

**Limited
Time Offer:**
Buy within the next 10 mins,
and get a year of Artix support
incidents absolutely free!
That's a \$200 million value!



> So, You're Thinking of
Buying IONA...



Official Bidder Information Brochure

For Purposes of Due Diligence

Potential Acquirers' Eyes Only

INTRODUCTION

Why, hello there, esteemed CEO of hopefully profitable company!

My name is **Peter Zotto**, and I'm the CEO of IONA Technologies. You might remember me from such companies as Digital, Digital Equipment Corporation and DEC.

Throughout this brochure, I'll tell you all you need to know in order to be an informed IONA bidder. I'll also give you lots of tidbits about our company culture to make your purchasing decision just that little bit easier!

Let's start the tour, shall we?



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COMPANY HISTORY

The Founding

IONA was created by some nerdy, lonely students in the early 90's, back when only 4 people in Ireland could afford a car. It started as a campus company, a strategy employed by a lot of typically unemployable students after graduation.

The company soon grew exponentially, and was frequently forced to migrate its main work location around Dublin as it ballooned in size. Of course, the most significant move of this kind was from Toner's to Slattery's.

Big Bucks from Boeing

In the mid-90's, IONA's flagship product Orbix was used by Boeing to build all their new airplanes.

On an unrelated note, Airbus is apparently doing very well these days.

Motorola Iridium

Motorola chose Orbix to build a new state-of-the-art satellite infrastructure that would form a complex new telecommunications network and would allow a phone call to be placed from anywhere in the world.

As it turned out, they really meant "a phone call" quite literally, as they only really intended to place just one call. On July 21st 1998, the Motorola CEO called Chris Horn from the middle of the Sahara and said, *"Dude, you are sooo not gonna believe where I'm calling you from!"* The next day, the Iridium project was declared a complete success, and the satellites were destroyed.

The NASDAQ IPO, or *"Hey! I'm Richer Than Enya!"*

In 1997, IONA was listed on the NASDAQ stock exchange. However, due to it being listed under the cryptic symbol *IONA*, it did not rise to triple digits on its first day of trading as everyone hoped. However, once the wise and prudent tech investors around the world reviewed the company's financial fundamentals, it quickly became valued at \$100 (and maintained that value for at least 47 minutes).

Sadly, the market soon became deluded and decided that the decimal point was a little too far to the right. Enya was soon returned to her rightful place at the top of the rich list.



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iPAS - iPortal Application Server

With the software world in the grips of both J2EE madness and sticking "i" prefixes everywhere, IONA felt it couldn't lose by jumping on both bandwagons simultaneously.

A massive team was soon tasked with building a new J2EE product to compete with the dozens of other ones already on offer. The product quickly took a certain percentage (zero) of sales away from the existing EJB vendors out there.

To celebrate this incredible run-away success, IONA spent almost a million dollars on a wild party at the JavaOne conference, hiring funny guys Spinal Tap to jam with our CEO on stage for a few songs. It went down on record as one of the most comedic events in history. After all, who wouldn't enjoy watching a bumbling guitar-playing joker on stage?

While some may grumble that the party was unnecessary, the money on the JavaOne was most definitely well spent – it led to our biggest iPAS sale yet, to a company in Ireland called "IONA Technologies, PLC".

The Netfish Acquisition

With money from iPAS coming in by the invisible truckload, IONA was obviously well-positioned to find and purchase a well-performing, fundamentally sound technology company for a great price. The purchase of Netfish for the bargain price of one third of a billion dollars completely fit that bill.

On the day of the sale, Netfish were quoted as saying: "A++++ GREAT BUYER, PAYMENT RECEIVED PROMPTLY, WOULD DO BUSINESS WITH AGAIN"

Artix - IONA's Swiss Army Knife

All you need to know about Artix is that it can interact well with anything. Except sales reps.

FUSE

FUSE is at the core for all of IONA's products, even ones we discontinued a decade ago. We've actually gone in and rebuilt every single IONA product since Orbix 1.0 in 1993 on top of it. That's how much of a core this thing is to us.

We have also had FUSE CDs sewn into the chest of every employee, just like Peter Stark from Iron Man.

FUSE gives us power, light, inspiration, hope, wisdom and life.

FUSE *is* life.



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COMPANY CULTURE

IONA employees are very hard-working. In fact, vacations have to be forced on us by the IS department turning off the building power during business hours. We are also very flexible. In fact, we are all willing to trade our computers in for industrial sewing machines if it means continued employment.

IONA is world-renowned for having a wonderful sense of humor. Examples of some phrases you might hear around the offices include: *"Yeah right, like someone could ever buy us for only \$4.05 a share! As IF!"*, and *"My name is Zotto, and I like to get BLOTTO!"*

Most of the IONA offices host regular "Wine & Cheese" events, at which employees eagerly anticipate the special treat of beer & pizza. These events are wonderful for team-building – some employees will spend nearly 10 minutes with the weirdos from those other departments before taking their booze and scurrying back to their desks and pretending to answer emails for a few drunken hours.

We pride ourselves on an "open door" policy – all employees must open the door for any SMT member wishing to enter or leave a room.

Regular "Town Hall" events are held at which obedient employees are allowed to quiz their CEO with tough, pre-screened questions. Future owners of IONA should be aware of our lone Town Hall dissenter, a troublemaker in the Waltham office named "Seumas". Of course, this is obviously a fake name, since he looks about as Irish as Antonio Banderas. Thankfully, no dissenters exist in Dublin meetings due to the foreboding presence of Philip "The Enforcer" Pender walking around the crowd with his baseball bat.

IONA is very committed to the personal and professional development of its employees, and all managers are required to conduct detailed yearly performance appraisals of their direct reports. These appraisals may contain anywhere from 5 to 10 words of helpful feedback for the employee.

Overall, we are quite an informal and relaxed company. In fact, the gray company uniform is not required to be worn on casual Friday, which falls on the 52nd Friday of every calendar year.



Managers let loose on the annual "casual Friday"



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IONA's CORPORATE VALUES

IONA's Customers' Success Is Our Success

- You should probably find us some successful customers
- Focus on the customer through constant spam, pan-handling, telemarketing, large truck-based advertising, skywriting and classified ads in seedy magazines

Insist On Excellence and Innovation

- Use innovative ways to avoid excellence
- Produce user-friendly technological solutions and charge increasing annual license fees in perpetuity
- Pursue incremental improvements by fixing one bug per year, for the right price

Do What Is Right

- Act with integrity and professionalism during conference calls, maybe even sometimes when the mute button is pressed
- Communicate honestly with your friends and family, but feed your boss the usual crap during business hours
- Build credibility by sending customers some awesome baseball tickets

Value Individuals

- Appreciate the benefits of teamwork that individual heroics cannot duplicate, but remember that it's cheaper to pay for only one hero
- Embrace a diversity of ideas for at least a few days before going with what you dreamt up while in the bathroom last week
- Consider that your professional life is but one important aspect of your total life, but those lazy hippies who work for you should be forced to work the weekend to get the collateral ready in time for ApacheCon

Act With a Sense of Urgency

- Maintain an entrepreneurial spirit with a bias toward action, especially disciplinary action
- Value productivity, getting it done and making it happen NOW – except when dealing with customers that only have silver support contracts



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OFFICE LOCATIONS

Dublin, Ireland

To prepare for your first ~~drunken junket~~ important visit to the Emerald Isle, you should know that a lot of the stereotypes and cultural clichés about Ireland simply aren't true.

For example: while it's a well-known fact that all Irish people are indeed leprechauns in disguise, they will *not* actually vanish when you take your eyes off them. Try it next time you're sitting in Beggar's Bush listening to Mick McKay babble incoherently – it won't matter how many times you turn away from him and close your eyes, he'll still be there when you look back!



The Dublin Office

The Irish are a proud race, and they just don't take too kindly to outsiders making foolish remarks about them based on silly Disney movies or TV shows. If you don't heed this advice and you end up offending an Irish citizen, he or she will slide down a rainbow, pick a fight by throwing Lucky Charms in your face, order seventeen pints of Guinness, pay from a pot 'o' gold and say (in Gaelic of course), *"Sure and begorrah, 'tis a fine day, so it is."*

Waltham, USA

This bustling hive of activity is located right in the center of the lightning-powered Route 128 loop.

Waltham has long been a pedestrian-friendly town – especially for pedestrians in cars. In fact, the town has had all of the sidewalks removed to ensure that car-bound pedestrians can walk freely about the city (in their cars).

The Waltham office is situated in a very accessible location. In fact, it's so accessible that about half of New England's working population also takes our exit off the interstate during rush hour each morning, giving our employees plenty of time to rest at the steering wheel of their cars and prepare them for the busy day ahead.



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St. John's, Canada

We haven't the heart to tell these people that we haven't understood a single word they've said over the last 7 years.

Recently, one of their crew ("Celine" Dion Picco) escaped to the Waltham office to tell his story of being raised in the harsh climate of Newfoundland under the rule of the mean Cruella Dav-Idson. At least, that's what we think he was talking about.

Satellite Offices

While these so-called "satellite" offices are not actually in geosynchronous orbit, they are considered by many as such.



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DEPARTMENTS

Let's take a quick tour around the different functions within IONA!

Sales

They will let you pet them if you feed them dollars first

Services

Hint: the people with the stretch marks from airplane seatbelts are the *"consultants"*, and the sorry souls crying uncontrollably while desperately searching code at www.apache.org are *"customer support"*

Engineering

A steady stream of free company logo shirts and they will do whatever the heck you tell them to, except fix that one bug you've been moaning about since 1998

Open Source

When you meet Larry, you must bow to him. When leaving the room, walk backwards, facing him at all times, averting your gaze

Marketing

Somehow managed to combine the names "ART" and "Orbix" into the innovative, creative *"Artix"*

Finance

Make sure you save your receipt for that lavender-scented edible printer toner

Information Services

"Wait, this document is a PDF? That isn't an IONA supported document format. You can use Notepad or nothing at all, take your pick..."

Human Resources

After 16 years, they have finally given up trying to teach IONA staff how not to offend customers within the first 30 seconds of every phone call

Legal

They're the stern-looking people currently standing behind you telling you to eat this pamphlet immediately after reading it and use only an SEC-approved toilet for the next 72 hours



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CONCLUSION

Well, I hope you enjoyed the tour of our great company!

We're confident that you will consider purchasing us for whatever you think is a fair price. After all, it's the people that count – and we've got some of the most expensive.

IONA Technologies: your future, available for purchase, today!

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