against intellectual property infringement claims; the effects of extensive regulation affecting many of Intrado's businesses; Intrado's ability to protect its proprietary information or technology; service interruptions to Intrado's data and operation centers; Intrado's ability to retain key personnel and attract a sufficient number of qualified employees; increases in labor costs and turnover rates; the political, economic and other conditions in the countries where Intrado operates; changes in foreign exchange rates; Intrado's ability to complete future acquisitions, integrate or achieve the objectives of its recent and future acquisitions; and future impairments of our substantial goodwill, intangible assets, or other long-lived assets. In

addition, Intrado is subject to risks related to its level of indebtedness. Such risks include Intrado's ability to generate sufficient cash to service its indebtedness and fund its other liquidity needs; Intrado's ability to comply with covenants contained in its debt instruments; Intrado's ability to obtain additional financing; the incurrence of significant additional indebtedness by Intrado and its subsidiaries; and the ability of Intrado's lenders to fulfill their lending commitments.

These forward-looking statements speak only as of the date on which the statements were made. Intrado undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, except to the extent required by applicable law.

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