



THE FILEMAKER MAINTENANCE PROGRAM **BENEFIT FROM TOMORROW'S TECHNOLOGY** **INNOVATIONS**

Make the most of your initial FileMaker investment with the FileMaker Maintenance program. It is the least expensive way for you to keep your FileMaker software up-to-date.

5 reasons why we strongly recommend investing in the FileMaker Maintenance program.

1 Access new features and enhancements

Get instant access to the latest FileMaker updates released.

2 Keep up with new OS and hardware compatibility

In order to remain compatible with current operating systems and web browsers, you may need to upgrade your version of FileMaker software.

3 Save money

Pay just 20% of the current list price on an annual basis.

Adding licenses with a renewal or renewing for 2 years entitles you to additional discounts.

4 Cost Effective budget planning

Budget plan for software assurance/maintenance as an annual business expense. Lower your software cost by paying annual renewal instead of new licenses with every new release.

5 Maximum Productivity

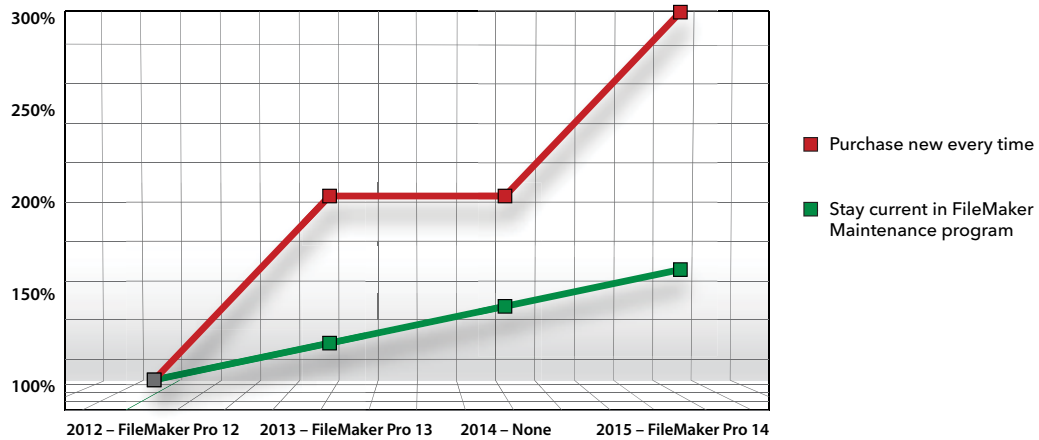
Deploy new versions of FileMaker when convenient for you and ensure your organization is using the most up-to-date features and functions available for maximum productivity.

See table and graph on next page comparing the cost of obtaining new licenses to staying current in the FileMaker Maintenance program.

Table: Cost of ownership for 5 years (2012-2015)

Year	Version	Buy new every time	Stay current in FileMaker Maintenance program
2012	FileMaker Pro 12	100%	100%
2013	FileMaker Pro 13	100%	20%
2014	None	0%	20%
2015	FileMaker Pro 14	100%	20%
Total cost over 4 years		300%	160%

Graph: Cumulative cost of ownership for 4 years (2012-2015)



Notes about this table and graph:

- FileMaker, Inc. reserves the right to change its pricing and licensing programs in the future.
- The table and graph represent historical pricing data.
- FileMaker, Inc. does not represent or warrant that it will release future products.
- FileMaker, Inc. cannot comment on unannounced products or on future schedules.
- For the cost of 2012, the "Buy new every time" column includes the initial purchase price and the "Stay current in FileMaker Maintenance program" column includes the initial purchase price which includes 1 year of Maintenance.
- The cost of FileMaker Maintenance is 20% of the price of a new software license.