

PR In A Geek Meritocracy Era



EVERNOTE

Remember Everything

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A 100 Year Global Start-up



Silicon Valley

Zurich

Austin

Sao Paulo

Beijing

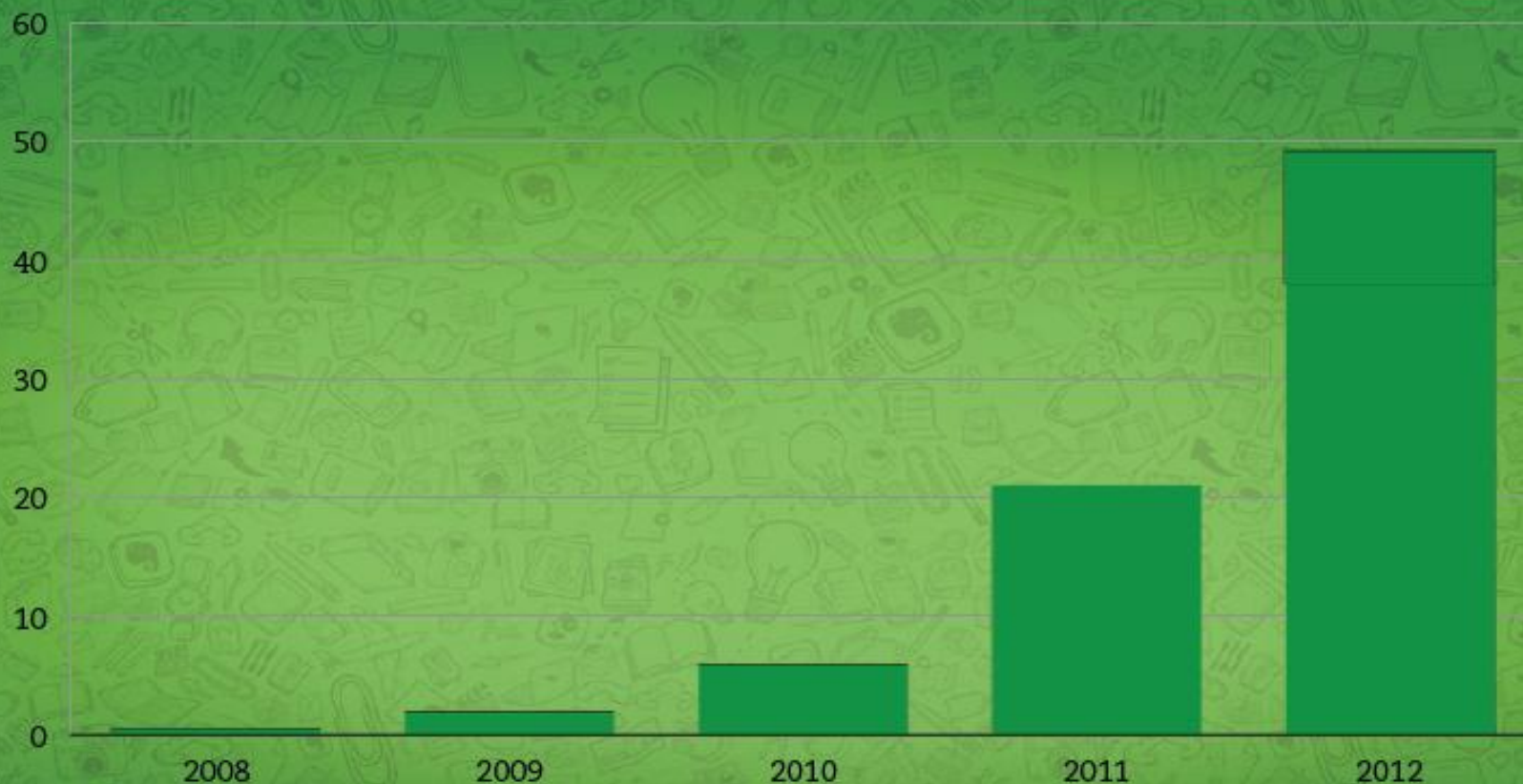
Taipei

Moscow

Tokyo

Seoul

Evernote Users Growth



Reaching 50 Million Evernote Users Worldwide

We're On A Mission



We believe that cutting-edge, well-designed
technology can make you
smarter

We're On A Mission



Capture everything. Find anything. Work everywhere.

Evernote Family



Food



Hello



Clearly



Skitch



Penultimate



Peek

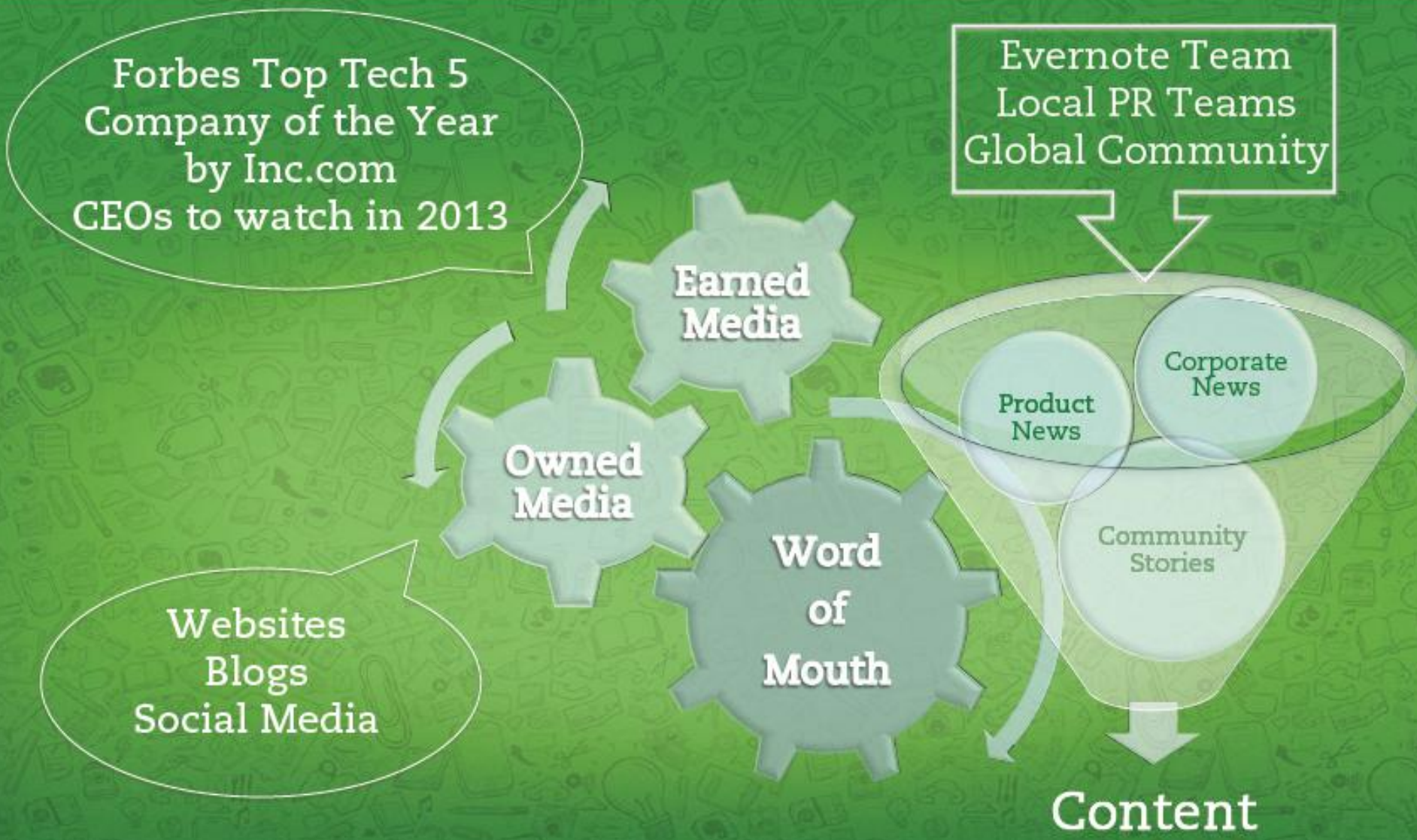


Web Clipper

Evernote Family: the Newborn



PR the Evernote Way



PR in a Geek Meritocracy



Geek meritocracy?



Geek meritocracy PR survival kit: our top 5 success factors

Transparency and authenticity are key!

No tricks! We're open about what we're doing and we are saying the same thing to everybody.

User experience comes first

We put user experience first in everything we do,
including communication.

No zero-sum game

Competitors? Potential partners!

Social media is a game changer

Marketing and PR budgets are not a deadly weapon
anymore!

Great communication starts at home

Our people and our corporate culture rock!

PR in a Geek Meritocracy



Thank you!



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