



# Innovation in Visual Analytics

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Statement of Direction 2017

January 2017





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# Preface

Qlik® is a leader in the visual analytics market, delivering intuitive platform-based solutions for self-service visualization and exploration, guided analytics and dashboards, custom and embedded analytics, and reporting to approximately 40,000 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 2017 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 40,000 customers in more than 100 countries

Solutions driving leadership in the visual analytics market

- **Qlik Sense®**  
Self-service visual analytics
- **Qlik Analytics Platform®**  
Custom and embedded analytics
- **QlikView®**  
Guided analytics and dashboards
- **Qlik NPrinting®**  
Collaborative analytics and reporting
- **Qlik GeoAnalytics™**  
Mapping and geographic analysis
- **Qlik Sense Cloud®**  
Visual analytics online
- **Qlik DataMarket®**  
Third party data-as-a-service
- **Qlik Connectors®**  
Broad data connectivity options

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

## Our vision

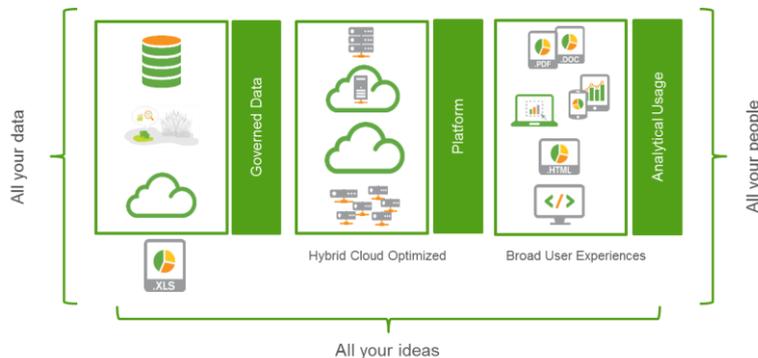
Qlik was founded on one simple belief: that business intelligence is optimized by harnessing human intelligence — the collective intelligence of people, across an organization. We have set out to build a new breed of visual analytics solutions that bring out the best in the people that use them, accelerating organizations towards their goal of being more agile, data driven businesses that uncover and take advantage of new possibilities.

At Qlik, we believe that in order to bring light to data driven possibilities, you need an analytics vision that connects all your people, all your data, and all your ideas. Analytics should empower everyone across the organization and beyond, as the genesis of all possibilities starts with people. In addition, analytics should offer a foundation to analyze all your data, from any data source — on premise or in the cloud — without restrictions or limitations. And finally, analytics should allow you to bring forth all your ideas, connecting all your people and their ideas together to allow for new possibilities to emerge.

Today Qlik leads the market, delivering a cloud-ready visual analytics platform that empowers individuals, groups, and organizations to become more agile and data driven. Qlik's modern BI portfolio supports the full range of BI use cases throughout an organization — including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, and reporting, all within a governed framework that provides trust and scale for IT. Qlik's products are uniquely designed around the user — how they share data and insights, collaborate with other people, and create a data-driven workgroups, departments, or entire businesses. This approach allows our customers to connect all their people, data and ideas and bring new light to the data driven possibilities that lie before them.

In the future, businesses will experience an explosion of data, in both on premise and cloud sources. New types of technologies and infrastructures will dramatically lower the cost of storing and managing vast quantities of information. In addition, individual users will continue to bring their own data and insights to the table, creating a continuum from the individual, to the business, to the enterprise. Our long term goal is to make all this data available for analysis, anywhere decisions are made, in a governed manner, without limits due to data size or complexity.

To achieve this, we are investing in our core infrastructure to seamlessly run on premise, in the cloud, and everywhere in between. This includes our public cloud capabilities, and also private cloud implementations and hybrid approaches. Our vision is to expand our platform and architecture to run on a full range of operating systems and drive a virtually unlimited set of user experiences for all types of people.



Delivering on our vision requires us to 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 enables 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 explore data freely, probing 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's associative model offers self-service for everyone, not just power users and analysts that can build new visualizations. Qlik products deliver an unmatched level of interactive, flexible exploration and search not available in query-based visualization tools or traditional BI. Users of any skill level can ask questions using simple selections and keyword searches, starting anywhere and going anywhere, without restrictions or boundaries. Every time the user clicks, the QIX engine instantly responds, dynamically recalculating all analytics based on the new context, and highlighting associations (i.e., relationships in the data), across all data from all sources. The user's selections are highlighted in green, associated data is represented in white, and unrelated data appears in gray. This speed-of-thought feedback encourages users to think of the next question and continue exploring their individual ideas to discovery. 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 power users to build visualizations. Qlik's platform approach supports the full range of BI use cases throughout an organization — including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, and reporting. It offers intuitive data preparation and 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, Business Intelligence vendors lack the agility needed by their customers to adapt to changing environments and deliver solutions that are needed now. This is why Qlik focuses so much on a platform approach that keeps pace with and adapts to how individuals, groups and organizations think. Qlik's cloud-first strategy and architecture helps our customers take advantage of the agility offered by the cloud to deliver insight and value to all types of users, while removing complexity and cost.

It is this level of 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 2016 we delivered three feature releases for Qlik Sense®, including version 3.0 in June. We also delivered Qlik Sense Cloud® Plus and Business editions, and QlikView® 12.1 in November. Our annual release cadence provides three product releases per 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, visual data preparation, responsive mobile design, 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 customers becoming more agile, data-driven businesses that harness the power of collective human intelligence.

## 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.

### What the industry analysts are saying about Qlik

"Qlik Sense ranks first among large international vendors in: customer and product satisfaction, customer experience, project success, business value, query performance, and performance."

- BARC, The BI Survey 16, October, 2016

"Qlik is committed to a hybrid approach to cloud – this is eminently sensible given the vast array of requirements and heterogeneous data landscapes found in organizations the world over."

- Ovum, Qlik is Preparing for Mass-Market Transition with Qlik Sense and Hybrid Cloud, December 2016

"Qlik Sense ranks as one of the leading innovative products in the self-service BI market. It was built using up-to-date technology and created as a cloud-ready solution to be used on various devices with a focus on providing an intuitive user experience."

- BARC, The BI Survey 16, October, 2016

"... 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 Sense provides a wide range of capabilities that can support multiple use cases."

- IDC, Qlik: On the Road to an Analytics Platform, October 2015

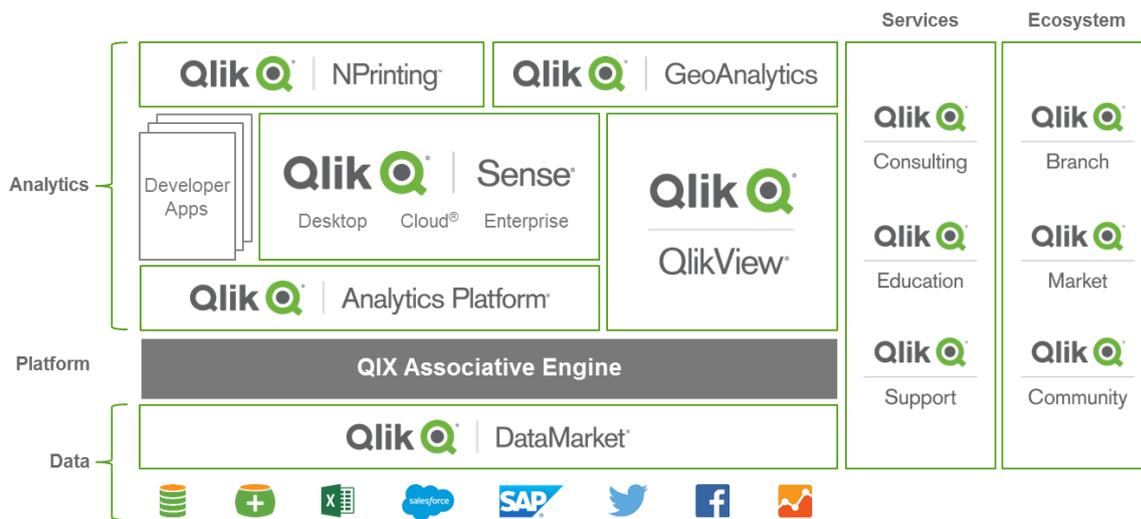
Qlik's experience is supported by our extended partner network, which includes more than 1,700 committed, experienced partners around the globe. This includes leading system integrators and business consulting partners such as Accenture, Deloitte, KPMG, and PwC, as well as our Original Equipment Manufacturer (OEM) partners, solution providers, authorized training partners, and master resellers. Qlik Market ([market.qlik.com](http://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](http://community.qlik.com)), an active group of more than 100,000 participants that serves as a marketplace for sharing ideas, data, and knowledge. In 2015 we extended this community with the launch of Qlik Branch ([branch.qlik.com](http://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 400 projects, including extensions, mash-ups, web applications, and more.

Overall, Qlik and its ecosystem support more than 40,000 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 eight core products and services: Qlik Sense, our next-generation application for self-service oriented visual analytics; the Qlik Analytics Platform®, which underpins Qlik Sense and supports the development of custom analytics apps and embedded analytics; QlikView, our proven guided analytics and dashboarding solution; Qlik NPrinting®, for collaborative analytics and reporting; Qlik GeoAnalytics™, for advanced mapping and geographic analysis; Qlik Sense Cloud, offering visual analytics online; Qlik DataMarket, our integrated data as-a-service offering; and Qlik Connectors®, our broad package of connectivity options for on premise and cloud based data sources. Qlik products are powered by our second generation QIX (associative data indexing) engine.

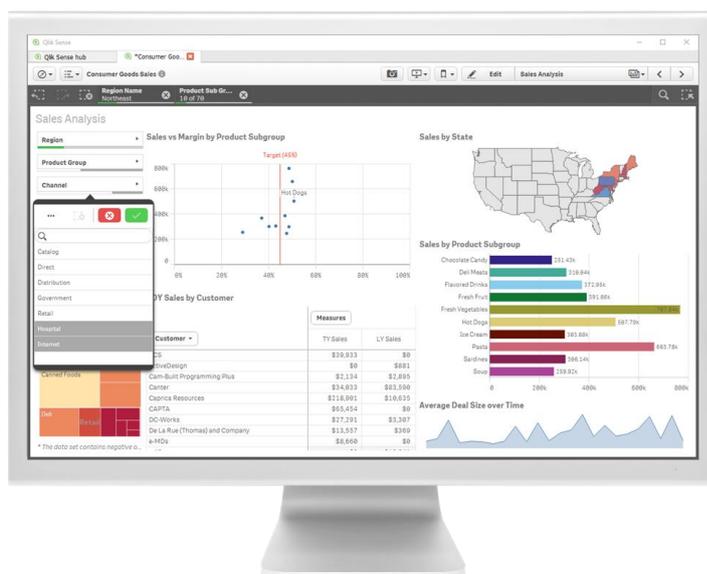


### Qlik Sense®

Qlik Sense is our next-generation application for self-service oriented visual analytics. Qlik Sense runs on the Qlik Analytics Platform, which includes the QIX engine, developer APIs, and management tools. Qlik Sense Enterprise packages Qlik Sense and the Qlik Analytics Platform together to support the full spectrum of BI use cases across an organization, including self-service visualization and exploration, guided analytics apps and dashboards, embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT.

With Qlik Sense, business users of all types and skill sets get powerful, flexible visualization and discovery on any device. 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 oriented analytics.

Qlik Sense Enterprise provides a complete set of capabilities for individuals, groups, and organizations, and 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, and Qlik Sense Cloud, providing creation and sharing of analytics online for individuals, groups, and businesses. Qlik Sense was originally released in September 2014, and is currently on its third major release cycle (version 3.x).



## Associative model

Self-service exploration in Qlik Sense is unmatched. Users of all skill levels can freely ask questions and probe the possible 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 ideas to insight, uncovering blind spots that would have been overlooked in query-based tools.

## Smart search

Smart search in Qlik Sense is unlike any other business intelligence solution. It allows people to search across the entire app and all their data using keywords, to uncover the right analytics and insights. Qlik Sense not only reveals matching dimensions, but also associations that exist between dimension values across all sources, ranking the results by strength of association. And with visual search, the best charts and graphs are displayed as thumbnails for easy navigation.

## Smart visualizations

Smart Visualizations in Qlik Sense offer new, innovative techniques for conveying meaning in data. They feature advanced summarization techniques, intelligent use of color gradients, and responsive design that adapts information based on screen size. Smart data compression summarizes massive data sets as heat maps on scatterplots, and time aware charting intelligently represents time series data without gaps or inconsistencies. And because visualizations are automatically integrated with the QIX engine, they are fully interactive and respond to changes in context from anywhere in the app.

## Self-service creation

With Qlik Sense, everyone becomes a business analyst. People no longer have to wait for 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; users only get the level of sophistication they want and need. Governed, centralized libraries of data, metrics, and objects facilitate sharing and re-use and promote consistency and accuracy. And users can easily load their own information from multiple sources using visual data preparation, without having to be data model experts.

## 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 or share relevant analyses in an organized manner. With streams, IT can control and govern content, ensuring the right people have access to the right content.

## 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. Direct, in-context access to live analysis allows for immediate answers to follow-up questions that arise, reducing delays in decision making. And users can print analytics, sheets, and stories directly to PowerPoint® and .PDF, and export data to Excel, based on their current selections, for sharing insights broadly outside of Qlik Sense.

## Anywhere, anytime 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.

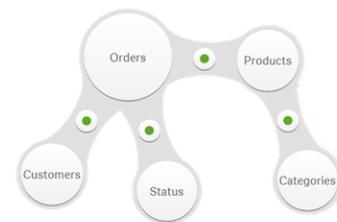


## Customization and extension

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.

## Data preparation and integration

Qlik Sense offers a powerful and intuitive set of data preparation and integration capabilities, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Visual Data Preparation allows business users to easily unify and load multiple data sources through a graphical interface with integrated data profiling. And powerful ETL scripting allows organizations to handle complex data integration challenges.



Qlik Sense offers a broad set of connectors for virtually any data source, including spreadsheets, databases, operational systems, ERP, cloud sources, and web apps and services. Qlik DataMarket offers libraries of external data sets, available as an integrated service. And with on demand app generation, analytics apps can be dynamically created from big data sources such as Hadoop®, Teradata®, and Cloudera®, without requiring the full data set to be loaded into memory.

## **Enterprise 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.

## **Broad deployment**

Qlik Sense can be deployed on the infrastructure of your choice, either on premise, public, or private cloud. Third-party hosting services are available through our certified partners, and Qlik Sense is listed on several leading cloud infrastructure marketplaces for immediate deployment to the cloud.

Qlik Sense is built using an elastic scaling architecture that supports seamless deployment and expansion across geographies. 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, which includes the QIX engine, developer APIs, and management tools, 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 for 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 operational 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 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, which upgraded QlikView to run on the second generation QIX engine, ensuring that future innovations in the engine will benefit both QlikView and Qlik Sense. In 2016, we released version 12.1, which provides improved scalability and performance for large deployments.

### 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.



### Associative model

Like Qlik Sense, QlikView apps are driven by Qlik's associative model, allowing unrestricted exploration and discovery. 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 ideas to insight, uncovering blind spots that would have been overlooked in query-based tools.

### 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 differences. This makes it easier for users to evaluate 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. QlikView can be deployed on premise or in the cloud, and third party hosting services are available through our certified partners.

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 our advanced report generation and distribution application for Qlik Sense and QlikView, 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.



In 2016 we released our next generation Qlik NPrinting product (version 17.x), which included Qlik Sense compatibility and advanced capabilities 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.

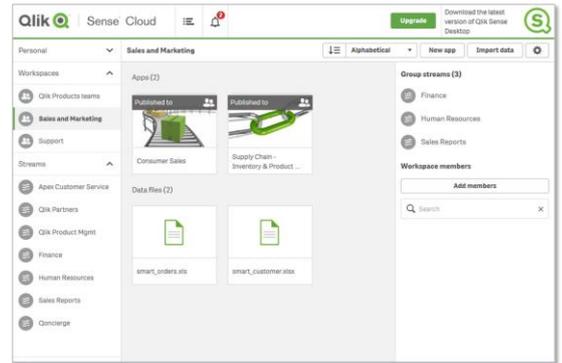
## Qlik GeoAnalytics™

In December, 2016, Qlik acquired Idevivo which delivers advanced geographic software products for Qlik Sense and QlikView. This allows our customers to add interactive maps to their applications, and offers geospatial tools that can analyze both location and non-location data together to better understand patterns and uncover hidden relationships and insights. Qlik offers a combined mapping and geographic analysis add-on product for both Qlik Sense and QlikView, and a geocoding service is also available.

## Qlik Sense Cloud®

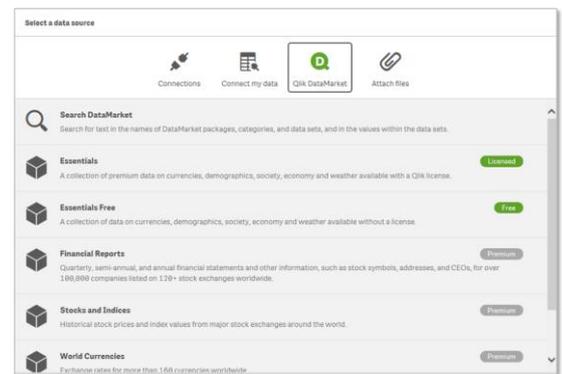
Qlik Sense Cloud enables individuals, teams, and businesses to create and share Qlik Sense apps online, or share applications created in Qlik Sense Desktop. People can privately share their apps with others through a simple email invitation. All users can fully interact with and explore applications from any device, including mobile devices, and the responsive design in Qlik Sense ensures that people get the best user experience possible.

Individuals can choose between the free Qlik Sense Cloud Basic or the subscription based Qlik Sense Cloud Plus, which adds unlimited sharing, expands maximum app and storage sizes, and upgrades Qlik DataMarket to the Essentials package. We also offer Qlik Sense Cloud Business, which allows groups and businesses to operationalize visual analytics, adding security and governance features for group-level governance, as well as cloud data connectivity and automated data refreshes. Customers can sign up for a free Qlik Sense Cloud account at [www.qlikcloud.com](http://www.qlikcloud.com).



## Qlik DataMarket®

Qlik DataMarket is our integrated data-as-a-service (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 from within Qlik Sense through a simple graphical user interface that guides the user through the data merging process, and is also available in QlikView. With Qlik DataMarket, anyone can easily augment their analyses with external data to get an “outside-in” perspective for added context and broader insights.



## Qlik Connectors®

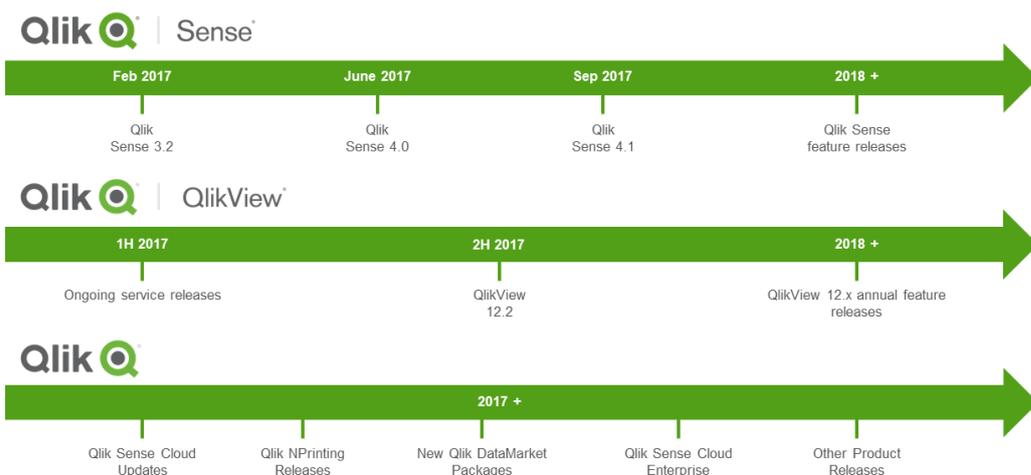
Qlik Connectors provide connectivity to a wide variety of data sources, both internal and external. From file based sources, operational applications and databases to websites, cloud-based applications and big data sources, Qlik Connectors allow rapid data access and integration using pre-configured, production-proven components. Qlik Connectors include the Qlik Salesforce.com® Connector, which improves CRM analytics and visibility, the Qlik Connector for SAP®, enabling analytics from a variety of SAP systems, and Qlik Web Connectors, a comprehensive suite of pre-configured connectors for major social media and web-based data sources.

## Our innovation pillars and roadmap for tomorrow

At Qlik, our investments in future innovation and our resulting roadmap are focused on 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. Our cloud strategy includes Qlik Sense Cloud — our online SaaS version of Qlik Sense, our enterprise cloud solutions, 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 (QIX engine), which is one of our primary differentiators and the foundation for our platform. Our vision is to expand our platform and architecture to seamlessly run on premise, in the cloud, and everywhere in between, support a full range of operating systems, and drive a virtually unlimited set of user experiences for all types of people.

Qlik is planning a number of product releases for 2017 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 4.0) in June. For QlikView, we intend to provide ongoing service releases for quality and stability, and offer at least one new feature release of QlikView (QlikView 12.2) in 2017. We expect to release other products on an ongoing basis over the course of the year, including updates to Qlik NPrinting, enhancements and new offerings for Qlik Sense Cloud, new data packages for Qlik DataMarket, and new releases of other products. 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 and the Qlik Analytics Platform are the primary focus areas 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 and collaboration capabilities in Qlik NPrinting and Qlik Sense, and more tightly integrating our Qlik GeoAnalytics offerings into Qlik Sense.

### Qlik Sense

Qlik Sense 1.0 made its debut in September 2014, with subsequent feature releases in February, June, and September of 2015 and 2016, aligning with our schedule of ongoing tri-annual releases. In 2016 we delivered a number of analytics related improvements to Qlik Sense, including visual search for exploring visualizations with keywords, alternate dimensions and measures allowing users to 'cycle' analytics in charts without having to directly edit objects, time aware charting which intelligently represents time series data in visualizations, drag-and-drop coloring for easy coloring of charts and graphs by dimensions and measures, and a variety of other user experience enhancements for creation and exploration. We also expanded printing and exporting capabilities to Excel, PowerPoint, and .PDF, introduced on-demand app generation for better big data handling, created a unified hub for hosting Qlik Sense and QlikView apps and Qlik NPrinting reports together, and made a number of enhancements for enterprise management and governance.

Our strategy for analytics in Qlik Sense extends into 2017 and beyond with planned capabilities focused on enhanced visualization, exploration and search, new forms of interactivity, comparative and predictive analysis, more flexible layout and customization, and new collaborative and mobile capabilities. We intend to offer new types of visualizations such as box plots, candlestick charts, distribution plots, waterfall charts, Sankey charts, and Gantt charts. We also plan to make improvements to the functionality and interactive behavior of visualizations and objects, such as providing ad-hoc grouping and binning, trellis charts, brushing and highlighting for comparative analysis, trend lines and forecasting, and a new calendar selection object. Our search capabilities will evolve to support capabilities such as search history, natural language search, self-service search — allowing content creation on the fly through search, and search from the hub and app overview across all objects. Based on our Qlik GeoAnalytics technology, we plan to make a number of geospatial and mapping improvements, such as supporting shapes, drill down, multi-layer maps, increased data density, and street level geocoding. And we are planning API support for integration with third party calculation engines such as R and Python, themes and app styling for adding company logos and using custom colors, advanced set analysis and comparative analysis with multiple states, custom calendars, and multi-language support.

We also plan to offer new native mobile apps for iOS and Android, and a supported Qlik Sense Desktop client for Windows, that connect to Qlik Sense Enterprise and Qlik Sense Cloud. These applications will support the full associative model when offline, with the QIX engine running locally, and will provide EMM support for popular tools such as AirWatch, MobileIron, and Blackberry. For collaboration we are planning advanced sharing of snapshots with commenting and discussions, social BI features such as following other users, creating favorites, submitting ratings, and getting suggestions, user-driven alerting for creating notifications based on conditions in the data, and immersive analytics features such as supporting teams in situation rooms and providing 3D visualizations on location. We are also planning a new publishing capability from Qlik Sense Enterprise to Qlik Sense Cloud, supporting hybrid cloud deployments.

## **QlikView**

In December 2015 we released QlikView 12, which upgraded QlikView to the second generation QIX engine that was re-engineered as part of the development of Qlik Sense. 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 platform. In November, 2016 we released QlikView 12.1, which built on this new engine foundation by delivering a variety of performance and stability improvements including improved throughput in QlikView Server, Publisher, and AccessPoint, unbalanced clustering allowing QlikView clusters to run on machines with different configurations, and a new load balancing capability to improve Publisher reliability.

A number of enhancements for the QlikView product line are planned for 2017 and beyond. These include continued performance improvements for QlikView server and publisher, a new utility to export content from QlikView apps into Qlik Sense, usability improvements for QlikView management console, support for new storage and file share technologies, third party calculation engine support, IPv6 compatibility, and ongoing support for the latest security requirements. We also plan to enable customers to run QlikView apps in Qlik Sense / QAP environments, both on premise and in cloud and hybrid deployments. And with Qlik GeoAnalytics, we offer a powerful new mapping and geographic analysis capability for QlikView. 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 2016 we introduced Qlik NPrinting 17, our next-generation reporting and distribution solution for QlikView. Qlik NPrinting 17 includes a web-based user interface for developers and administrators, a secure self-service portal for user exploration and report subscription, and enhanced multi-engine (or multi-threaded) scalability and role-based security for enterprise deployments.

In June 2016, we released version 17.1, which introduced support for Qlik Sense in addition to QlikView, allowing reports to be created from either product and analytics to be combined from both products within a single report. Version 17.2 was released in November 2016, which added on-demand reporting support for QlikView, along with a number of performance improvements. We will continue to evolve and enhance Qlik NPrinting throughout 2017 and beyond, with additional reporting features, scalability improvements, support for extension objects, and enhanced user and security integration.

## **Qlik Analytics Platform**

The Qlik Analytics Platform, which includes the QIX engine, developer APIs, and management tools, 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 for 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 2016 we made a number of enhancements to our platform and developer capabilities, including offering several new APIs for app integration and programmatic visualization, widgets for accelerating the development and reuse of custom user interface objects in Qlik Sense, and a new IDE plugin for Visual Studio.

In 2017 and beyond we plan to invest further in our developer capabilities, with support for themes and multiple languages, configurable and persistent white labeling, and enhanced API governance. We plan to work with our partners to provide certified, enterprise ready extensions that meet our criteria for quality, security, functionality, and maintainability. We will also invest in our core platform

and engine technology, to support deploying the QIX engine within commodity container technologies across operating systems and embedding the engine in applications on a variety of devices for on-device analytics. And we are building towards an overall platform as-a-service vision, offering a complete development experience within cloud environments such as Amazon® Web Services (AWS) or Azure®.

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

Qlik Sense	QlikView	Qlik NPrinting
<ul style="list-style-type: none"> <li>• More and smarter visualizations</li> <li>• Enhanced search, exploration, and analysis</li> <li>• Easier yet more powerful creation</li> <li>• More effective collaboration, social BI, and alerting</li> <li>• New mobile clients, online and offline capabilities</li> <li>• Enhanced governance, security, and scalability</li> </ul>	<ul style="list-style-type: none"> <li>• Better manageability for large installations</li> <li>• New operating systems and browser versions</li> <li>• Geographic and industry requirements</li> <li>• Ongoing support for latest security requirements</li> <li>• Performance and scalability improvements</li> <li>• Enhancements to current devices and form factors</li> </ul>	<ul style="list-style-type: none"> <li>• New reporting and alerting capabilities</li> <li>• Enterprise class scalability</li> <li>• Tighter integration with Qlik Sense</li> </ul>
		<div data-bbox="935 766 1265 808" style="background-color: #008000; color: white; padding: 2px;"><b>Qlik Analytics Platform</b></div> <ul style="list-style-type: none"> <li>• World class developer tools</li> <li>• Cloud readiness</li> <li>• Marketplace for certified extensions</li> <li>• Branding &amp; multi-geo features</li> <li>• Integrated ecosystem support</li> </ul>

## Data

Data access, preparation, integration and management capabilities are fundamental to our strategy, with significant investment planned for 2017 and beyond. Our future investments in data will include enhanced self-service data preparation and governance features for Qlik Sense, additional Qlik DataMarket topical packages and enhancements, new connectivity options for Qlik Connectors, and enhanced big data features for both Qlik Sense and QlikView.

### Qlik Sense

In 2016 we delivered a number of new capabilities for self-service data preparation in Qlik Sense. Visual Data Preparation, introduced in Qlik Sense 3.0, offers a new visual method for integrating data from multiple sources. Data sets are depicted as ‘bubbles’, allowing users to drag and drop to create associations, with improved profiling that suggests the best associations to the user. We also introduced new data profiling capabilities for automatically processing date and time information, and analyzing geographic information to automatically create geographic points and polygon shapes for mapping. And an improved user interface and experience for data integration scripting makes it easier for organizations to solve complex data integration challenges.

Going forward into 2017 and beyond, we are planning a number of improvements to the data acquisition, preparation, and integration capabilities in Qlik Sense. We are planning to enhance our data profiling capabilities to suggest the right types of charts and visualizations based on the data, and to automatically generate them directly to sheets. We are also expanding our auto-recognition capabilities to support data such as fiscal dates and custom calendars. Our self-service data preparation capabilities will be expanded with features such as data cleansing, bucketing, aggregation and filtering, concatenation and hierarchies, and “scripted bubbles”, allowing users to take advantage of Qlik’s powerful data integration scripting while using visual data preparation to create associations. Our big data capabilities will be enhanced to include on-demand app generation built-in to Qlik Sense,

and big data indexing that will enable the full associative experience on top of resident sources without having to load all the data into memory. And we are planning native support for streaming data such as IoT (internet of things) information.

In addition, we are planning to offer a new Global Library 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, with data enrichment suggestions to guide the user to the right data sets. 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 (data as-a-service) offering, originally released in mid-2015. It provides a comprehensive library of data sets from trusted sources offered on a subscription basis. It is available for Qlik Sense and QlikView, with a variety of data sets including business demographics, currencies, population, economic indicators, and weather. In 2016 we delivered several new topical packages for Qlik DataMarket, including stock indices, company financials, and expanded demographic data. We also made enhancements to the user experience for selecting data and added the ability to load multi-table data sets for expanded detail.

Into 2017 and beyond, we will continue to expand Qlik DataMarket to offer enhanced features and new data sets and premium packages. We will offer more regional and granular data in the Qlik DataMarket Essentials package, new topical data packages with vertical and domain focus such as Healthcare, Retail and others, and subscriptions to the Essentials package bundled with Qlik Sense Cloud offerings. We are planning data set and use-case focused starter apps and visual interaction features prior to loading data, allowing users to preview data and shorten time-to-value for Qlik DataMarket information. Data enrichment suggestions from Qlik DataMarket will be made available to users when they are preparing data for analysis. And we plan to open Qlik DataMarket to third party data sources for expanded variety and value.

### **Qlik Connectors**

Qlik Connectors provide connectivity to a wide variety of data sources, including file-based sources such as Excel® and XML, enterprise sources such as Oracle®, SAP, and ODBC databases, web-based sources such as Salesforce.com, and big data sources including Teradata, Cloudera, and others. In 2016 we enhanced our connectors to Salesforce.com and SAP, offering improved performance, support for SAP single sign-on, and HANA certification. And we introduced Qlik Web Connectors, based on our acquisition of Industrial Codebox and their QVSource product, which offers over 40 new connectors to popular web applications and services such as Google® AdWords™ and Microsoft Dynamics™ CRM.

We will continue to expand our connectivity options and features for Qlik Sense and QlikView in 2017 and beyond. We plan to integrate Qlik Web Connectors directly into Qlik Sense, improving the user experience and eliminating the need for additional downloads. We will also offer Qlik Web Connectors in Qlik Sense Cloud, for seamless access to information when working online. We are planning enhanced support for tabular sources such as CSVs, Excel files and other spreadsheets, connectivity and automated refresh capabilities for cloud based file storage services such as Dropbox and Box.com, and a variety of new connectors for on premise and web sources such as JIRA®, Slack, EssBase®, Google Big Query, MongoDB®, Cassandra®, Teradata TPT®, SAP BEx® and more.

In summary, our investments in data will continue to drive new capabilities in Qlik Sense, expand our Qlik DataMarket offering, and offer new connectors and connectivity options:

Qlik Sense	Qlik DataMarket	Qlik Connectors
<ul style="list-style-type: none"> <li>• Intelligent chart suggestions and auto-generation</li> <li>• Improved data cleansing, filtering, aggregation, and transformation</li> <li>• Improved compatibility between scripting and self-service data preparation</li> <li>• Enhanced data profiling and enrichment suggestions</li> <li>• Global Library – a central, secure library of corporate data sets for analysis</li> <li>• Big data indexing</li> </ul>	<ul style="list-style-type: none"> <li>• Data enrichment suggestions from Qlik DataMarket (and Global Library) when preparing new data for analysis</li> <li>• More regional and granular data in Qlik DataMarket Essentials package</li> <li>• Topical data packages with vertical and domain focus</li> <li>• Enhanced features for previewing and loading data</li> <li>• Opening the market to partners</li> </ul>	<ul style="list-style-type: none"> <li>• Seamless integration of Qlik Web Connectors</li> <li>• Enhanced support for tabular sources</li> <li>• Connectivity for cloud-based file storage services such as Dropbox</li> <li>• New and improved data sources</li> <li>• Connectivity as-a-service</li> </ul>

## Cloud

Our cloud strategy includes Qlik Sense Cloud — our online SaaS version of Qlik Sense, our enterprise cloud solutions, managed cloud offerings through partners, and our online marketplaces representing Qlik’s broader ecosystem. Underpinning Qlik Sense Cloud is our cloud-ready architecture, designed using a multi-geography, multi-node approach that will scale linearly as demand increases. Qlik Sense Cloud is hosted by Amazon Web Services, 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 is our online, SaaS based version of Qlik Sense. It enables individuals, teams, and businesses to create and share Qlik Sense apps online, or share applications created in Qlik Sense Desktop. Qlik Sense cloud is available for individuals in Basic and Plus editions. Qlik Sense Cloud Basic is a free service for sharing with up to five users, and Qlik Sense Cloud Plus adds unlimited sharing, expands maximum app and storage sizes, and upgrades Qlik DataMarket to the essentials package, for a monthly subscription. In 2016 we released Qlik Sense Cloud Business, which allows groups and businesses to operationalize visual analytics. It adds security and governance features that allow group-level governance of users for viewing and editing content, such as a collaborative workspace, group data space, and group shared networks. It also offers direct connectivity to cloud based data sources and automated data refreshes.

We are planning a number of new capabilities and enhancements to Qlik Sense Cloud in 2017 and beyond, with the goal of supporting individuals, groups, and businesses of all sizes. We will continue to offer the latest core analytics features of Qlik Sense in Qlik Sense Cloud, including visualization, exploration, and collaboration. We are surrounding Qlik Sense analytics with new cloud features such as increased choices for data protection, improved user onboarding and learning with “always on” training, expanded options for user identity management, expanded open content such as libraries of pre-built apps and quick start guides, and more ecommerce / payment options. We are also planning enhanced user analysis and collaboration features such as improved sharing of visualizations and social collaboration, customizable personalized dashboards, and user-driven alerting and notifications. Qlik Web Connectors will be integrated into Qlik Sense Cloud for direct access to a

variety of web-based data sources, with new connectors to more data sources. We will extend the managed service offerings and capabilities provided by our partners, allowing them to directly offer managed services and administer Qlik Sense Cloud environments for customers. And we are planning an expanded Qlik Sense Cloud Business offering, with features such as directory integration, Global Library, more granular administration and security options, and on premise / cloud integration.

### **Enterprise Cloud Solutions**

Both Qlik Sense Enterprise and QlikView can be deployed on premise or in the cloud. A number of third-party hosting services are offered by our certified partners, as either fully private managed cloud solutions or hybrid deployment models. In 2016 we initiated a hosted, pre-configured Qlik Sense option on Amazon Web Services, allowing customers to quickly configure and activate Qlik Sense Enterprise environments using their own license keys (i.e., bring-your-own-license). In 2017 and beyond, we will increase the presence of Qlik Sense Enterprise within online marketplaces, offering subscription based pricing online and expanding availability to more providers. We plan to offer enhanced enterprise cloud features such as governance of data and apps, allowing organizations to publish approved data sets and control creation and sharing of applications. And we plan to support publishing of Qlik Sense Enterprise apps to Qlik Sense Cloud, for a more flexible, secure sharing capability with users anywhere in the world.

In addition, we are making investments in our core infrastructure to seamlessly run on premise, in the cloud, and everywhere in between. Our vision is to offer an enhanced hybrid cloud capability for enterprises, with a seamless user experience between on premise, private cloud, and public cloud deployments, and full flexibility on where and how enterprise solution components are deployed.

### **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. In 2016 we also introduced Qlik Playground, a free, online programming environment that allows developers to quickly test their ideas using the QIX engine and APIs. In 2017 and beyond, we are 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.

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

#### Qlik Sense Cloud

- Qlik Sense at the core
- Broad data connectivity
- Integration with preferred identity providers
- Expanded user-driven administration features
- A seamless online and offline experience, across devices
- Expanded business level offerings with more users, governance and security features, and on premise / cloud integration
- Continued investment in world-class public cloud architecture

#### Enterprise Cloud Solutions

- Tightly integrated cloud and on premise app creation, consumption, and publishing
- Hybrid cloud capabilities for enterprises
- Governance of data and apps
- Expanded presence in online marketplaces
- Continued investment in world-class architecture for cloud and hybrid deployments

## About Qlik®

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### 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 2016 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

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### 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](http://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.