



NEWS RELEASE

DocuSign Enters Japan

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TOKYO and SAN FRANCISCO, Nov. 4, 2015 /PRNewswire/ -- DocuSign, Inc. (DocuSign®) announced it has appointed Hayato Koeda as its Vice President, Representative Director and General Manager of DocuSign Japan K.K., reporting to Chief Revenue Officer, Neil Hudspith. With more than 20 years of experience leading teams in the high-tech industry, Koeda will be responsible for directing DocuSign's launch, build out and long-term growth in the Japanese marketplace.

"Hayato is a proven leader with a track-record of driving major growth and building strong teams that consistently surpass goals," said Hudspith. "We're pleased to have Hayato join the global executive team. We're confident his diverse high-tech experience and deep business knowledge of Japan will help fuel our rapid expansion of The DocuSign Global Trust Network."

"Many business leaders in Japan recognize the value and importance of going digital, but the majority of transactions today are still conducted using paper and a Hanko," said Koeda. "There is an enormous opportunity here, and I am very excited to bring DocuSign's globally trusted Digital Transaction Management platform to Japanese consumers and businesses of every size and industry."

Before DocuSign, Koeda served as VP APAC and President & CEO of A10 Networks K.K., where he drove the APJ business to become the market leader in both Japan and Taiwan by growing his portion of the business into the company's largest revenue contributor by the time of its IPO. Koeda joined A10 Networks following his role as Representative Director of Japan for Aspect Software. During this period, Koeda expanded Aspect's Japanese team and market presence, acquiring more than 20 new major customers and overachieving targets for four consecutive quarters, positioning Japan as one of Aspect's growth and investment focus countries.

Previously, Koeda held leadership and management roles at several high-tech companies, including Motive Japan,

K.K., where he was General Manager of Japan and Korea; Dell Japan, Inc., where he was the Business Development Manager of Global Segment Japan; and Openwave Systems, where he served in multiple sales management and directorship positions. Koeda spent the first decade of his career at Johnson Controls, Inc.

Koeda's appointment to lead DocuSign's launch in Japan comes on the heels of DocuSign announcing that industry leaders Mitsui & Co (U.S.A.) Ltd., Mitsui Knowledge Industry Co., Ltd. (MKI), NTT Finance and Recruit Holdings have joined The DocuSign Global Trust Network as strategic investors.

To learn more about career opportunities at DocuSign, please visit <http://www.docusign.com/careers>.

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About DocuSign, Inc.

DocuSign® is The Global Standard for Digital Transaction Management®. DocuSign helps more than 100,000 companies across nearly every industry and department make their digital transformation by putting an end to the paper chase. More than 50 million people in 188 countries turn to DocuSign to manage their most important transactions—digitally. DocuSign's DTM platform supports legally compliant signature processes tailored to meet requirements globally with localization in 43 languages. Every day more than 50,000 new users join The DocuSign Global Trust Network to increase speed to results, reduce costs, enhance security and compliance, and delight clients with a secure digital experience. For more information, visit www.docusign.com or call 877.720.2040.

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