

PRESS RELEASE

Freshworks expands into ASEAN region with its regional hub in Singapore

Customer engagement software provider grows 45% year-on-year in ASEAN region

Singapore, Malaysia, 19th March, 2019 – [Freshworks](#), a leading provider of cloud-based business software, announced its expansion into the ASEAN market with support from the [Singapore Economic Development Board \(EDB\)](#). By opening its first regional hub for the ASEAN market, Freshworks aims to expand adoption of its customer engagement suite and increase its network of partner resources to meet accelerating customer demand in the region. Ranked second among global economies in the ease of doing business by the World Bank, Singapore's rapid urbanization and digitization are driving demand for customer engagement solutions across sectors.

Within the ASEAN region, Freshworks has registered 45 percent year-on-year growth as of December 2018. The company has an extensive partner and reseller network in ASEAN covering prominent regions like Malaysia, Thailand, Philippines, Indonesia, Vietnam, Hong Kong and Korea.

Freshworks products are widely used by businesses in Consulting, Retail and Shipping industries from the region. Some of the key customers from the ASEAN markets are AMOS Group, Decathlon, X-press Feeders, Synpulse, and ipay88, among others.

Freshworks aims to capitalize increasing demand in the region to serve the market. As per the Forrester APAC Tech Market Outlook 17-18 report, Middleware SaaS subscription services are expected to double from US\$2 billion in 2015 to US\$4 billion in 2018 at a 20% CAGR.

With the addition of Singapore office, the Software-as-a-Service (SaaS) company, headquartered in San Bruno, USA, now has nine global offices with a workforce of over 1900+ employees, spread across four continents. [Freshworks had raised \\$100 million](#) in its latest round of funding from Accel Partners, Tiger Global, Sequoia and CapitalG (formerly Google Capital) in July 2018. The company also [announced a revenue milestone of USD 100 million ARR](#) (Annual Recurring Revenue).

Freshworks is digitally transforming enterprises that have been let down by traditional legacy solutions. These user-friendly business solutions include cloud-based customer support, CRM, call centre software, internal collaboration tools, and marketing automation solutions, for enterprises of all sizes. Freshworks is pushing the envelope with its AI technology. Freddy, the company's AI engine, enables businesses to carry out smart interactions with their customers. Furthermore, Freshworks 360, an all-in-one customer engagement suite that encompasses sales, support, and marketing needs across different customer touch points offers a fully integrated cloud bundle.

Mr. Koh Jin Hoe, Regional President, Asia Pacific, EDB, said, "Fast-growing technology companies from India are leveraging Singapore as a platform to access new markets. As one of the leading SaaS companies globally, Freshworks' Regional Headquarters for ASEAN is an exciting addition to Singapore's vibrant digital ecosystem, building on our existing talent pool and innovative technology pilots to help more businesses transform digitally."

Sidharth Malik, Chief Revenue Officer, Freshworks, said "ASEAN is an exciting market for us, we look forward to playing our role in supporting businesses to scale and achieve their full business potential. Singapore is a great launch pad into the region, as businesses are focussing on technologies to innovate. Our customers and partners in the region have

shown confidence by delivering great customer experiences, and we look forward to continuing the momentum.”

About Freshworks

Freshworks provides customer engagement software to businesses of all sizes, making it easy for customer support, sales and marketing professionals to communicate more effectively with customers and deliver moments of wow. Freshworks offers a full suite of SaaS (Software as a Service) products that create compelling customer experiences and lets businesses share a 360 degree view of relevant customer information internally.

Founded in October 2010, Freshworks Inc. is backed by Accel, Tiger Global Management, CapitalG and Sequoia Capital India. Freshworks is a 1,900 + team headquartered in San Bruno, California, with global offices in India, UK, Australia and Germany. The company's cloud-based suite is widely used by over 150,000 businesses around the world including the NHS, Honda, Rightmove, Hugo Boss, Citizens Advice, Toshiba and Cisco.

For more information, please visit www.freshworks.com

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