



Innovation in Visual Analytics

Statement of Direction 2016

Updated September 2016





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Preface

Qlik® is a leader in the visual analytics market, delivering intuitive platform-based solutions for self-service data visualization, guided analytics and dashboards, custom and embedded analytics, and reporting to approximately 37,000 customers worldwide. Companies of all sizes, across all industries and geographies, use Qlik solutions to visualize and explore information, generate insight, and make more informed decisions.

At Qlik, we believe that business intelligence (BI) is optimized by harnessing the collective intelligence of people across an organization. To successfully empower people, we focus on enabling everyone in an organization to see the whole story that lives within their data.

In this document, we describe our strategy and vision for the future. We outline the parameters of our innovation agenda, describe our solutions today, and outline our roadmap for 2016 and beyond. With our innovation, we strive to fulfill our vision to lead the visual analytics market and touch the lives of more than one billion people.

About our Statement of Direction

The information contained within this Statement of Direction is intended only to provide our customers, prospective customers, partners and strategic partners with a general overview of our anticipated product direction and future offerings. This document is provided without warranty of any kind.

This Statement of Direction is not a commitment, promise or other obligation on the part of Qlik to deliver any particular code or product functionality, nor does Qlik assume any obligation to update or revise any of the statements contained herein. Furthermore, Qlik makes no commitment that any future functionality outlined herein will be made available as part of maintenance and support.

Information in this Statement of Direction should not be relied on for making purchasing decisions, as the development, release, and timing of any features or functionality remains at Qlik's sole discretion and may change at any time.

Qlik at a glance

Founded in Lund, Sweden in 1993

Approximately 37,000 customers in more than 100 countries

Solutions driving leadership in the visual analytics market

- **Qlik Sense®**
Next-generation visual analytics
- **Qlik Analytics Platform®**
Custom and embedded analytics
- **QlikView®**
Guided analytics and dashboards
- **Qlik NPrinting®**
Collaborative analytics and reporting
- **Qlik Sense Cloud®**
Visual analytics online
- **Qlik DataMarket®**
Third party data-as-a-service

More than 1,700 technology, solution, OEM, consulting and system integrator partners

More than 2,000 employees worldwide

Recognized leader by industry analysts including Gartner, BARC, Forrester, Butler Analytics, and Ventana Research

Headquartered in Radnor, PA, USA

NASDAQ: QLIK

Our vision

Qlik® was founded on one simple belief: that BI is optimized by harnessing human intelligence — the collective intelligence of people. We believe that data is nothing more than a source, and that BI and analytics tools and technologies are only as effective as those that use them. We have set out to build a new breed of visual analytics solutions that bring out the best in the people that use them, helping users connect information and generate ideas to discover all the data-driven possibilities that lie ahead of them.

At the center of our vision lies a visual analytics platform that is designed to help everyone in an organization generate insight — not just a limited number of data experts. We believe that the power of analytics is realized across the entire organization by becoming an integral part of core business processes anywhere, anytime decisions are made. It's critical that business professionals in any industry or line of business can easily explore and analyze data, collaborate, and share insights using a wide range of capabilities including self-service visualization and discovery, guided analytics and dashboards, embedded and custom analytics, and reporting. Qlik's platform is delivered within a governed framework that drives enterprise scalability and trust for the business, enabling individuals and the entire organization to operate more efficiently and effectively and make decisions with more confidence.

To deliver on our vision, we must be agile and innovate ahead of the market, building on our foundation of challenging the status quo. As a result, we continue to embrace our core values and partner with our customers for their success.



See the Whole Story
in Your Data



Agility through
Innovation



Partners in your
Success

See the whole story that lives within your data

Qlik's associative model empowers everyone to see the whole story that lives within their data. Powered by our patented in-memory associative data indexing technology (the QIX engine, Qlik products enable users to probe all the possible associations that exist in their data, across all of their data sources. This means people are not limited by predefined hierarchies or preconceived notions of how data should be related, and can finally understand and explore how it truly is related.

Qlik® products deliver an unmatched level of interactivity and flexibility not available in SQL-based visualization tools or traditional BI. Qlik's associative model empowers everyone in an organization to explore information freely, without having to create new visualizations or become data experts. Users of any skill level can ask questions and gain insights through simple searches and selections, starting anywhere and going anywhere. Every time the user clicks, the QIX engine instantly responds, dynamically recalculating analytics and views of information based on the new context and highlighting associations (i.e., relationships in the data), across all dimensions and sources. The user's selections are highlighted in green, associated data is represented in white, and unrelated data appears in gray. This instant feedback encourages users to think of new questions and continue their individual path of exploration and discovery, imposing no limits on the user and prompting them to ask and answer the next question. This fundamental, interactive behavior is core to Qlik products, and only possible because of our innovative QIX engine technology.

Qlik offers unique value to the market by combining its associative model with a platform approach that emphasizes agility for the business, with trust and scale for IT. A modern analytics platform needs to go far beyond simply allowing individual users to build visualizations. Qlik's platform approach supports a variety of use cases throughout an organization — including self-service visualization, guided analytics apps and dashboards, custom and embedded analytics, and report distribution. It offers robust data integration to enable complete views of information, open and standard APIs and toolkits to extend and embed analytics, shared, re-usable libraries of governed data and metrics, rules-based security for granular control of data access, and centralized management to easily support deployments for tens of thousands of users. With mobile device independence and the ability to deploy on premise or in the cloud, we offer our customers a complete and flexible analytics platform that delivers agility for business users while meeting all the governance, security, and scalability demands of IT across the enterprise.

Agility through innovation

A significant trait of the new digital economy, and indeed the technology and software business in which Qlik operates, is that change is constant; in fact it is often cited as the only certainty.

All too often, however, BI and analytics solutions not only lack agility, but actively limit it. Without agility and speed, individuals, groups, and organizations cannot adapt to changing environments or deliver timely solutions. This is why Qlik has focused so much innovation on a platform that keeps pace with and adapts to every individual's and organization's line of thinking, and the way they work.

What the industry analysts are saying about Qlik

"... What really distinguishes Qlik Sense® is its extensibility and the associative data engine, which gives new meaning to the word 'discovery.'"

- Butler Analytics, Qlik Sense and Tableau Positioning, June 2015

"Qlik continues to be a top client choice for self-service data exploration."

- Forrester Research, The Forrester Wave™: Agile Business Intelligence Platforms, Q3 2015, September 2015

Qlik ranks #1 among large international vendors in: business benefits, competitiveness, performance, product satisfaction, customer satisfaction, and considered for purchase.

- BARC, BARC BI Survey 15, October, 2015

"[Qlik's] in-memory-driven associative experience continues to be a differentiator in the BI market, in particular in comparison to other visual discovery vendors..."

- Ovum, SWOT Assessment: Qlik QlikView 11.2, March 2014

"Qlik launched in 1993, and its customers praised the ease with which they could build guided analytics. Qlik Sense reestablishes this experience and expands on it with new visualizations for presentation and data discovery, device independence, and search capabilities for conducting data discovery."

- IDC, Qlik Reestablishes Its Strength in Self-Service Analytics with Qlik Sense, September 2014

It is this innovation that led Qlik® to pioneer the market for data discovery and outgrow the overall BI and analytics market consistently over the last 10 years. Today, Qlik continues to be a leader in this market as validated by third parties including Gartner, BARC, Forrester, Butler Analytics, Ventana Research, and others.

With our heritage of innovation, we continue to deliver exceptional capabilities to our users by driving increased agility into our research and development processes to ensure we are able to innovate with increasing efficiency and pace. In 2015 we delivered a new major release for each of our flagship products: Qlik Sense® 2.0 in June and QlikView® 12 in December. We also moved to a more predictable release cadence, whereby we plan to release product updates three times a year. For Qlik Sense, this includes two minor releases in February and September and one major release in June on an annual basis. The result is that new capabilities are put into the hands of our customers more quickly and in a non-disruptive manner. Our rapid innovation cycle has delivered a number of new innovations to the market in areas such as smart search, smart visualizations, responsive mobile design, data preparation, security and governance, and the industry's first integrated data-as-a-service (DaaS) offering — Qlik DataMarket®. Our investment in innovation has translated into tens of thousands of businesses becoming more agile and data-driven by enabling their people, teams, and organizations to deliver insight and results in constantly changing environments.

Partners in your success

With Qlik, technology is only a part of the story. Our commitment to customer and partner success is an integral part of our business model. We view this as a true partnership, which is why we are focused on bringing increasingly deep industry and functional-level experience to our product design and global services offerings spanning consulting services, education, and support. This helps us deliver exactly what our customers need to address their business challenges.

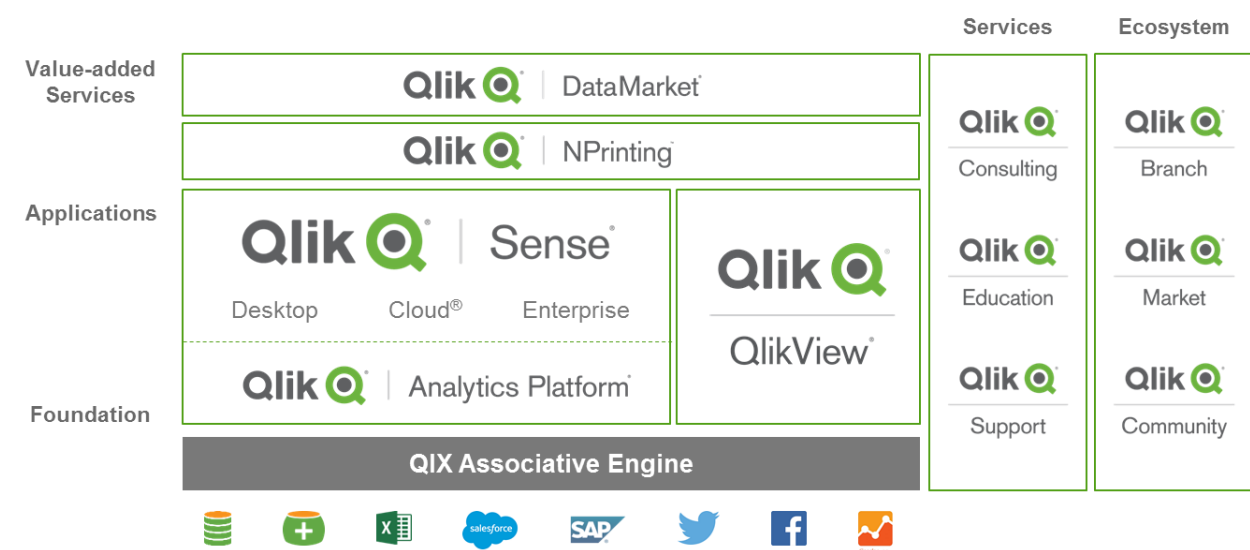
Qlik's experience is supported by our extended partner network, which includes more than 1,700 committed, experienced partners around the globe. This includes leading system integrators and business consulting partners such as Accenture, Deloitte, KPMG, and PwC, as well as our Original Equipment Manufacturer (OEM) partners, solution providers, authorized training partners, and master resellers. Qlik Market (market.qlik.com) is our online marketplace that provides a showcase for our partners to offer their solutions to the market, including applications, connectors, and extensions for Qlik Sense and QlikView.

Our partner ecosystem and customer resources are further extended by Qlik Community (community.qlik.com), an active group of more than 100,000 participants that serves as a marketplace for sharing ideas, data, and knowledge. In early 2015 we extended this community with the launch of Qlik® Branch (branch.qlik.com), which has been designed as a collaborative workspace and open source exchange, providing customers, fans, developers, and partners access to the open and powerful APIs of Qlik Sense and QlikView, for better and easier integration with home-grown and third-party web technologies and applications. Qlik Branch currently features more than 250 projects, including extensions, mash-ups, web applications, and more.

Overall, Qlik and its ecosystem support more than 37,000 customers, ranging from small- and medium-sized businesses through to large enterprises and public organizations, within a multitude of industries and across an expanse of geographic locations.

Our solutions today

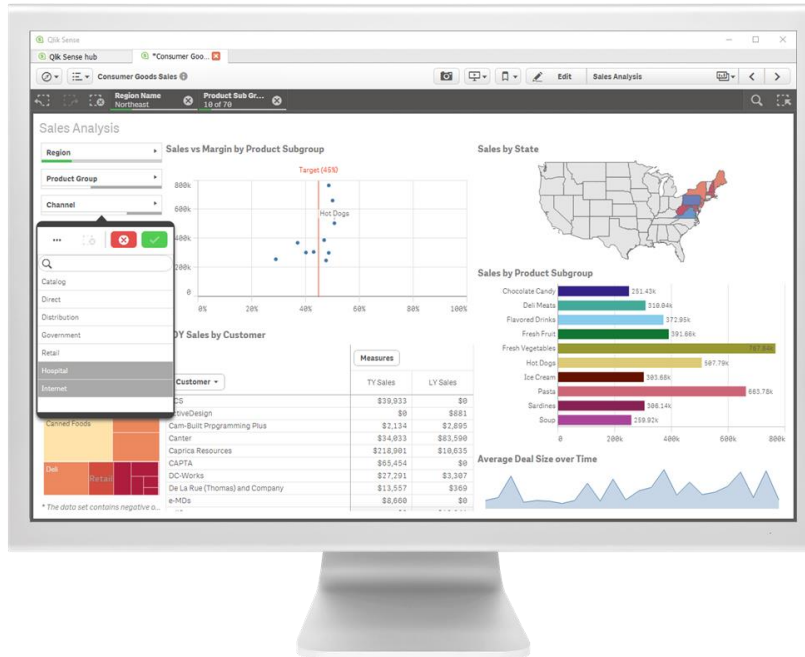
Today, our portfolio is comprised of six core products and services: Qlik Sense®, our next-generation platform-based visual analytics solution, the Qlik Analytics Platform® for developers to build custom and embedded analytics, QlikView®, our proven guided analytics and dashboarding solution, Qlik NPrinting® for collaborative analytics and reporting, Qlik Sense Cloud, offering visual analytics online, and Qlik DataMarket®, our integrated data as-a-service offering. Qlik products and solutions are powered by the second generation of our patented QIX engine technology.



Qlik Sense®

Qlik Sense is our governed, next-generation visual analytics product family, supporting a full range of BI use cases including self-service visualization, centrally deployed guided analytics apps and dashboards, custom and embedded analytics, and reporting. Business users of all types and skill sets get powerful, flexible visualization and discovery on any device, all within a governed framework that drives enterprise scalability and trust for IT. Qlik Sense offers a cutting edge experience in a smart, responsive, HTML5 client that allows people to quickly explore information and gain critical insights. Qlik Sense runs on our second generation QIX engine, offering a new level of dynamic calculation and performance for broadly deployed, self-service analytics.

Qlik Sense Enterprise is our server-based product that provides a complete set of capabilities for individuals, groups, and organizations. In addition, it delivers full access to the underlying Qlik Analytics Platform and APIs for customizing and extending the product. We also offer Qlik Sense Desktop, a free Windows application that lets individuals create, explore, and share analytics from multiple data sources with ease, as well as Qlik Sense Cloud, providing creation and sharing of analytics online. Qlik Sense 1.0 was originally released in September 2014, with subsequent feature releases in February 2015 (version 1.2), June 2015 (version 2.0), and September 2015 (version 2.1).



Associative model

Exploration in Qlik Sense® is unmatched. People can freely ask questions and probe associations in their data using simple, natural interactions such as selection and search. The QIX engine instantly responds after each click, recalculating all analytics and highlighting data relationships through easy-to-understand color cues. This empowers people to follow their own paths to insight, uncovering blind spots that would have been overlooked in query-based tools.

Smart search

Search in Qlik Sense is unlike any other BI solution. It allows people to search the entire data set using keywords to uncover insights and relationships. Qlik Sense not only reveals matching dimensions, but also the relationships that exist between dimension values across all sources, ranking the results by strength of association. This provides immediate insight into the data regardless of where information is located.

Smart visualizations

Smart visualizations in Qlik Sense offer new, innovative techniques for conveying meaning in data. They feature advanced summarization and compression techniques, intelligent use of color gradients, and responsive design that adapts information and visual representations based on screen size. And because visualizations are automatically integrated with the QIX engine, they are fully interactive and respond to changes in context from anywhere in an app.

Self-service creation

With Qlik Sense, everyone becomes a business analyst. People no longer have to wait for new reports or changes to analysis. They can simply drag and drop to create — without having to wire objects together or write complex SQL queries. Creation in Qlik Sense is progressive; people only get the level of sophistication they want and need. And governed, centralized libraries of data, metrics, and objects facilitate sharing and re-use while promoting consistency and accuracy.

Centralized sharing and collaboration

Groups and teams can easily collaborate in Qlik Sense® to make better decisions. A centralized information hub offers streams of content for different topic areas or workgroups, allowing people to locate valuable content quickly, or share relevant analyses for others to use, in an organized manner. With streams, businesses can control and govern content, ensuring the right people have access to the right analytics.

Data storytelling and reporting

Interactive data storytelling allows people to use analytics to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. With direct, in-context access to live analysis, stories allow for immediate answers to follow-up questions that arise, reducing delays in decision making. And, analytics, sheets, and stories can be exported to .PDF and PowerPoint® for sharing insights broadly outside of Qlik Sense.

Responsive design for mobility

Qlik Sense is inherently mobile, built from the ground up for location and device independence. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch-based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. With Qlik Sense, people can instantly solve problems anywhere, anytime they arise, and developers don't need to worry about customizing content for mobile devices.



Embedded analytics, custom apps, and extensions

Qlik Sense can be fully customized to meet unique business needs. It offers a complete set of open and standard APIs that allow developers to build custom guided analytics apps, embed visualizations into workflow and operational apps, and extend the functionality of Qlik Sense for new types of visualizations and objects to meet specialized business requirements. These capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript®, and .NET.

Robust data integration

Qlik Sense offers a robust set of data integration capabilities, allowing organizations to cleanse, transform, and unify multiple data sources, without requiring external tools or data repositories. Qlik Sense can connect to and integrate virtually any data source, including spreadsheets, databases, operational systems, ERP, and web sources. With smart data load, Qlik Sense automatically profiles data

from multiple sources and suggests associations, allowing anyone to combine and load disparate data sets without needing specialized skills. Qlik DataMarket® offers a wide library of external data sets, provided as a service for easy integration into analyses. And with direct discovery, resident big data sources such as Hadoop®, Teradata®, and Cloudera® can be integrated without requiring data to be loaded into memory.

Enterprise-class governance and management

With Qlik Sense®, organizations benefit from enterprise capabilities not seen in standalone visualization tools. This allows companies to offer the flexibility of self-service discovery without having to trade off management, governance, security, or scalability.

The Qlik® Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense, including multi-geography deployments. The QMC provides a large set of configuration options for content and resources that drive quicker deployments, efficient and flexible license management, and proper use of applications, objects, and data. It offers a web-based, responsive, and touch-enabled user interface for access on any device.

Qlik Sense offers a centralized, flexible rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment for all areas of the product. Governed, centralized libraries help to ensure consistency and accuracy of data and analytics across the organization. And dynamic data reduction provides granular control over information access down to the row and column level.

Qlik Sense is built using an elastic scaling architecture that supports seamless deployment and expansion across geographies. It includes a Deployment Management Console that allows for rapid setup and management of local and cloud environments to support greater capacity and performance. And with the QIX engine at its core, Qlik Sense scales to high numbers of concurrent users and large data sets, offering industry-leading, high-speed dynamic calculation and performance.

Qlik Analytics Platform®

The Qlik Analytics Platform underpins Qlik Sense and was released as a standalone product in June 2015. It allows developers to easily and flexibly extend and embed the powerful visual analytics capabilities of Qlik Sense into custom applications and use cases. The Qlik Analytics Platform provides direct access to the power of the QIX engine through open and standard APIs such as the mashup API, extensions API, engine API, and management APIs. This allows developers to build fully custom applications, embed analytics in workflow apps, utilize third-party visualizations, and extend analytics wherever and however they are needed, harnessing the same power in their apps as Qlik Sense but with much greater flexibility.

The Qlik Analytics Platform enables OEM partners to take full advantage of the QIX engine, including use of compelling visualizations and APIs, to easily build visual analytics capabilities right into their solutions. Qlik OEM partners achieve a competitive advantage providing their customers with beautiful visual analytics within their solutions, which maximizes value. The Qlik Analytics Platform offers both a capacity and a consumption-based licensing approach, allowing OEMs to choose the licensing that best suits their needs.

QlikView®

QlikView is our proven, market-leading data discovery product that offers rapidly developed, highly interactive guided analytics applications and dashboards, purpose built for business challenges. QlikView allows users to rapidly build and deploy analytic apps without the need for professional development skills, driving faster response to changing business requirements, shorter time to value, and more insight across the organization. QlikView 11 was released in late 2011, taking data discovery to a whole new level by enabling users to easily collaborate with co-workers, supporting larger enterprise deployments with enterprise-class management tools, and delivering an enhanced mobile experience. In 2015 we released QlikView 12, running on the new, second generation QIX engine that powers Qlik Sense®.

Guided analytics apps and dashboards

QlikView offers interactive dashboards and analytics applications, purpose built by developers, which guide the user to discovery. Users can take advantage of a highly polished, customized user experience, specific to business problems. QlikView apps offer a beautiful, pixel-perfect interface, delivered through any browser, which can be customized for complex use cases and solutions while still allowing for an unmatched level of interactivity and discovery.



Comparative analysis

QlikView extends the associative model with comparative analysis, allowing users to select multiple sets of data for direct comparison. App developers are able to define multiple selection states in QlikView and can assign visualizations, tables, or sheets to one or more selection states. Business users can then compare multiple sets of data they select inside an app, visualization, or object to spot trends, outliers, or differences. This makes it easier for users to gain new insights into relative performance against benchmarks and standards.

Social data discovery

QlikView helps organizations leverage people's shared insights in the decision-making process. It allows users to explore apps in formal or informal groups, both synchronously and asynchronously. Users can add annotations to append discussion threads to visualizations, share bookmarks to direct others to their insights, and participate in live session sharing that allows full interactivity for all users.

Mobile data discovery

QlikView supports mobile data discovery with fully interactive search and exploration of server-based apps through a touch-enabled HTML5 client. QlikView on mobile provides touch-enabled access to the same apps as desktops and laptops on Apple®, Android™, and Windows® mobile devices with a specialized mode for small devices. This approach became the foundation for our responsive design principle, which is now a key market differentiator with Qlik Sense. In addition, we also offer the QlikView for iOS app for Apple iPad® and iPhone® mobile devices. This app provides an enhanced user experience and offers both fully interactive exploration when online, as well as downloaded views for offline access.

Agile application development

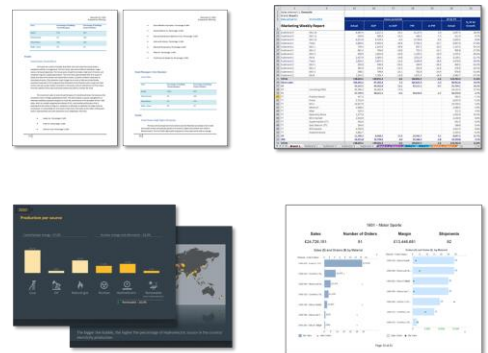
QlikView® is an agile platform for developers to build rich interactive analytic applications without the need for professional development skills. QlikView offers a robust set of tools and capabilities that help it meet the needs of all types of developers, as well as power business users who want to create their own analytic apps. It provides robust integration of data from multiple sources, rapid development and deployment of applications, and APIs for customization and extension. It also provides direct discovery, allowing connection to big data sources such as Cloudera and Teradata in analysis without having to load all the data into memory.

Enterprise capabilities

QlikView offers enterprise capabilities designed to maximize performance of large deployments, making them easier for IT professionals to secure, administer, and scale. QlikView provides an enterprise-class architecture with client, server, and publisher components, robust security for users, data, and applications, and load balancing and clustering to scale deployments. Administration capabilities include a unified management console, an online access point portal to deploy applications, and metadata and API management functions. And, the QlikView Governance Dashboard is a free QlikView application that delivers a 360-degree view of any QlikView deployment by visualizing information about its efficiency and effectiveness.

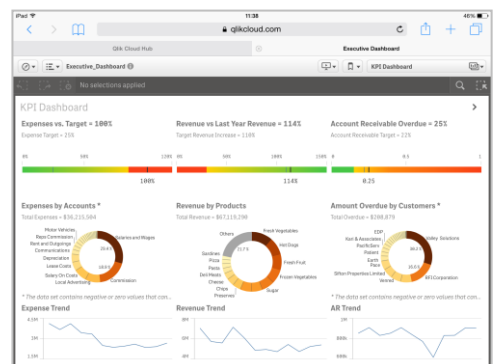
Qlik NPrinting®

Qlik NPrinting is an advanced report generation and distribution application, allowing organizations to create great-looking reports quickly, in a variety of popular formats including Microsoft® Office, pixel perfect PDF, and web. Qlik NPrinting ensures that the right reports get to the right people, how and when they need them, through managed distribution and user self-service. With Qlik NPrinting, Qlik can serve as a single solution for both interactive analytics and reporting, allowing organizations to retire legacy BI systems and save significant costs.



Qlik Sense Cloud®

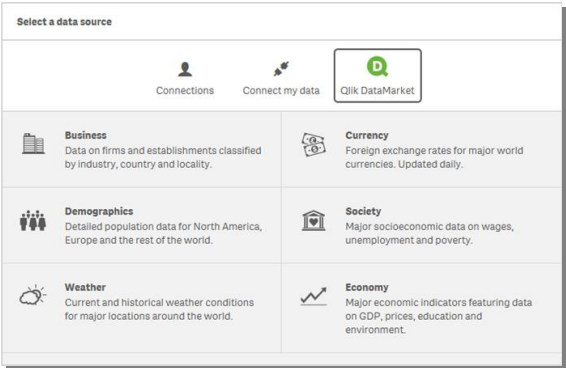
Qlik Sense Cloud is the first public cloud service released by Qlik®. It enables users to create and share Qlik Sense apps in the cloud, or to use Qlik Sense® Desktop to publish locally created apps for cloud sharing. People can invite others to explore their apps through a simple email invitation. All users can fully interact with and explore applications from any device, including mobile devices, and the responsive design in Qlik Sense ensures that people get the best experience on any device being used. Users can choose between free Qlik Sense Cloud Basic or the subscription based Qlik Sense Cloud Plus offering that adds sharing with unlimited users, expands maximum app and storage sizes, and upgrades Qlik DataMarket® to the Essentials package.



Customers can sign up for a free Qlik Sense® Cloud account at www.qlikcloud.com.

Qlik DataMarket®

Qlik DataMarket is our integrated DaaS offering, providing a comprehensive library of data sets from trusted sources offered on a subscription basis. A wide range of topic areas are available, including business demographics, currencies, population, economic indicators, and weather. Data is accessible directly from within Qlik Sense® through a simple graphical user interface that guides the user through the data merging process. With Qlik DataMarket, anyone can easily augment their analyses with external data to get an “outside-in” perspective for added context and deeper insights.

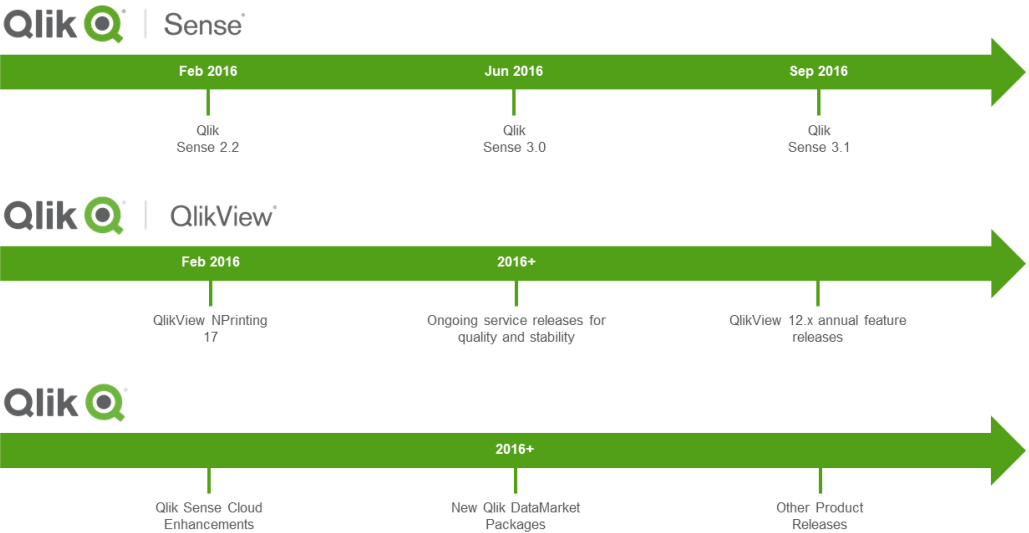


Our innovation pillars and roadmap for tomorrow

At Qlik®, our investments in future innovation and our resulting roadmap are focused across three key areas: analytics, data, and cloud. Our analytics strategy includes everything we do to support self-service visualization and discovery, guided analytics and dashboards, custom and embedded analytics, and reporting in Qlik Sense® and QlikView®. Our approach for data includes capabilities for access and connectivity, self-service data preparation, data management and governance, big data, and Qlik DataMarket®, our DaaS offering. Cloud spans everything we do in this area, including Qlik Sense Cloud — our SaaS offering to create and share analytics in the cloud, value-added cloud services, our managed cloud offerings through partners, and our online marketplaces representing Qlik’s broader ecosystem.

These focus areas drive innovation and value into all of our products, as well as into our underlying platform — the Qlik Analytics Platform®, comprised of our QIX associative data Indexing engine, APIs, and toolkits. Qlik continues to invest in our core, patented in-memory associative engine, which is one of our primary differentiators and the foundation for our platform.

Qlik is planning a number of product releases for 2016 and beyond. For Qlik Sense, in line with our schedule of tri-annual releases, Qlik Sense is forecasted to have minor releases in February and September and a major release (version 3.0) in June. For QlikView, we intend to release QlikView NPrinting 17 in February 2016, providing ongoing service releases for quality and stability, and offer at least one new feature release of QlikView (QlikView 12.x) in 2016. We expect to release other products on an ongoing basis over the course of the year, including enhancements to Qlik Sense Cloud, new data packages for Qlik DataMarket, and new releases of other products such as the Qlik Analytics Platform. The information that follows is intended to provide an overview of Qlik’s planned releases and updates and is not a commitment on our part to deliver any future product or functionality or make any future product or functionality available as part of maintenance and support.



Analytics

Qlik Sense® is the primary focus of our investments in visual analytics capabilities, with a large number of enhancements planned for 2016 and beyond. We will also be making investments in our reporting capabilities in Qlik NPrinting® and Qlik Sense, and improving the Qlik Analytics Platform offering for developers and OEMs.

Qlik Sense

Qlik Sense 1.0 made its debut in September 2014, with subsequent feature releases in February, June, and September of 2015 aligning with our schedule of ongoing tri-annual releases. In 2015 we delivered a number of analytics-related improvements to Qlik Sense, including enhancements to our unique smart search capability, new visualizations such as pivot tables and KPI objects, visualization enhancements such as smart data compression for summarizing large data sets in scatter plots, an integrated tile server for geographic mapping, and visual exploration functionality that allows users to change objects without having to enter edit mode. We also added printing of visualizations, sheets, and stories to PDF and PowerPoint for sharing of insights, the ability to use smart search on small devices such as smartphones, SAML authentication, and improvements to installation, upgrade, and management capabilities.

Our strategy for evolving analytics in Qlik Sense extends into 2016 and beyond, with planned capabilities focused on enhanced visualization, exploration and interactivity, comparative and predictive analysis, advanced customization, and new collaborative and mobile capabilities. We intend to offer new types of visualizations such as distribution plots, as well as making ongoing improvements to the functionality and behavior of visualizations. Our visual exploration capability will continue to evolve, allowing users to change additional properties such as dimensions and measures without having to directly edit governed objects. Also planned are a new comparative analysis capability that will allow users to “pin” selection states and compare them against new selections using techniques such as brushing and highlighting, expression extensions to improve integration with external functions such as R and Matlab, app styling allowing customers to add company logos and use custom colors throughout an app, and embedded charts to support easy integration of visualizations into web pages and blogs. We will continue to improve our mobile capabilities with new mobile clients and capabilities such as offline access. And, we are planning managed reporting for Qlik Sense through Qlik NPrinting, and improvements to self-service reporting and storytelling such as the ability to create story templates for re-use, set up event-based triggers, and distribute stories directly to the Qlik Sense hub.

QlikView

In December 2015 we released QlikView® 12 with a significant upgrade to the QlikView engine. The QIX engine is the second generation of our engine technology, re-engineered as part of the development of Qlik Sense. We rebuilt QlikView 12 with this new foundational engine. This offers significant benefits, including performance and functionality improvements and bi-directional data model (.qvd file) compatibility with Qlik Sense. It also means that future engine improvements will be available to both QlikView and Qlik Sense as part of one common underlying engine and platform. The QlikView 12 release also delivered a number of other capabilities, including greater accessibility through enhanced mobile touch-enabled capabilities, improved security and deployment capabilities, and new connectors for web data sources and Qlik DataMarket®.

A number of other enhancements for QlikView® 12 and the QlikView product line are planned for 2016 and beyond. These include improvements to publishing and logging, support for unbalanced clusters that

allow multiple servers to have different configurations, enhancements for geographic-, industry-, and government-specific requirements, ongoing support for the latest security requirements and evolving standards, and support for new devices and form factors. We are committed to QlikView for the future, and are planning at least one new feature release per year going forward.

Qlik NPrinting®

In February 2015 we introduced QlikView NPrinting, our report generation and distribution solution for QlikView, in line with our collaborative analytics strategy. In early 2016 we plan to release our next generation Qlik NPrinting product (version 17), which will include advanced capabilities for Qlik Sense and QlikView such as a web-based user interface for developers and administrators, a secure self-service portal for user exploration and subscription to reports, and enhanced enterprise capabilities such as multi-engine (or multi-threaded) scalability and role-based security. We will continue to evolve and enhance Qlik NPrinting 17 throughout 2016 and beyond with additional report creation and distribution features.

Qlik Analytics Platform®

The Qlik Analytics Platform, released as a standalone product in June 2015, allows developers to easily extend and embed the powerful visual analytics capabilities of Qlik Sense® into custom applications and use cases. The Qlik Analytics Platform underpins Qlik Sense, meaning that ongoing investments made in Qlik Sense analytics will also be available in the Qlik Analytics Platform. In addition, we are planning to offer enhanced capabilities specific to developers, including integration into standard development tools such as Visual Studio® (IDE plug-ins), UI widgets that support easy building of custom charts and action objects or extensions, enhanced white labeling and branding, the ability to protect intellectual property, and a complete development experience within cloud environments such as AWS or Azure.

In summary, our investments in analytics will continue to drive capabilities in our products across our entire portfolio:

Qlik Sense	QlikView	QlikView NPrinting
<ul style="list-style-type: none"> • More and smarter visualizations • Enhanced search, exploration, and analysis • Easier yet more powerful creation • More effective collaboration and data storytelling • Managed reporting • New mobile clients, online and offline capabilities • Enhanced application developer capabilities • Enhanced governance, security, and scalability 	<ul style="list-style-type: none"> • Performance and scalability improvements • Better manageability of large installations • New operating systems and browser versions • Geographic and industry requirements • Ongoing support for latest security requirements • Enhancements to current devices and form factors 	<ul style="list-style-type: none"> • Web based clients • Improved distribution and subscription • Enterprise scalability and security
		Qlik Analytics Platform <ul style="list-style-type: none"> • IDE plug-ins • More robust developer tools and capabilities • Enhanced white labeling and branding • IP protection • Cloud readiness

Data

Data access, preparation, and management capabilities are fundamental to our strategy, with increasing focus and investment planned for 2016 and beyond. Our future investments in data will include new self-service data preparation and governance features for Qlik Sense®, Qlik DataMarket® topical packages and enhancements, and new connectivity and big data features for both Qlik Sense and QlikView®.

Qlik Sense

In 2015 we delivered on the first of our self-service data preparation capabilities for Qlik Sense with smart data load, which profiles disparate data sources and suggests associations to the user for easy integration. We also added additional data connectivity and management features, such as the ability for users to upload and attach data without having to manually place them on the server.

Going forward into 2016 and beyond, we are planning a number of improvements to the data acquisition, preparation, and management capabilities in Qlik Sense, including the implementation of a single data space to bring together all data-related activities such as smart load, data model viewer, and scripting, into a single user interface area. This interface will emphasize progressive disclosure, with more powerful and complex capabilities revealed only as the user needs them. Also in development are data profiling and intelligence that will offer automatic suggestions based on the data that is being ingested, graphical data modeling and transformation allowing merging, splitting, and cleaning data, thereby reducing the need to manually edit load scripts, and data enrichment suggestions from Qlik DataMarket and governed data sources that will provide users with suggestions for relevant data to add to their models. And, simple

visual mash-ups will enable exploration and filtering during data preparation to select not only the tables and columns, but also the subsets of data (rows) to import.

In addition, we are planning to offer a new Governed Data capability that will provide a central, secure library of data models for analysis. It will offer users the ability to search and choose from a “catalog” of managed data models within an organization, created centrally by IT or shared by skilled data experts. This will allow organizations to manage, secure, and monitor centralized data models and data sets while offering them for self-service usage, driving re-use of data preparation efforts, accuracy, and governance across multiple apps and users in an organization.

Qlik DataMarket®

Qlik DataMarket is our integrated DaaS offering, released in mid-2015. It provides a comprehensive library of data sets from trusted sources offered on a subscription basis. Qlik DataMarket was originally made available for Qlik Sense® with a variety of data including national and subnational demographic, economic, and social data. In the second half of 2015 we released new topical packages for currencies and weather data, added more regional data, and introduced a Qlik DataMarket connector for QlikView®.

Into 2016 and beyond, we will continue to expand Qlik DataMarket to offer enhanced features and new data sets and premium packages. We plan to offer a new data selection interface, allowing users to choose data at a more granular level, as well as provide data sets in an optimized format for our associative model. We will be releasing new domain-specific topical data sets such as financial, healthcare, retail, and other areas, as well as including local socio-economic data for larger markets in our essentials data package. And, we plan to open Qlik DataMarket to third party data sources for expanded variety and value.

Connectors

Qlik offers a variety of data connectors and connectivity options, including file-based sources such as Excel® and XML, enterprise sources Oracle®, SAP®, and ODBC databases, web-based sources such as Salesforce.com®, and big data sources including Teradata, Cloudera, and others. In 2015 we released several connectors including a Salesforce.com v13 connector, a new ODBC library to connect to a variety of on-premise databases, and a RESTful API connector for social media sites, CMS systems, and other online services.

We will continue to expand our connectivity options and features for Qlik Sense and QlikView in 2016 and beyond. We plan to expand our SAP connectors to support additional features such as SAP BEX, SAP single sign-on, and SAP HANA certification. For cloud-based data, in addition to our RESTful API connector, we intend to offer simplified connectors to commonly used sources such as Facebook®, Twitter®, and Marketo®, as well as file import capabilities from sources such as Dropbox® and Box.com®. We are also planning new connectivity capabilities for associative “big data” analytics, which will support the full associative model, including exploration and smart search with high performance, on top of big data sources.

In summary, our investments in data will continue to drive new capabilities in Qlik Sense®, expand our Qlik DataMarket® offering, and support robust connectivity for Qlik Sense and QlikView®:

Qlik Sense	Qlik DataMarket	Connectors
<ul style="list-style-type: none"> • A single data space, bringing together different data related user interfaces and activities • Progressive disclosure of advanced capabilities • Data preparation functionality such as merging, splitting, and cleaning of data • Data profiling, intelligence and automation • Governed Data – a central, secure library of data sets for analysis 	<ul style="list-style-type: none"> • Delivering data with rich meta-data for associations • Data enrichment suggestions from Qlik DataMarket (and Governed Data) when preparing new data for analysis • Topical data packages with vertical and domain focus 	<ul style="list-style-type: none"> • Expanded enterprise connectivity such as SAP, ODBC and more • Connectivity to cloud sources through REST API's • User friendly connectors to common web / REST sources • File connectivity for cloud-based storage services • Big data exploration and associative big data analytics

Cloud

Our cloud strategy includes Qlik Sense Cloud — our online version of Qlik Sense, and a number of value-added, cloud-based services offered by Qlik and our partners. Underpinning Qlik Sense Cloud and other online services is our cloud infrastructure, designed using a multi-geography, multi-node architecture that will auto-scale as demand increases. This infrastructure is provided by Amazon® Web Services (AWS), a trusted vendor in cloud computing that ensures virtually limitless scalability with data on the system encrypted in flight and at rest in accordance with industry standards.

Qlik Sense Cloud

Qlik Sense Cloud was launched in the summer of 2014, and initially supported cloud sharing of Qlik Sense apps built with Qlik Sense® Desktop. In 2015 we expanded Qlik Sense Cloud to allow for building new analytics apps directly in the cloud, added Qlik DataMarket for integration of external data sources, and created a new subscription service: Qlik Sense Cloud Plus. Currently, our cloud offerings include Qlik Sense Cloud Basic, a free service supporting sharing and collaboration for up to five users, and Qlik Sense Cloud Plus, a monthly subscription service that adds sharing with unlimited users, expands maximum app and storage sizes, and upgrades Qlik DataMarket® to the Essentials package.

We are planning a number of new capabilities and enhancements to Qlik Sense Cloud in 2016 and beyond, with the goal of supporting full cloud and hybrid deployments, with on-premise and cloud capabilities working in tandem. We will be offering a workgroup level governance package, available via subscription, with features such as single sign-on support, private streams, cloud data management capabilities, and SLA support. We are also planning connectors to additional data sources beyond uploaded files, ongoing usability and functionality improvements to the Qlik Sense Cloud hub, social collaboration features, and improved user-driven administration. And because Qlik Sense Cloud is driven

by the same engine technology as Qlik Sense®, analytics improvements in Qlik Sense will be reflected in the cloud.

In 2016 the above capabilities will grow to support the needs of small- to medium-size businesses and departments looking for a cloud SaaS offering of Qlik Sense. Beyond 2016 we will continue to invest to meet the needs of larger enterprises with these services.

Value-Added Services

Qlik® and our partners offer a number of value-added, cloud-based services that enhance the capabilities and deployment options for our products. Qlik Market is our online exchange for Qlik partners to showcase their technologies and solutions, including apps, connectors, and extensions, to help our customers get the most out of our products. Qlik® Branch is our open-source community for developers to accelerate innovation by sharing custom solutions that take advantage of the capabilities and extensibility of the Qlik API platform.

Both Qlik Sense and QlikView® can be deployed on premise or in the cloud using third-party hosting services offered by our certified partners. This can be as either fully private, managed cloud solutions or hybrid deployment models. In hybrid models, cloud solutions can be combined with on-premise deployments to ensure that customer needs can be addressed today and into the future.

We intend to continue into 2016 and beyond with the expansion of the cloud-based services we offer directly and through our partners. We are planning to offer pre-configured Qlik Sense environments through cloud provider partners, allowing customers to quickly access and activate them using their own license keys (i.e., bring-your-own-license). We are also planning a number of enhancements to Qlik Market, such as direct linking to Qlik Sense Cloud, allowing applications and solutions to automatically deploy and trigger partner support activities to begin. And, we ultimately seek to expand combined Qlik Market and Qlik Sense Cloud offerings beyond applications into areas such as predictive and geo-spatial solutions.

In summary, our investments in our cloud offerings will continue for Qlik Sense Cloud and an increasing breadth of value-added services offered by Qlik and its partners:

Qlik Sense Cloud	Value Added Services
<ul style="list-style-type: none">• A modern, user-driven experience• Broader collaboration features• Additional data sources and types• Shared data• Governed data and apps• Subscription-based pricing• A world class architecture	<ul style="list-style-type: none">• Invest in our partner network for cloud services• Grow our ecosystem of solutions and offerings on Qlik Market• More tightly integrate cloud products and services

About Qlik®

Qlik and Thoma Bravo

In June, 2016, Qlik entered into a definitive agreement to be acquired by leading private equity investment firm Thoma Bravo, LLC. Following the completion of this acquisition, we are continuing to innovate and invest in our product strategy to reinforce our leadership position in the BI space. We are working with Thoma Bravo to leverage their deep industry experience to help us deliver the best solutions and products efficiently and effectively to our customers. Thoma Bravo have invested in, and are excited about our products and differentiation in the market -- alongside our vision and roadmap for the future. The vision and product strategy articulated in this statement of direction remains intact, and will not change as a result of the acquisition. We are focused on accelerating delivery against this plan.

Additional resources and information

Qlik's associative model empowers everyone to see the whole story that lives within their data.

- [Find out more about The Whole Story](#)
- [Read our white paper on Qlik's Associative Model](#)

Qlik Sense® is our governed, next-generation visual analytics product family, supporting a full range of BI use cases.

- [Watch the Qlik Sense Product Tour video](#)
- [Watch the "Getting Started with Qlik Sense® Desktop" video](#)
- [Download the Qlik Sense Enterprise data sheet](#)

Qlik continues to be a leader in the visual analytics market, as validated by prominent third parties.

- [Watch our CMO Rick Jackson on Qlik's Platform Approach](#)
- [Read the Butler Analytics Report – Qlik Sense and Tableau Positioning](#)
- [Read the Qlik highlights from the 2015 BARC BI Survey](#)

Approximately 37,000 customers in 100 countries depend on us to support their most important decisions.

- [See Customer Case Studies](#)

Through our Qlik Software Grant Program, we donate Qlik software and services to help humanitarian and community-focused non-profit organizations.

- [Read about the Qlik Corporate Social Responsibility Platform](#)

The Qlik Academic Program supports the academic community by providing free Qlik licenses to university professors and researchers.

- [Read about the Qlik Academic Program](#)

To learn more about Qlik, our products, and services, please visit <http://qlik.com>.

To experience Qlik Sense in action, please visit <http://sense-demo.qlik.com/>.

To register for a free Qlik Sense Cloud account, please visit <http://qlikcloud.com>.

Release management and legal disclaimer

Release management policy

While this statement of direction describes the general overview of our anticipated product direction, Qlik® has defined a series of release management, maintenance and licensing policies for our products and services, which set forth then-current specifics regarding license terms and supported products. It is important to note that some of these policies may differ among Qlik products and services, and are subject to change. To access the current set of these policies please visit www.qlik.com/license-terms.

QlikView® support statement

Qlik delivered QlikView 12 in December, 2015, fulfilling our commitment to continued investment in our proven, market-leading data discovery solution. QlikView 12 includes a number of enhancements including the next generation QIX engine and additional performance improvements. QlikView will also benefit from our planned investments in Qlik DataMarket and QlikView NPrinting.

We plan to support and deliver SRs on QlikView 12 for a period of 24 months after the next major release of QlikView, or longer at our discretion. Support for QlikView 11.2 will be provided, for a period of 24 months following the release of QlikView 12, or longer at our discretion.

Legal disclaimer

This statement of direction is intended to outline Qlik's general product direction and should not be relied on in making a purchase decision, as the development, release, and timing of any features or functionality described for our products remains at our sole discretion. The information in this document is based on Qlik's current product plans and strategy, which are subject to change by Qlik at any time and without notice. Nothing contained herein is a commitment to future product or feature availability in any way. This statement of direction is provided "AS IS," without warranty of any kind, express or implied.

This statement of direction contains forward-looking statements. Qlik intends all such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Exchange Act and the Private Securities Litigation Reform Act of 1995. Past performance is not necessarily indicative of future results. Qlik undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Qlik's views as of any date subsequent to the date of this statement of direction. This statement of direction should be read in conjunction with Qlik's periodic reports filed with the SEC, including the disclosures therein of certain factors that may affect Qlik's future performance.