



Kenandy Selects Borderfree Global Trade Solutions for Seamless Duty and Tax Calculations

New York – April 15, 2015 – Borderfree, a market leader in global ecommerce solutions, today announced that it has partnered with Kenandy, Inc., a leader in cloud ERP for the global enterprise, to integrate Borderfree global trade solutions into Kenandy’s ERP software. The partnership marks the first deal resulting from Borderfree’s January acquisition of DutyCalculator, a provider of cloud-based global trade management solutions.

Customers using Kenandy’s cloud-based ERP solution will have access to Borderfree’s accurate, easy-to-use and fully compliant global trade tools. Borderfree’s global trade solutions are embedded into Kenandy Cloud ERP for a fully integrated and seamless customer experience. The integration will enable global enterprises to easily classify products, calculate accurate import duty and taxes, comply with global import and export restrictions and provide optimized custom documentation, ultimately streamlining global logistics costs and back-end processing for more than 120 countries worldwide.

“Gathering accurate global duty, tax and import and export restriction information is expensive and cumbersome, often requiring enterprises to either increase upfront costs or face unanticipated financial and legal risk,” said Rod Butters, President and Chief Operating Officer of Kenandy. “With Borderfree’s global trade solutions embedded directly into Kenandy Cloud ERP, our customers can quickly access international trade data available through no other provider, making it even easier to sell and ship cross-border. The integration is a tremendous value-add and competitive differentiator for our software.”

“With the acquisition of DutyCalculator, Borderfree has become the system of record for international trade, making cross-border ecommerce easier and more transparent for consumers and businesses,” said Michael DeSimone, CEO of Borderfree. “We anticipate this inaugural partnership with Kenandy to be the first of many as we continue to grow our global trade solutions capabilities.”

Borderfree will be Kenandy’s exclusive global trade solutions partner. The Borderfree global trade solutions integration will be available to Kenandy customers starting in June 2015.

About Kenandy

Kenandy is the cloud ERP platform for the modern global enterprise. Automate all of your core business processes including order-to-cash, planning and production, procurement, global financials, and trade promotion management. Work the way you want to work on any device anywhere in the world—Kenandy is easy to use, implement and change. Create enterprise agility and provide a business foundation for innovation and transformation with Kenandy. For more information, please visit: www.kenandy.com

About Borderfree

Borderfree is a market leader in global ecommerce solutions, operating a technology and services platform that the world's most iconic brands rely on to expand globally and transact with customers in

more than 100 countries and territories and more than 60 currencies worldwide. Borderfree manages all aspects of the international shopping experience, including site localization, multi-currency pricing, payment processing, fraud management, landed cost calculation, customs clearance and brokerage and global logistics services while maintaining the integrity of our customers' brand and the consumer experience. Borderfree is headquartered in New York City with offices in Tel Aviv, Toronto, Dublin, Brighton and Shanghai. The company trades on the NASDAQ under the symbol BRDR. For more information, visit www.borderfree.com.

About DutyCalculator

DutyCalculator is a leading cloud-based solution for global tariff classification, import duty calculation and remittance and trade compliance. Owned and operated by Borderfree, DutyCalculator solves the inherent complexity of global trade through easy-to-use applications, API web services and online tools, a proprietary classification engine and accurate and up-to-date global trade content for tariff codes, duty and tax rates, import restrictions, carrier restrictions and export controls. DutyCalculator is the system of record for international trade, simplifying global ecommerce for enterprises, SMBs, and individual consumers. For more information, visit www.dutycalculator.com

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