Building an Orange Culture

Scott Dorsey

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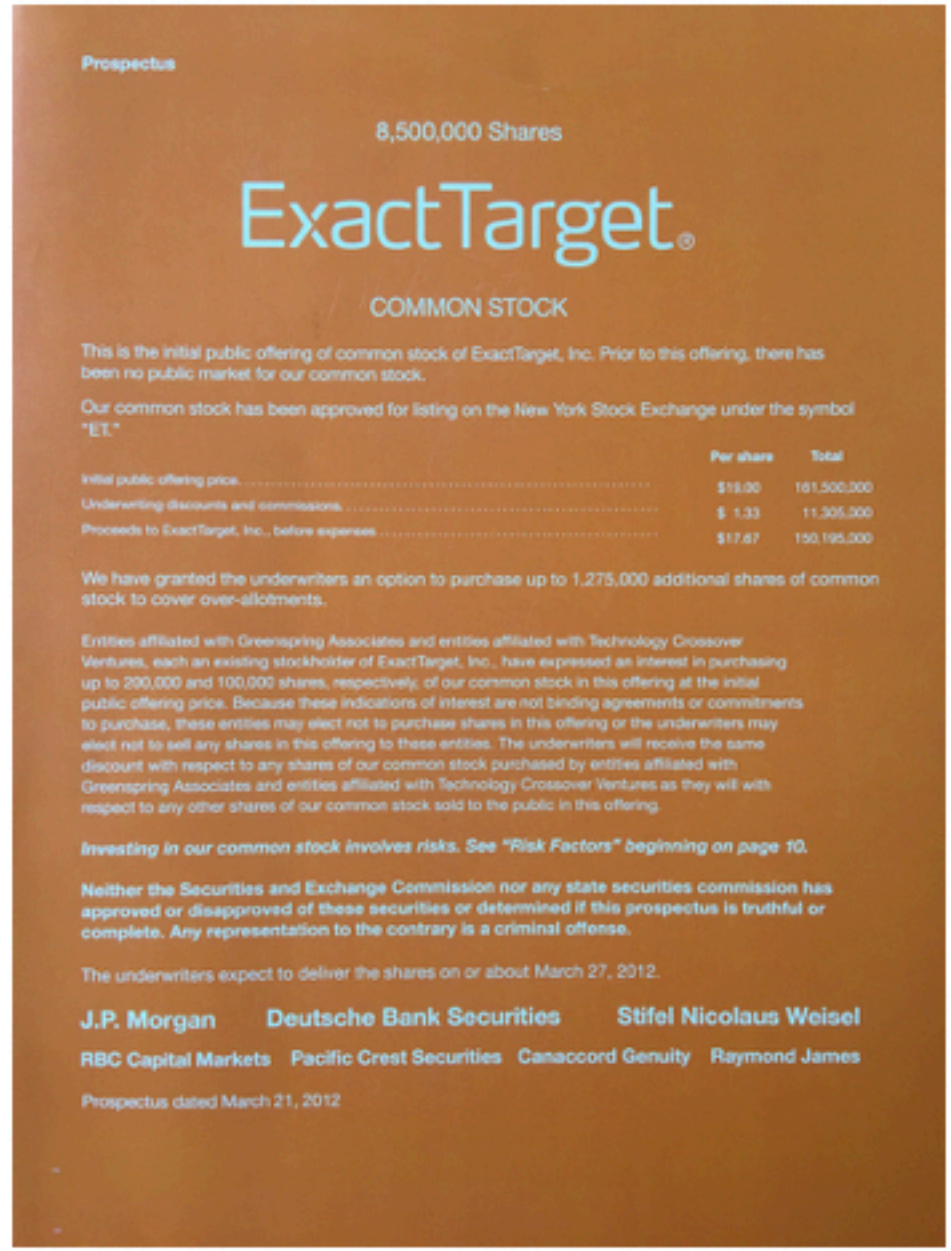
Managing Partner, High Alpha

Orange culture - our competitive advantage!



Prospectus

8,500,000 Shares

ExactTarget®

COMMON STOCK

This is the initial public offering of common stock of ExactTarget, Inc. Prior to this offering, there has been no public market for our common stock.

Our common stock has been approved for listing on the New York Stock Exchange under the symbol "ET."

	Per share	Total
Initial public offering price	$19.00	161,500,000
Underwriting discounts and commissions	$ 1.33	11,305,000
Proceeds to ExactTarget, Inc., before expenses	$17.67	150,195,000

We have granted the underwriters an option to purchase up to 1,275,000 additional shares of common stock to cover over-allotments.

Entities affiliated with Greenspring Associates and entities affiliated with Technology Crossover Ventures, each an existing stockholder of ExactTarget, Inc., have expressed an interest in purchasing up to 200,000 and 100,000 shares, respectively, of our common stock in this offering at the initial public offering price. Because these indications of interest are not binding agreements or commitments to purchase, these entities may elect not to purchase shares in this offering or the underwriters may elect not to sell any shares in this offering to these entities. The underwriters will receive the same discount with respect to any shares of our common stock purchased by entities affiliated with Greenspring Associates and entities affiliated with Technology Crossover Ventures as they will with respect to any other shares of our common stock sold to the public in this offering.

Investing in our common stock involves risks. See "Risk Factors" beginning on page 10.

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or determined if this prospectus is truthful or complete. Any representation to the contrary is a criminal offense.

The underwriters expect to deliver the shares on or about March 27, 2012.

J.P. Morgan **Deutsche Bank Securities** **Stifel Nicolaus Weisel**

RBC Capital Markets **Pacific Crest Securities** **Canaccord Genuity** **Raymond James**

Prospectus dated March 21, 2012

Orange culture - our competitive advantage!

4 Keys to Building an Orange Culture

1 Vision, Mission & Values

2 Culture Framework: Orange

3 Communication & 1:1 Relationships

4 Giving Back

Vision

> To be the leading digital marketing software company in the world.

Mission

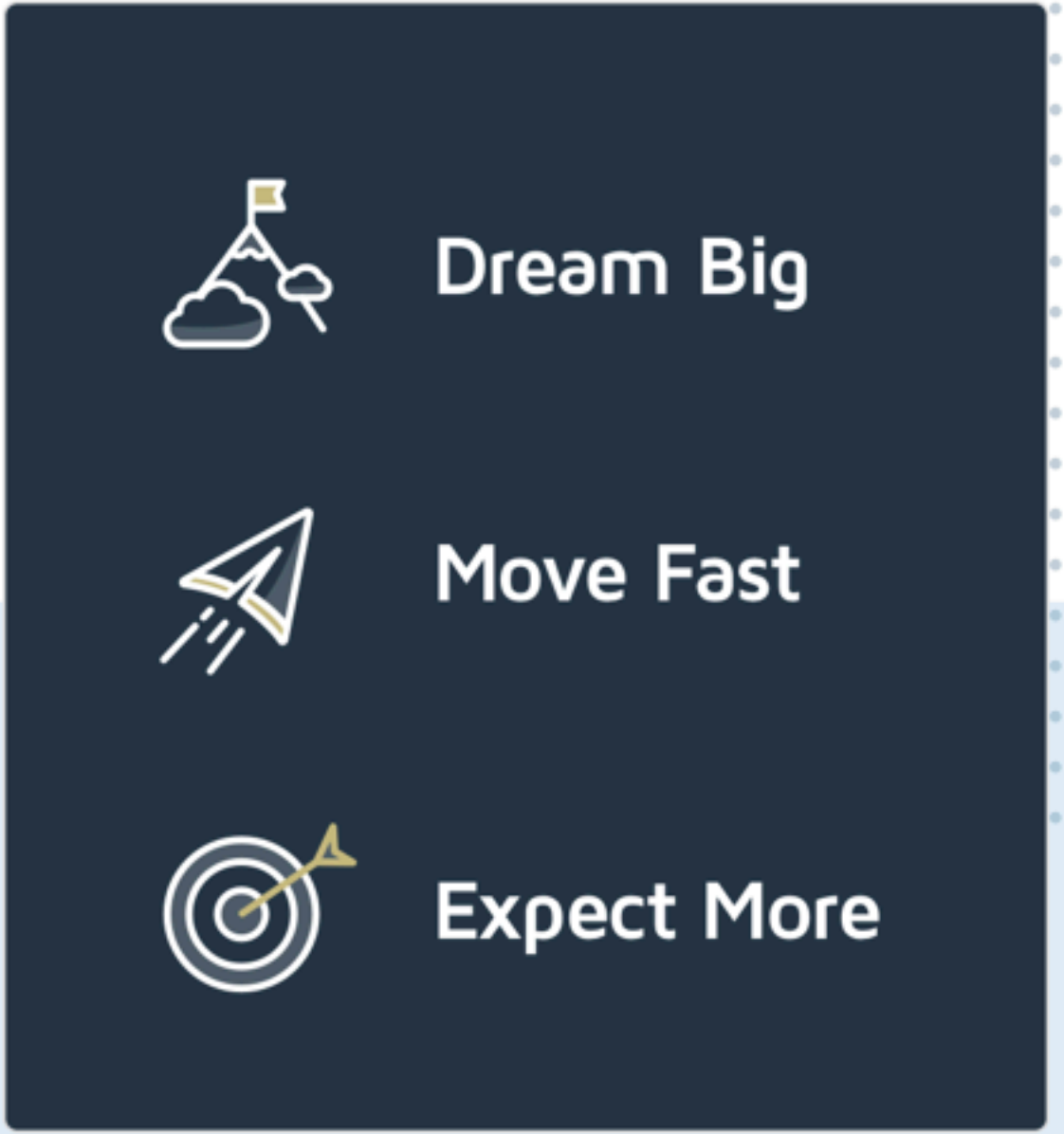
> To inspire and enable marketers to leverage 1:1 marketing technologies to achieve phenomenal business results.

ExactTarget®

1. Treat people well
2. Be easy to do business with
3. Stay true to permission
4. Make clients look like heroes
5. Empower marketers through software
6. Make decisions like an owner
7. Have an entrepreneurial spirit
8. Pursue goals as a team

High Alpha

1. Dream Big
2. Expect More
3. Move Fast



Lessonly

1. Put learners first
2. Challenge yourself
3. Do what is right
4. Share before you are ready
5. Have difficult conversations
6. Critique in love
7. Make time for life

> Ollie exemplifies a lot of the characteristics we strive to embody: approachable, intelligent, hard-working, and a little quirky.

Campaign Monitor

1. Make Mum proud
2. If our customers kick ass,
   we kick ass too
3. Create the change you want to see
4. Do less, but do it best
5. Care about the why

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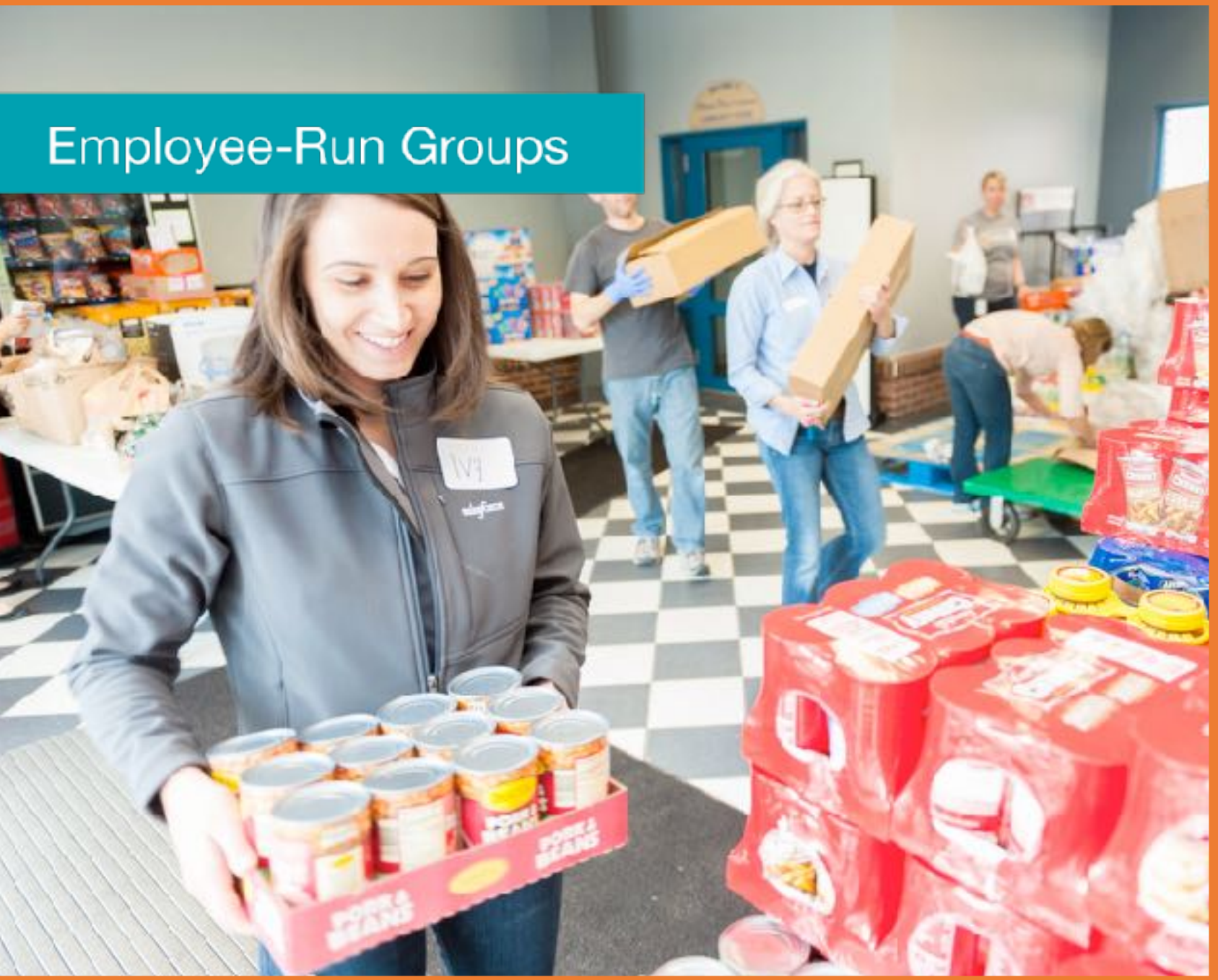
ORANGE CULTURE

College Programs

New Hire Onboarding

Employee-Run Groups



Talent Development

Living the Brand

Employee Marketing

salesforce

Wellbeing · Transparency · Trust · Customer Success · Growth · Fun · Giving Back · Equality · Innovation ·
EMPLOYEES
CUSTOMERS
COMMUNITIES
PARTNERS
OHANA

1 Vision, Mission & Values

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To view this email as a web page, go here.

Hi Scott,

My name is M.T. Ray and I am the newest member of the HR team. I am so excited to be here! In my role as Corporate Sales Recruiter, I will be partnering with the Sales team to recruit top talent across the US. How fun is that?! I get to share the ExactTarget story with candidates and make sure we are hiring the best of the best. I can't wait to get started!

THE EXACTTARGET DAILY

October 1, 2013

ExactTarget Birthdays

Amy Rost
Brennan Lindamood
Buket Morrison
James Gillon
Jay Miller
Shon Keesling

ExactTarget Anniversaries

ExactTarget®

****COMPANY CONFIDENTIAL****

Scott,

Exciting week - just returned from two investment banking conferences with Mitch and Steve. I spoke at the Pacific Crest conference in Vail and held two days of one-on-one meetings with investors. We then criss-crossed the country and met with east coast investors at the Canaccord Genuity conference in Boston. Our investors were very pleased with our second quarter performance and remain excited about our cross-channel vision.

We took another big step in our global growth this week with the opening of our beautiful new office in Sao Paulo, Brazil. Big thanks to Edson, Marketa Rogers, Andy White and teams - this was a huge team effort. Edson and the team have done a tremendous job of building the ExactTarget brand in Brazil - and we now have an incredible state-of-the-art facility to welcome clients and prospects. Love the team pictures and ORANGE spirit. Among my favorite pictures - a new client signing his ET contract in the office!

Fueling our growth in Brazil and in new markets around the globe is a fundamental driver of our long-term growth. Bringing the power of our technology and teams to new markets is a tremendous way to expand our opportunity. We have entered a new geography every year for the last four years (U.K. - 2009, Australia - 2010, Brazil - 2011 and Germany - 2012), and we just announced last week that we plan to expand to two additional geographies before the end of the year. Very exciting! Today was also a very global day as I met with the team from our Japanese partner NTT - they have done a great job selling SocialEngage in the Japanese market and are very committed to our partnership.

5 Years
of Friday Notes
2009-2014
25
26
27
FRIDAY

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nextech

Transform K-12 students from technology consumers to the next generation of tech pioneers.

PLEDGE 1%

salesforce.org

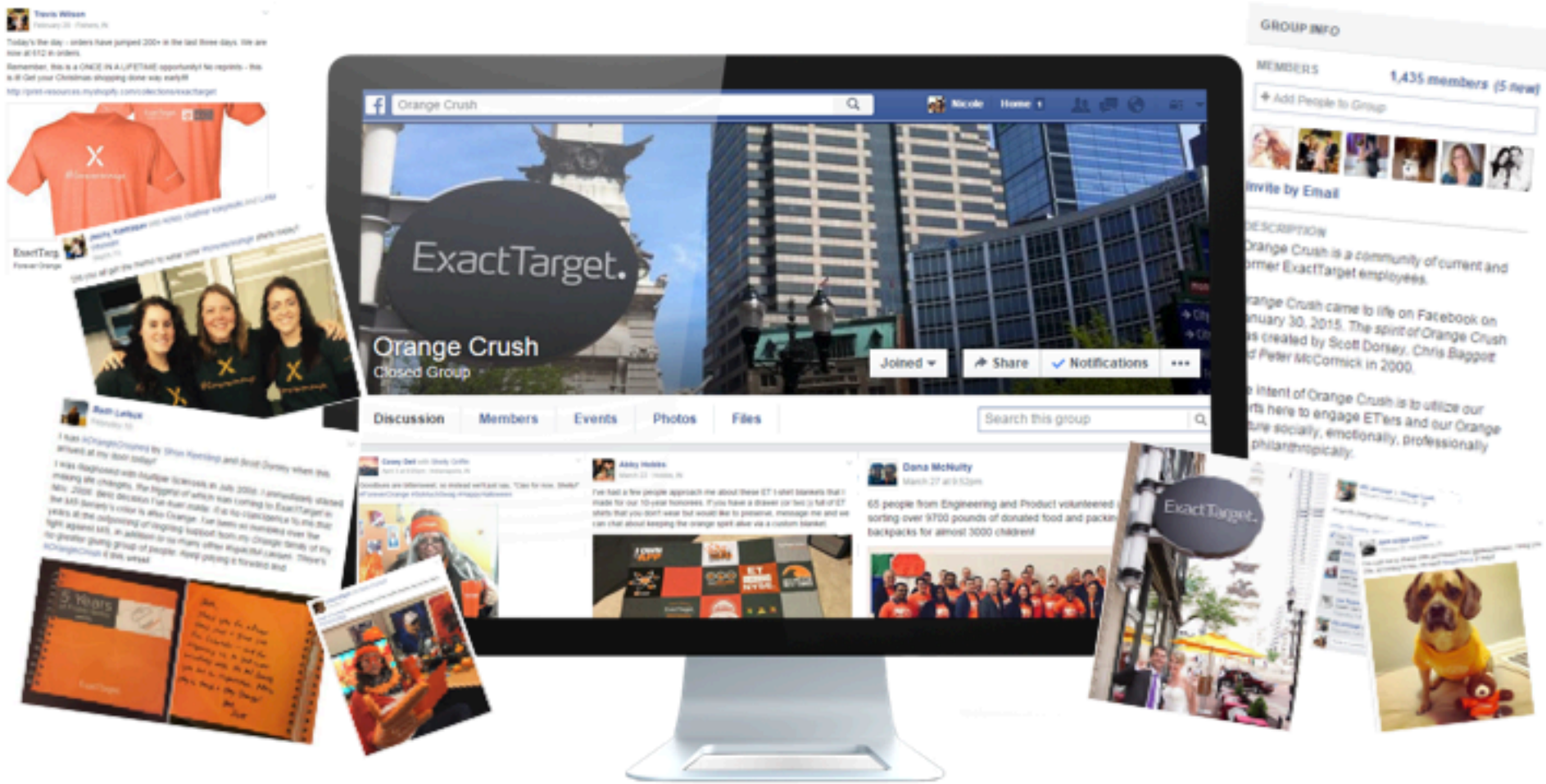
Salesforce.org is based on a simple idea: Leverage our technology, people, and resources to improve communities throughout the world. We call our integrated philanthropic approach the 1-1-1- model.

How do you know if you have an Orange culture?

Sheraton
CHASE
BIG
DREAMING

the
LARGEST
INTERACTIVE MARKETING CONFERENCE
in the
SOLD OUT

Your culture lives on past the company!



A new model for entrepreneurship that unites company creation with venture funding

OUR MODEL

High Alpha Studio

A venture studio that conceives, launches, and scales enterprise cloud companies.

emergence CAPITAL

HYDE PARK VENTURE PARTNERS

High Alpha Capital

An early-stage fund that backs entrepreneurs building world-class enterprise cloud companies.

GREENSPRING ASSOCIATES

Strategic Individual Investors

DroneDeploy

CrowdRiff

TINYpulse

When I Work

G2 CROWD

narvar

SalesLoft

DWOLLA

Terminus

FUZIC

Cordial

OCTIV

Sigstr

Lessonly

ZYLO

Doxly

Visible

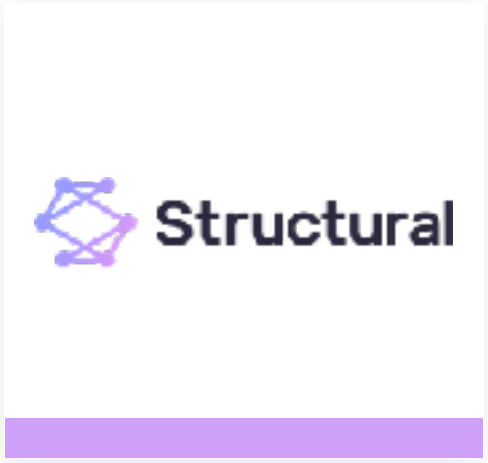
Clear
Scholar

Structural

Quantifi

INTEGRATE

HIGH ALPHA STUDIO COMPANIES



Structural

Thank You!

@scottdorsey