

## Strangeloop Corporate Backgrounder

---

Strangeloop designs, builds, installs, and supports hardware and software solutions that accelerate the performance of websites and web-based applications.

### OUR MARKET

Google web performance expert Steve Souders has stated that website speed is the next competitive advantage for online businesses. There is a rapidly growing body of research that proves the direct relationship between website speed and conversion, revenue and user satisfaction. A mere 2-second slowdown in site speed can drop revenues by 4.3%, whereas speeding up a site's landing page has been proven to increase conversions by 15.4%. A one-second increase in response times can increase customer satisfaction by up to 16%.

Up until recently, this kind of data has either been unavailable or considered only relevant to top-tier sites such as Google, Microsoft and Amazon. Now, however, smaller businesses are recognizing the measurable value in improving their online performance.

### OUR PRODUCTS

Founded in 2006, Strangeloop's original product offering was the Strangeloop AS1000, a delivery-focused accelerator for ASP.NET. Since that time, the company's offerings have evolved to include Site Optimizer, a family of hardware, virtual and service-based acceleration solutions.

On June 23, 2010, we launched Site Optimizer, a next-generation solution that offers a powerful set of features that work together to provide roundtrip reduction, rapid rendering, and dynamic browser caching. Site Optimizer makes our web acceleration capabilities available to companies in different environments: as a hardware appliance, a virtual appliance, and a service.

While there are other companies that provide web optimization services, Strangeloop is unique in the following ways:

- We offer the only product that addresses today's performance problem: the fact that individual web pages are not designed to be delivered efficiently, and with minimal roundtrips, across multiple browser types.
- We are also the only acceleration solution provider to offer a product for the cloud environment.
- Because our solutions do not require software, server or network changes, they can be implemented easily and yield immediate returns.
- Our solutions are the most cost-effective in our industry.

### OUR CUSTOMERS

Our clients – who range from IT consultancy firms to ecommerce sites to online service providers – report that, after implementing Strangeloop, their conversion rates have increased by up to 8.5% and they have experienced revenue increases of up to 52%.

In addition to increasing conversion and revenues, Strangeloop offers back-end savings. Because developers can focus their time on building new features rather than optimizing code, our clients have experienced radical reductions – up to 50% in some cases – in development costs.

Every one of our clients has experienced full ROI within six months of implementation – some within just weeks.

### OUR HONORS

Strangeloop's industry accolades include nominations and wins at The Stevies, The Best of Tech Ed, and the Red Herring 100 Award. For the past two years, Strangeloop has been named the Best Company to Work for in BC.

### OUR TEAM

- Jonathan Bixby, CEO
- Joshua Bixby, President
- Kent Alstad, CTO
- Lee Purvis, VP Operations
- Hooman Beheshti, VP Product
- Birgit Troy, VP Finance