Appfire Acquires Snapbytes Limited (UK) to drive ITSM Innovation
Within the Atlassian Ecosystem
Appfire's investment will help Atlassian take on its biggest competitors in
rapidly changing IT Service Management Industry

BOSTON, MA – July 27, 2021 -- Appfire, a leading provider of apps that help teams solve modern challenges with digital solutions, today announced the acquisition of Snapbytes Limited (UK), a Top Atlassian Marketplace Partner with more than 4,300 global installations of its IT Service Management (ITSM) applications.

With teams in Istanbul, Turkey and Cambridge, United Kingdom, Snapbytes Limited is the maker of the most-downloaded service-level agreement ("SLA") app on the Atlassian Marketplace, *Time to SLA*. This solution for Jira and Jira Service Management helps teams define, visualize, track, and report on SLA performance, with custom fields, countdowns, calendars, and notifications. Time to SLA is used by thousands of teams in over 70 countries. Also part of the acquired product portfolio is the popular *Enhancer Plugin for Jira*, which adds workflow enhancements, custom fields, and KPI metrics to augment Jira and Jira Service Management.

"Atlassian's Jira Service Management is a dominant leader in the ITSM industry and quickly gobbling up market share," said Randall Ward, co-founder and CEO, Appfire. "As Atlassian takes on ServiceNow, Ivanti, and other competitors head-on, we're listening to our partner network and working closely with Atlassian to deliver deeper integrations, workflow enhancements, and other new and exciting capabilities for businesses worldwide."

"We're excited to learn that Appfire is bringing this remarkable line of products into its growing portfolio," said Christian Lane, co-founder and CEO of Praecipio Consulting, an Atlassian Platinum Solution Partner, Appfire Red Hot Partner, 2020 Atlassian Enterprise Partner of the Year, and previous Atlassian ITSM Partner of the Year. "Appfire has a strong, cohesive strategy to bring the best Atlassian marketplace products under one brand, and this acquisition will further enable our service management practice to deliver best-in-class capabilities to our industry-leading, enterprise clients."

As part of the acquisition, the entire app development team will join Appfire, including Snapbytes founder and CEO, Tuncay Şentürk, and a dozen other software engineers and support professionals.

"At Snapbytes, we've always been passionate about creating the very best software solutions that enable our clients to thrive. Joining Appfire will allow us to achieve our goals through additional integrations with a range of powerful products, supported by unmatched customer service and centralized business processes," commented Şentürk, who is also an Atlassian Community Leader. "I've been developing apps since 2006, before there was an Atlassian Marketplace, and Randall's vision for Appfire has impressed me from the start. We are excited to be working with the Appfire team."

Kirkland & Ellis LLP and Walker Morris LLP served as legal counsel for Appfire.

About Appfire
Appfire is an award-winning Atlassian Platinum Marketplace Partner and a global authority in the Atlassian ecosystem for more than 15 years. Appfire's popular solutions help teams with Workflow and

Automation, Product Portfolio Management, IT Service Management, Business Intelligence & Reporting, Administrative Tools, Agile, Developer Tools, and Publishing. The company has the largest portfolio of apps on the Atlassian Marketplace with nearly 200,000 active installations worldwide. Learn more at www.appfire.com.