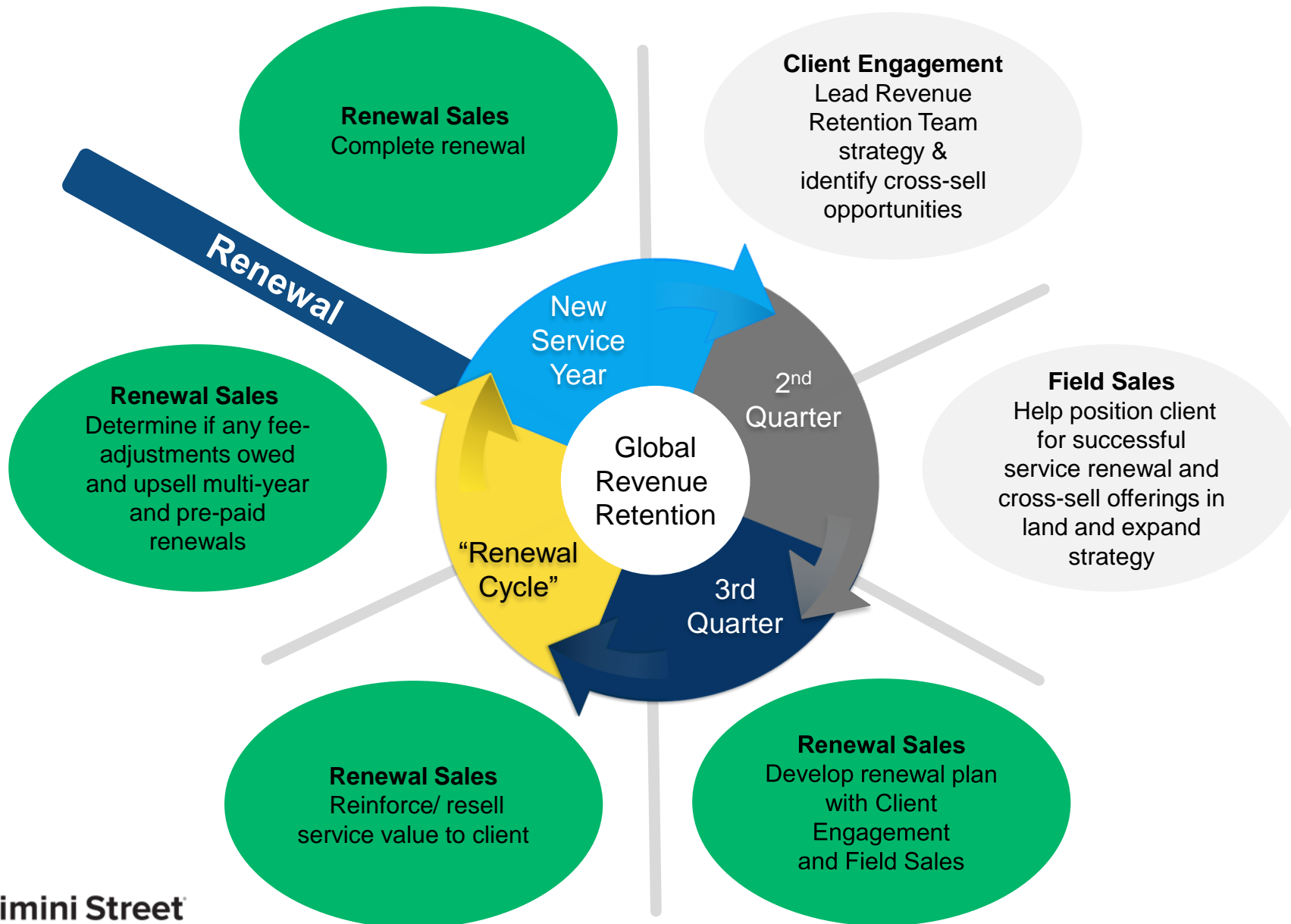


Renewals and Growing Long-Term Client Value

Kevin Maddock
EVP, Global Recurring Revenue Sales



Renewals Drive More Than 80% of Annual Revenue



Revenue retention is a structured, year-round sales process within client lifecycle



Increased Revenue Retention Rate and LTV

Multiple factors will drive increased Revenue Retention Rates and grow LTV through 2026

- **Clients will run current ERP longer**
 - New vendor ERP products and releases fail to excite most organizations
 - Vendor ERP migrations & upgrades seen as low-value, costly projects
 - Global economic and industry challenges
 - Savings better invested in more strategic initiatives that enhance competitive advantage and support growth
- **Clients will expand Rimini Street Service footprint**
 - Longer-term use of current ERP creates opportunities for expanded service footprint
 - Expanded service footprint creates more unique value-proposition, harder to displace
 - Oracle and SAP AMS, Security and Interoperability solutions require Support Contract

Renewals Team Helps Drive Account Revenue Growth

Recurring Revenue Sales Team part of integrated global sales strategy



Team goals and incentives aligned to support “land and expand” opportunities with existing clients

Identified leads and opportunities passed to Field Sales





Rimini Street[®]

