

SALESFORCE NEWS FROM AROUND THE GLOBE

HERE'S JUST SOME OF THE HEADLINES THAT HAVE CAUGHT OUR EYE...

SWITZERLAND

ON DIGITAL GLOBALIZATION AND CLOSING DIGITAL DIVIDES: WORLD ECONOMIC FORUM PANEL DISCUSSION

January 23rd: Technologies of the Fourth Industrial Revolution are reshaping everything from economies to the nature of work. As this transformation takes shape, it's important that this wave of digital globalization doesn't leave people behind and is broad-based and inclusive. This was the theme of a panel discussion titled "Making Digital Globalization Inclusive" at the World Economic Forum Annual Meeting in Davos, Switzerland.

Other panel discussions included ...

TAKING ACTION FOR THE OCEAN

How can the world tap into the resources of the ocean while protecting it from environmental collapse? This was among the topics discussed in a panel discussion titled "Taking Action for the Ocean" on Wednesday. Did you know? According to the Organization for Economic Cooperation and Development (OECD), oceans could contribute \$3 trillion annually

in value added to the global economy by 2030, supporting close to 40 million full-time jobs. Read more, including thoughts from former U.S. Vice President Al Gore, on the Salesforce Newsroom.

Marc Benioff was joined on the stage by Jane Goodall, Bono, teen climate activist Greta Thunberg, diplomat and environmentalist Christiana Figueres, President & CEO of Somp Holdings Kengo Sakurada, and will.i.am.



GLOBAL

BUSINESS INSIDER NAMES SALESFORCE CO-CEO KEITH BLOCK TO ITS LIST OF 100 PEOPLE TRANSFORMING BUSINESS

April 15th Business Insider released its inaugural list of "100 People Transforming Business," and recognized

Salesforce co-CEO Keith Block as one of the top 10 enterprise tech executives transforming the technology industry. The publication notes that Keith has been a central part of Salesforce's focus on customer success and how the company is leveraging today's "perfect storm of amazing technology disrupting business models and markets" to drive value and innovation for customers.

Business Insider also profiled Block in a piece titled The new co-CEO of Salesforce explains how the \$124 billion cloud company's

'fourth' act is using AI to give its customers the 'Holy Grail'. Block said that Salesforce has reinvented itself several times over the 20 years since it first came into existence, each time establishing itself as a major player in a new market.



IRELAND

NEW SALESFORCE TOWER TO BE ONE OF IRELAND'S MOST SUSTAINABLE OFFICE CAMPUSES

Dublin, January 18, 2019—Salesforce (NYSE:CRM), the global leader in CRM, today announced Salesforce Tower Dublin, significantly expanding the company's regional headquarters in Ireland. As part of the expansion, Salesforce plans to add 1,500 new local jobs over the next five years. Salesforce.org, the philanthropic arm of Salesforce, also announced a \$1 million grant to Educate Together, supporting the opening and running of schools in Ireland. Today's announcements were made with the Irish Prime Minister, An Taoiseach Leo Varadkar TD at an event in the Convention Centre Dublin where nearly 1,000 Salesforce employees were present to hear details of the new plans.

Salesforce Tower Dublin will be an urban campus of four interconnected buildings located on North Wall Quay within Dublin's vibrant Silicon Docks, overlooking the River Liffey. Salesforce employees are due to start moving into the 430,000 Sq ft campus in mid-2021. Salesforce Tower Dublin is being developed by Ronan Group Real Estate and Colony Capital.

Plans for Salesforce Tower Dublin will include an immersive video lobby experience; riverside paths connecting the campus to the cultural city hub; and an "Ohana Floor", an open hospitality space for Salesforce employees, customers and partners, which will also be available for not-for-profit organisations and local community groups to use on weeknights and weekends at no cost.



AUSTRALIA

SALESFORCE VENTURES INTRODUCES \$50 MILLION AUSTRALIA TRAILBLAZER FUND

Unveiling of fund kicks off Salesforce World Tour Sydney

SYDNEY, March 5, 2019 — Salesforce (NYSE: CRM), the global leader in CRM, today announced that Salesforce Ventures, the company's global corporate investment group, has launched the Australia Trailblazer Fund, a new \$50 million fund to empower Australian startups in the Salesforce ecosystem. With this new fund, Salesforce Ventures deepens its commitment to the region by investing in local innovation and inspiring Australian entrepreneurs to create next generation technology that drives customer success across industries.

There is a phenomenal market opportunity to enable world-class startups across the country. According to Startup Muster¹, nearly half of Australian startups are actively trying to raise funds, and 45 percent identify as delivering Software as a Service (SaaS) products. If these startups can secure financing and scale, 25 percent of the Australian economy is likely to be directly impacted by software by 2025, which equates to \$524 billion of GDP, according to StartupAUS².

JAPAN

SALESFORCE ANNOUNCES 'TOWER TOKYO'

April 10th : Today we're proud to announce our first Salesforce tower in Asia Pacific, "Salesforce Tower Tokyo."

Japan has been a cornerstone of our global presence since the very beginning. It was the home of our first international office 19 years ago, just a year after Salesforce was founded in San Francisco. Our Tokyo office started with three employees and has grown to more than 1,500 employees.

Salesforce Tower Tokyo" will be located at the Nippon Life Marunouchi

Garden Tower in the heart of the vibrant Marunouchi neighborhood, where we've leased all office space in the mixed-use building. Connected to the Tower is direct access to public transit and right on our doorstep is one of Japan's most iconic landmarks, the Imperial Palace and Gardens.

