

Update from the CEO



Dear Customer/Partner:

I'm very pleased to announce big news on two fronts. First, we have officially launched BroadVision OnDemand, Inc. (BVOD) and have announced the immediate availability of CHRM™ (Collaborative HR Management), BVOD's flagship on-demand solution. Second, our Beijing-based K² Laboratory, branded as K²L™, is now ready to take on global K² project engagements. Below are more details on each of these announcements.

But first let me personally invite you to join us in November at the BroadVision Worldwide User Group (BVUG) Conference 2007. Ten years after the first conference, this is a perfect opportunity to re-connect with BroadVision, re-establish relationships, and learn about our vision for the next 10 years. For more information on the conference, see the [BVUG article](#) in this issue.

BVOD Operational and CHRM Now Available

BroadVision established BVOD, which is headquartered in Beijing, China, in March 2006 to address the worldwide on-demand e-business opportunity. Leveraging our robust K² (Kona * Kukini) platform/methodology and China's abundant software talent, BVOD's mission is to develop advanced, cost-effective solutions to empower the extended business ecosystem for global enterprises. Focal points include human resource management, enterprise portals, and electronic commerce. These on-demand solutions deliver compelling value: They are easy to set up and operate via personalized self-service, and do not have costly upfront investments and lingering maintenance overhead.

Under development for the past 18 months (excluding the K² development cycle), BVOD's B2E offering CHRM™ (pronounced "charm") is the first 21st century human resource management solution (HRMS) optimized for 21st century enterprises. Anchored

on myCHRM™, an easy-to-use, personalized self-service portal environment, it provides unparalleled visibility and agility for all participants of the extended enterprise to collaborate more productively in each phase of the workforce management lifecycle.

Two customers have already adopted CHRM. SINA Corporation (Nasdaq: SINA), the world's leading Chinese language online portal, has adopted CHRM*360 (see [The CHRM Solution Set](#) for details) as its new enterprise-wide HRMS. Through CHRM, SINA is able to consolidate all HR functions under a unified global footprint and achieve multiple strategic objectives. Keytec, an emerging high-technology enterprise with over 100 workers, has adopted CHRM*060/120 as its new enterprise HRMS for universal self-service, workforce information management, automated payroll/benefits processing, and regulatory compliance reporting. All CHRM offerings, with extensive free trials and elaborate free use, are available now at www.myCHRM.com.

K² Laboratory to Serve Customers Worldwide

As an integrated R&D center within BVOD, K²L has been in operation since March 2006. It has three primary missions.

First, to design, develop, and deploy CHRM™ and other follow-on products. The team successfully delivered CHRM via its myCHRM™ self-service portal at www.myCHRM.com for global deployment on August 1, 2007.

Second, to be the in-sourcing center for BroadVision's other K² projects, including core development and QA.

Third, to become the global outsourcing center for K² projects from our expanding 500-plus enterprise customers worldwide. Staffed with approximately 50 engineers to date, K²L has an operating plan that calls for its headcount to double by December 31, 2007.

K²L fully utilizes BroadVision K² (Kona * Kukini)™, the world's most advanced e-business platform, and strictly follows K² Methodology (K²M™), its rapid implementation paradigm, to deliver the fastest time to market and greatest cost benefits to our customers. K²L's successful CHRM delivery—on time and under budget—is compelling testimony for the K² / K²M value proposition.

With our new staff appointments for the Asia Pacific region (see [News From Your Region](#) for details) and BVOD / K²L fully operational, we now have complete field coverage for the entire Asia Pacific theater—the fastest growing economic sphere in the world. We are fully capable of providing the full spectrum of K² solutions to customers across Greater China, Japan, India, the ASEAN countries, and Australia, and ready to deliver extremely cost-effective outsourcing to fulfill the K² implementation needs for customers worldwide.

Taken together, BVOD, CHRM and K²L represent a powerful solution set for our customers. We have invested significant resources into these bold initiatives and will continue to work hard to make them as successful as they can be for you, our customers.

Sincerely,



Pehong Chen
President & CEO
BroadVision, Inc.