



## **Applix's TM1 Helps Figleaves Get Their 'Knickers out of a Twist'**

**October 18th 2004** — Applix, Inc. (NASDAQ: APLX), a global provider of Business Intelligence (BI) and Business Performance Management (BPM) software solutions, has today announced a new customer, Figleaves, the largest on-line branded intimate apparel retailer in the world. Figleaves is working with Applix partner, The Planning Factory, to implement TM1 to drive its business analysis and forecasting activities..

“Applix's TM1 acts as a single, consolidated point for gathering and analysing information from numerous different sources. It will give Figleaves a way to avoid inefficiencies in purchase planning, manage sell through at optimum pricing and help improve overhead capacity,” says Howard Bryant, Chief Financial and Operating Officer at Figleaves.

“We had previously been using a range of ad hoc reports and spreadsheets and had no dedicated merchandising tool. We needed a platform that provided a safe environment for users who are not IT experts to flexibly use the information in their work,” continues Bryant.

Figleaves stock more than 30,000 different styles and brands, including 120 leading designer and name brands of lingerie, hosiery, swimwear and men's underwear. With this diverse inventory, the need for an efficient forecasting and analysis tool has become increasingly crucial for effective day-to-day management of stock.

John Hobson, Managing Director of The Planning Factory, says, “Collecting, storing and analysing data presents significant challenges for an on-line retailer. With such businesses rapidly growing and changing, sometimes on a weekly basis, it is very important to be able to provide fast and flexible access to information, and then to be able to use that information as the basis for effective planning. TM1 will enable Figleaves to help manage their complex inventory with planning and historical performance analysis.”

“Today many different types of companies are seeking solutions that provide operational, analytical and performance management capabilities in one seamless, collaborative environment, with tangible business results. Applix’s customers, such as Figleaves, are benefiting from the high return on investment and low total cost of ownership – with the minimal IT involvement -- that our solutions offer,” said Martin-Richmond-Coggan, VP EMEA, Applix.

### **About TM1**

TM1 is a proven, multidimensional planning platform for powering strategic analysis of financial, transactional, operational and other business data. TM1 has been named as a leader in the tools category of the BPM Partners' annual “Beyond the Hype” Webcast and the BPM Buyer’s Guide in *Business Finance Magazine* ([http://www.bpmpartners.com/events\\_webinars.shtml](http://www.bpmpartners.com/events_webinars.shtml)), and scored the highest rating in goal achievement and performance in The OLAP Survey 3 ([www.survey.com/olap](http://www.survey.com/olap)) by independent analyst Nigel Pendse.

Applix also provides TM1 Planning Manager to provide workflow and compliance capabilities for all TM1-based applications and TM1 Web, a Web-enabled front end for global and remote read/write capabilities of BI and BPM applications.

- ENDS -

### Notes to editor

#### **About Applix**

Applix (NASDAQ: APLX) is a global provider of Business Intelligence and Business Performance Management solutions. These solutions, based on Applix’s TM1 analytics platform, enable the continuous planning, management and monitoring of performance across the financial and operational functions within the enterprise. Applix is a founder of the BPM Standards Group ([www.bpmstandardsgroup.org](http://www.bpmstandardsgroup.org)), and has been recognised by numerous industry analyst groups for its technical leadership and vision in the marketplace.

More than 1,800 customers worldwide use TM1 for its tight integration with Excel, real-time response, adaptability, and low total cost of ownership. Delivered by Applix and by a global network of partners, TM1-based solutions help customers manage their business performance and respond to the marketplace in real time. Headquartered in Westborough, MA, Applix maintains offices in four countries in Europe, North America and the Pacific Rim. For more information about Applix, please visit [www.applix.com](http://www.applix.com).

#### **About Figleaves**

Figleaves.com is the biggest on-line branded intimate apparel retailer in the world with a turnover that has grown from £200k in 2000 to £20m forecast in the current year. One of the few dotcom pureplay retailers left standing after the dotcom boom

and bust. Now operating out of 3 sites in the UK plus offices in New York, Figleaves is on course to be a £100m turnover global business within a few years.

### **About The Planning Factory**

The Planning Factory was established in 1996 in the United Kingdom as a consultancy providing planning and analysis systems to retailers. With a prestigious client list in Europe and Asia, The Planning Factory Ltd combines in depth knowledge of the retail market with leading edge technology to provide customers with cost effective solutions to their problems. For more information about The Planning Factory, please visit [www.planfact.co.uk](http://www.planfact.co.uk).

This news release contains forward-looking statements that involve risks and uncertainties. Forward-looking statements in this document are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements concerning future plans or results are only estimates and actual results could differ materially from expectations. Certain factors that could cause or contribute to such differences include without limitation, competitive pressures, changes in customer demands, adverse economic conditions, loss of key personnel, litigation, potential fluctuations in quarterly results, lengthy sales cycles, market acceptance of new or enhanced products and services, factors affecting spending by customers and other risks, uncertainties and factors including those described in the Company's Annual Report on Form 10-K for the year ended December 31, 2003 under the heading "Risk Factors" and its most recent Quarterly Report on Form 10-Q under the heading "Factors That May Affect Future Results." The forward-looking statements provided by the Company in this press release represent the Company's views as of the date of this release. The Company anticipates that subsequent events and developments may cause the Company's views to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so, and these forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of this release.

©2004 Applix, Inc. All rights reserved. Applix and TM1 are registered trademarks of Applix, Inc. All other trademarks and company names mentioned are the property of their respective owners.

### **For further information please contact:**

Lyndon Johnson / Hinda Smith  
Liberty Marketing Communications Ltd.  
Ph: 0207 836 3007  
Email: [lyndon@libertycomms.com](mailto:lyndon@libertycomms.com) or [hinda@libertycomms.com](mailto:hinda@libertycomms.com)