



Dundee Based Kumulos Signals Ambitious Global Expansion Plans

Dundee, Scotland September 4 2017 - Kumulos, a Dundee based software firm, has today announced its plans to expand its global reach with the opening of an United States office, appointment of a General Manager for the Americas and appointing a new Non-Executive Director to its board.

Don Cappelletti, the newly appointed Kumulos GM said, "It's a great time to be joining such an innovative and fast growing business. I'm excited to be joining the team and leading the successful expansion of the business in the US and Canada as well as Central and South America."

Cappelletti's track record spans more than 20 years in the North America IT sector, having worked for for Apple, Cisco, Lenovo and IBM.

Kumulos, with customers in more than 25 countries spread across five continents, has around 40% of its customers in North America, as well as customers in Brazil, Argentina, Mexico and Columbia. The company posted year on year global sales growth of more than 340% to the end of July '17.

Kumulos CEO Mark Petrie comments. "This signals the ambition that the management team, the board and the shareholders have for Kumulos. We have enjoyed considerable success already in North America. Establishing a presence there to support our existing customers and build on that success is simply the next logical step for the business."

The new office is based in Raleigh within North Carolina's famed Research Triangle Park and will allow the company to service it's growing list of US based clients with local sales, marketing and technical support.

Kumulos is used by Mobile App Development Businesses to measure app performance and deliver services to drive better results from their Enterprise and SMB clients' mobile apps. Its white label capability alongside its ease of use, broad range of features and multi-tenant architecture is increasingly making it the platform of choice for large, medium and small app development firms across the globe.

The company has also appointed a new Non-Executive Director to the Board. Charles Sweeney joins the Kumulos board following the firm's successful second funding round where it raised a 6 figure sum to fund its international expansion plans.

Commenting on the Appointment, Mark Petrie added "Charles brings highly complementary skills to the Kumulos Board, having successfully lead a number of international software and service businesses. Myself, the rest of the management team and the Board of Directors very much look forward to working with Charles and learning from him."

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Who are Kumulos?

The Kumulos platform is used by thousands of app developers in more than 25 countries around the world. It is the only purpose built mobile app management platform for mobile app development companies. Companies that build mobile apps for Enterprise, SMB's and App Businesses.

Kumulos helps mobile app development companies get greater insight into how their customers mobile apps are performing, so they can help their clients drive a better outcome from their mobile apps.

The platform includes

- Client facing analytics dashboard and client reporting
- Push notification service & analytics
- App store optimization service & analytics
- App hosting and data storage
- API & sub-services Management
- App Developer Management Console

What makes Kumulos unique are the range of features it offers for mobile app businesses to easily create service packages for their clients. Services that their clients pay for on retainer.

www.kumulos.com

Kumulos offers a free, no-obligation trial at <http://www.kumulos.com/sign-up>