Appfire Acquires Leading Provider of Atlassian Administration Tools Botron
First Acquisition as Part of New Company Vision to Expand Portfolio of
Apps that Drive Digital Transformation

BOSTON, Massachusetts, June 23, 2020 — Appfire, a leading provider of apps for software development teams, today announced it is expanding its product portfolio with the strategic acquisition of Botron Software, a Bulgaria-based provider of tools that enable enterprise-level change and configuration management within Jira. The transaction is the company's first acquisition following a recent $49M investment led by Silversmith Capital Partners to expand its cloud-based product offerings and support strategic acquisitions of complementary apps.

"We're thrilled to welcome Botron to the Appfire portfolio," said Appfire co-founder and CEO, Randall Ward. "Jira leads the market as an essential project management tool for teams around the world, and as a long-time Atlassian partner, Botron adds an exciting set of powerful apps to our portfolio as we fulfill our vision of enabling enterprises to drive digital transformation. We look forward to working with the Botron team to unlock new use cases through product integration and innovation."

Appfire's portfolio of 60+ apps are used by thousands of enterprises to enhance collaboration tools like Atlassian's Jira and Confluence and enable teams to work better, faster, and more efficiently. Botron's apps aim to provide a better experience for Atlassian administrators and its flagship product, Configuration Manager for Jira, is used by thousands of teams worldwide for migrations and daily management of enterprise Jira instances. This acquisition expands Appfire's "administration at scale" line-up to create a more complete suite of products for Jira power administrators.

"By leveraging Appfire's deep technical expertise, extensive partner network, and operational infrastructure, our product teams will be able to focus on bringing new feature enhancements, apps, and additional hosting options to market faster," said Boris Georgiev, co-founder and General Manager of Botron Software.

Botron's founders, along with their entire 32-person team, will join Appfire and continue to work out of the Botron headquarters in Sofia, Bulgaria.

The Cosine Group acted as exclusive advisor to Botron in the transaction.

About Appfire
Appfire is an award-winning Platinum Top Vendor and has been a global authority in the Atlassian ecosystem for nearly 15 years. Appfire's popular Bob Swift, Botron, Feed Three and Wittified product brands comprise the largest portfolio of apps on the Atlassian Marketplace with 60+ purpose-built products and 43,000 active installations worldwide. Learn more at www.appfire.com.

About Botron Software
Botron Software is a global software company that provides end-to-end data portability and administration solutions for enterprise organizations in the Atlassian ecosystem. With 4 top-performing apps on the Atlassian Marketplace and an award-winning Atlassian Migration Services team, Botron's distinctive product capabilities provide much-needed enterprise best practices for 4,000+ organizations worldwide. Learn more at www.botronsoft.com.

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