

About Pervasive Software®

Publicly traded since 1997 and with **44 consecutive profitable quarters through December 31, 2011**, Pervasive Software (NASDAQ: PVSW) is a global data innovation leader, delivering software to manage, integrate and analyze data, in the cloud or on-premises, throughout the entire data lifecycle. Pervasive products deliver value to tens of thousands of customers worldwide, often embedded within partners' software, with breakthrough performance, flexibility, reliability and return on investment.

For additional information, go to www.pervasive.com and <http://investor.pervasive.com>.

COMPANY OVERVIEW

Global Software Company

- Tens of thousands of users across the globe
- Americas, EMEA, Asia
- ~250 employees worldwide

Strong Financials

- \$49 million revenue (12-month ending December 31)
- 44 consecutive quarters of profitability
- \$41 million in the bank
- 23 consecutive quarters of active share buyback
- NASDAQ: PVSW since 1997

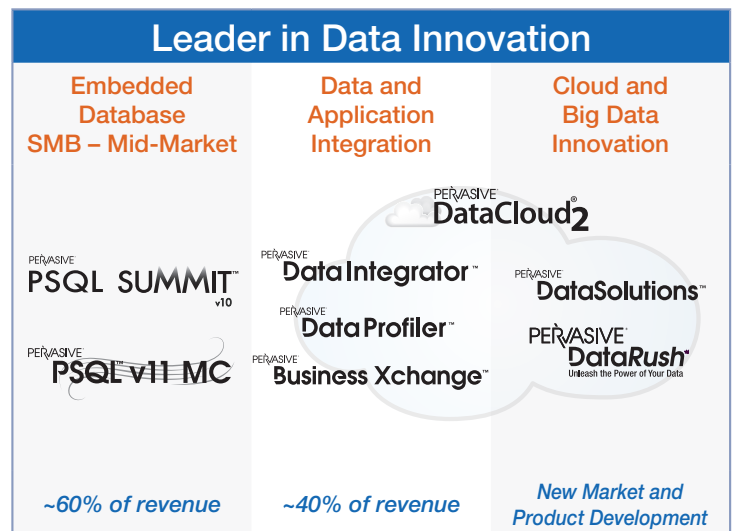
Growth Strategy

- Leverage indirect channels
- Innovation—new products and markets
- Opportunistic acquisitions

STRONG FOUNDATION

- ✓ Solid and proven product lines
- ✓ Well-developed channel and operating leverage
- ✓ Strong balance sheet
- ✓ Consistent profitability and cash flow generation
- ✓ Furious focus on Innovation

PRODUCT LINES



OPPORTUNITIES



The Pervasive Difference

- **Fierce Focus on Profitability**
- **Strategic Focus on Innovation Investments**

Pervasive DataCloud®: Data Services On-Demand for Cloud Developers

As the infrastructure for cloud computing matures, more advanced Platforms-as-a-Service (PaaS) must emerge. Pervasive is leading the way with its innovative Pervasive DataCloud, a PaaS providing elastic 24x7 multi-tenant data services on demand. Recent Pervasive DataCloud updates provided an API, enriched security features and a more robust management console to enable partners as well as Pervasive developers to rapidly create configurable subscription-based services on an elastic cloud infrastructure. With more than 350 subscribers now hosted on it, Pervasive DataCloud provides an easy platform for developing, deploying and managing scalable data services on the Amazon Web Services EC2 infrastructure.

Pervasive DataSolutions: Pervasive- and Partner-Created Solutions on the Cloud

Building on Pervasive DataSolutions' simple, instant-on point-to-point hosted integrations for hundreds of customers, the team expanded its scope in fiscal 2011 with a Webstore that hosts both Pervasive- and partner-created data solutions, all available as subscription services residing on Pervasive DataCloud. Demand continues to increase, both for new offerings and for existing solutions such as Pervasive DataSynch™ for Intuit QuickBooks and Salesforce.

Pervasive Data Integration: Technology Leadership, Business Execution

The Pervasive integration products team delivered innovations in data quality (Pervasive Data MatchMerge™), in connectivity, in B2B data exchange for healthcare and other industries and in cloud computing with dozens of customers doing sophisticated integrations on Pervasive DataCloud. Leveraging both new and existing offerings, the integration team delivered year over year quarterly revenue growth in each of the nine quarters ended December 2011. The team is poised to continue aggressively capitalizing on market opportunities with the strategic release of Pervasive Data Integrator™ v10 with a new flexible, browser-based user interface and a scalable, agile engine architecture.

Pervasive PSQL: Giving ISVs the Benefit of Multicore Enablement

Pervasive continued to see strong uptake of the Pervasive PSQL™ v11 embedded database, released September 2010, which features new capabilities including multicore enablement and Internet Protocol version 6 (IPv6) support. Pervasive PSQL v11 makes more efficient use of commodity 2-, 4- and 8-core servers with throughput gains of up to 4x that of earlier versions. Its performance benefits the full range of vendor applications that leverage the new version, whether or not those applications are multicore-optimized. Pervasive is also launching Pervasive PSQL Vx for partners who make extensive use of virtualization techniques, enabling them to better deliver on the cloud with load balancing, failover and multi-instance scalability.

Pervasive Business Xchange: Managed B2B Integration Services

Pervasive Business Xchange™ is a Web-based data exchange service that enables companies to send and receive business information electronically in a seamless, timely and secure manner regardless of their enterprise system. Serving trading partner and other hub-and-spoke business networks, Pervasive Business Xchange takes information from one company, translates it to their trading partner's format, and then delivers that information precisely where it's needed. Pervasive Business Xchange™ recently completed migration of all its customers to Microsoft Windows Azure, its new hosting platform.

Pervasive Big Data: Scaling Up and Out with Massive Parallelism

Pervasive recently combined our Pervasive DataRush and Innovation Labs teams to form Pervasive Big Data Products and Solutions to focus aggressively on market opportunities in that area, including the Hadoop ecosystem. We extended Pervasive DataRush beyond single-SMP multicore hardware to deliver scale-out capability on multicore clusters, including Hadoop clusters. We'll continue to focus on innovative toolings and solutions leveraging the fine-grained parallelism of the Pervasive DataRush dataflow platform.

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