



NEWS RELEASE

o9 Reports 36% Annual Recurring Revenue Growth

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o9 Continues to Deliver Increased Client Value With Its Cutting-Edge, AI-Powered Platform

DALLAS--(BUSINESS WIRE)-- **o9**, a leading enterprise AI software platform provider for transforming planning and decision-making, today reported that its annual recurring revenue (ARR) in Q1'24 grew 36% year-over-year. o9 also signed a multitude of new clients in diverse industries and solidified its relationship with existing clients by extending the scope of projects and adding more value.

During the quarter, o9 successfully implemented its AI-powered **Digital Brain platform** at multiple global clients across a wide range of industry sectors, including automotive, process manufacturing, telecommunications, fashion, retail, and industrial wood processing, to help them optimize their planning and decision-making capabilities. o9 also **announced substantial advancements** to its Digital Brain platform by incorporating a rich set of Generative AI (GenAI) powered capabilities into its core Enterprise Knowledge Graph (EKG) models.

o9 continued to grow its global headcount to nearly 2,800 in Q1'24. The Company expanded its global footprint by opening new offices in **Hong Kong**, and expanding its presence in Bangalore, India.

During the quarter, o9 participated in the **54th annual Davos World Economic Forum 2024** in Davos, Switzerland, where it hosted an exclusive executive panel. The panel facilitated discussions on pivotal issues facing the global supply chains in the post-COVID-19 era, emphasizing the imperative of digitalization in mitigating challenges such as component shortages. Moreover, o9 joined the **World Economic Forum's Innovator Communities**, which unites private companies valued at more than \$1 billion.

In March, the Company successfully organized its annual client event, **aim10x digital 2024**, to transform supply chain and commercial planning. With over 10,000 registrations, supply chain, procurement, revenue management, IT, and sustainability professionals tuned in to learn best practices and insights from leaders and executives driving growth and innovation. In 2024, o9 will host 12 aim10x in-person events globally, providing excellent networking and learning opportunities. Register **here** to join an aim10x On Tour event in a city near you.

Chakri Gottemukkala, Co-founder and CEO of o9, said, “o9 is committed to delivering unparalleled value to our customers by transforming their business planning and decision-making capabilities. Our unwavering dedication to customer success drives continuous innovation and enhances our future-proof platform, enabling our clients to achieve their strategic objectives and drive sustainable growth. This quarter’s success highlights the tangible value of the o9 platform, underscoring our mission to provide the world’s most value-generating enterprise planning platform.”

Other notable highlights in Q1’24 include:

- **o9 to support M&S with the digital transformation and upgrade of its clothing & home planning systems**
- **o9 partners with Sketchers to digitally transform the company’s retail planning processes**
- **o9 partners with Natura and Avon in Brazil to offer digital commercial planning solutions**
- o9’s co-founder and CEO Chakri Gottemukkala has become a member of the WSJ’s CEO Council and has been highlighted as one of the World’s Most Influential Decision-makers
- o9 and **Resilinc** partner to provide joint clients with greater visibility into their multi-tier supply network
- o9 was named a **Food Logistics 2023 Top Software & Tech Award Recipient** for its innovative Supplier Collaboration solution
- The Company ranked **No. 78** on Inc. Magazine’s List of the Southwest Region’s fastest-growing private companies
- Three o9ers were recognized as **2024 Pros to Know Winners** by Supply & Demand Chain Executive
- o9 announced its full suite of **Revenue Growth Management** solutions
- o9 and **AWS** expanded their collaboration
- o9 submitted and validated its **Science-Based Emissions Reduction Targets**
- o9 announced Make a Difference (MAD) as the recipient of its inaugural **Digital Tomorrow Grant**

About o9, Inc.

o9 is a leading AI-powered platform for integrated business planning and decision-making for the enterprise. Whether it is driving demand, aligning demand and supply, or optimizing commercial initiatives, any planning process can be made faster and smarter with o9’s AI-powered digital solutions. o9 brings together technology innovations—such as graph-based enterprise modeling, big data analytics, advanced algorithms for scenario

planning, collaborative portals, easy-to-use interfaces, and cloud-based delivery—into one platform. For more information, please visit www.o9solutions.com.

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Source: o9, Inc.