

## About Cloudbeds

Founded in 2012, Cloudbeds is the hospitality industry's fastest-growing technology provider, serving a global customer base of 22,000+ independent properties across 157 countries. Its award-winning Cloudbeds Hospitality Platform seamlessly combines operations, revenue, distribution, and growth marketing tools with a marketplace of third-party integrations to help hoteliers and hosts grow revenue, streamline operations, and deliver memorable guest experiences. Cloudbeds was named No. 1 PMS, No. 1 Booking Engine, and Hoteliers Choice by Hotel Tech Report in 2021, and has been recognized by Deloitte's Technology Fast 500 in 2021 and Inc. 500 in 2019. For more information, visit [www.cloudbeds.com](http://www.cloudbeds.com).

## Our Story

Cloudbeds began as a "back of the napkin" idea while co-founders Richard Castle and Adam Harris were traveling in Brazil and discovered just how difficult it was to book local accommodation. The modern guest experience that we've come to expect simply wasn't available to these independent property owners. Frustrated by this disconnect, they dreamed of a better way — a platform that would allow any property, no matter their size, type, or location, to run their lodging business successfully. Since then, Cloudbeds has grown a lot. We've been through four financing rounds, acquired multiple companies, and driven billions in revenue for tens of thousands of properties. Today we are in more than 157 countries and counting.

## Founders



**Adam Harris**  
CEO

Adam started his career as an investment banker until his love of entrepreneurship and travel pulled him from Wall Street to some of the most remote corners of the planet. He has many years of experience in consulting, has built and sold multiple companies, and has traveled to more than 51 countries over the course of his career. Adam believes that travel and food are the keys to understanding the world and that, in particular, unique properties give travelers the best opportunity to explore and experience local culture.

Adam's entrepreneurial spirit and community work have landed him exposure in The New York Times, Forbes, Fortune, Inc. Magazine, Time magazine, NPR, The Wall Street Journal, MSNBC, TechCrunch, and many other prominent media outlets worldwide. He established the nonprofit La Jolla Community Fireworks Foundation in 2009 and raised \$50,000 in 48 hours to save his hometown's Fourth of July tradition. The same year, Adam invented a dog collar company called Bark4Beer with a close college friend. The overnight sensation garnered over 100 million website impressions within the first month of online sales and put Adam and his co-founder in the national spotlight.

Adam is a graduate of the University of California, Berkeley. He lives in San Diego with his wife and son and their two dogs.



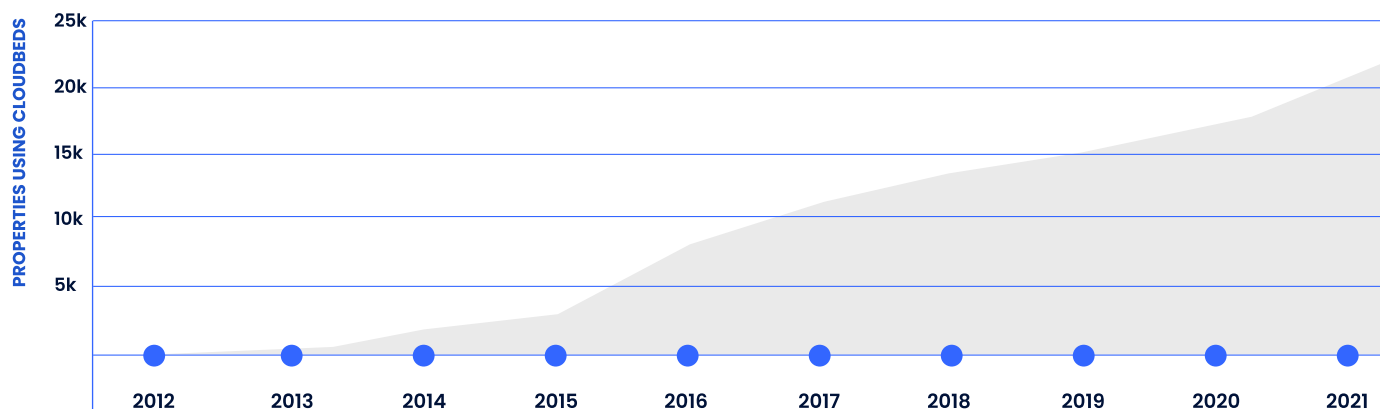
**Richard Castle**  
President & COO

Richard's first travel experience was with a backpack after highschool when he traveled from Wakkanai, a city on the Northernmost tip of Hokkaido, Japan, to Okinawa, staying in parks, train stations, karaoke rooms, and homes from the occasional encounter with a Japanese citizen who would lend him a room for the night. Richard fell in love with travel and has been traveling and living abroad ever since. Having lived for years in Japan, Brazil, and the United States, Richard believes in incorporating different cultures and perspectives into the fabric of Cloudbeds.

Richard wrote the first line of code for the Cloudbeds booking engine in a Brazilian hotel room two years before the 2014 World Cup to fix a problem he had as a traveler trying to find and book a pousada while traveling in Northern Brazil.

Richard holds degrees in Molecular and Cellular Biology and Japanese Language from the University of California, Berkeley. He was also a Blakemore Fellow and completed the 2006 - 2007 Inter-University Center for Japanese Language Studies Program in Yokohama, Japan. He later earned an MBA from the Rady School of Management at the University of California, San Diego in 2013.

Richard speaks English, Portuguese, and Japanese. He splits his time between San Diego and São Paulo with his wife Tania.



## OCTOBER 2012

Company Launched in Brazil

## MID 2012

Launched Booking Engine

## MID 2013

Launched Property Management System (PMS)

## OCTOBER 2013

Series A financing

## JUNE 2014

Cloudbeds Acquires Myallocator

## JANUARY 2015

Thousands of Clients Use Cloudbeds

## DECEMBER 2016

8,000 Clients in +115 Countries

## JUNE 2017

Series B Financing

## MARCH 2018

Launched Pricing Intelligence Engine (PIE)

## AUGUST 2018

Cloudbeds #75 on 2018 Inc. 5000

## MARCH 2019

Cloudbeds Marketplace launches

## MARCH 2020

Series C Financing - Raises \$82M

## MARCH 2020

Best Startup Employers | Forbes

## NOVEMBER 2020

Launched Cloudbeds University

## JANUARY 2021

Cloudbeds' Named Best PMS, Best Booking Engine, and Hotelier's Choice Award at Hotel Tech Awards

## MAY 2021

2,000 customers in 157 countries

## JUNE 2021

Launch Cloudbeds Payments

## AUGUST 2021

Launch Cloudbeds Websites

## NOVEMBER 2021

Series D Financing - Raises \$150M

**550+**  
Employees

**40+**  
Countries

**30+**  
Languages