



BlackLine Virtual European User Conference Draws Nearly 1,100 Attendees - Twice What Was Expected In Person

Company converts from in-person to virtual event in just over a week; record attendance demonstrates vibrancy and strength of the BlackLine community

LOS ANGELES, April 20, 2020 /PRNewswire/ -- [BlackLine, Inc.](#) (Nasdaq: BL) announced today that nearly 1,100 Finance & Accounting (F&A) professionals attended its first-ever virtual European user conference – more than twice the number expected at the in-person event originally scheduled to take place in London in mid-March just as travel advisories and stay-at-home orders were being instituted in an attempt to mitigate transmission of the coronavirus. To ensure the utmost safety and well-being of its customers, partners and employees, BlackLine turned the event into a virtual experience with just 10 days to go. The record attendance at the virtual event demonstrates the resiliency of the global remote workforce and the desire of the BlackLine community to connect with one another, even in the most uncertain of times.

Converted to a series of online presentations comprising more than six hours of content over two days, 'InTheBlack (London) 2020: The Modern Accounting Experience' explored the importance, benefits and journeys of Finance & Accounting organizations moving away from unsustainable traditional manual accounting processes to modern F&A operations. Featured speakers included thought leaders from EY and SAP, along with BlackLine customers Domino's, G4S and Micro Focus.

"We didn't want to disappoint the hundreds of F&A professionals from all over Europe who were looking forward to a collaborative experience with fellow BlackLine users. Rather than cancel or postpone, we forged ahead with just over a week to put on a virtual conference that offered the same experiential feel and quality of content our customers have come to expect," said Andres Botero, BlackLine's chief marketing officer. "We were able to line up our original sponsors and speakers to present a highly informative and engaging virtual event. And we made sure to include live, interactive Q&A in an effort to recreate the feeling of community and collaboration that is so important to our customers."

BlackLine also announced it doubled the number of customers in attendance at a recent virtual 'Best Practices Summit' over what it expected at the in-person event originally slated to be held in San Francisco and is seeing similar results as it converts its prospect-focused 'Finance Transformation Series' to virtual events.

Here's what attendees have said about recent BlackLine virtual events:

- "Thank you for making the switch to virtual. It shows how nimble the BlackLine team really is!"
- "Clear, concise, relevant topics with great speakers."
- "First of ALL - an INCREDIBLE job done turning this around and STILL Making it happen!!! An ABSOLUTE CREDIT to the team behind it and ALL the presenters for recording and delivering their content to make this happen."
- "Enjoyed the different speakers."
- "Great session, virtual works."

"The response to our recent virtual events shows that although F&A professionals all over the world may be working from home right now, they are still focused on productivity, learning and collaboration. We are rethinking how we engage with customers going forward," Mr. Botero added. "We may change the mix of in-person versus virtual events or expand our reach by adding a virtual component to the live events."

All of the InTheBlack virtual presentations are available [here](#). BlackLine has a number of additional upcoming virtual events planned, including its annual Asia-Pacific user conference. For more information or to register, go [here](#).

About BlackLine

Companies come to BlackLine, Inc. (Nasdaq: BL) because their traditional manual accounting processes are not sustainable. [BlackLine's cloud-based solutions](#) and market-leading customer service help companies move to modern accounting by unifying their data and processes, automating repetitive work, and driving accountability through visibility. BlackLine provides solutions for financial close management, accounting automation, and intercompany governance, helping large enterprises and midsize companies across all industries do accounting work better, faster, and with more control.

More than 3,000 customers trust BlackLine to help them close faster with complete and accurate results. The company is the pioneer and recognized Leader in Gartner's 2019 Magic Quadrant for Cloud Financial Close Solutions. Based in Los Angeles, BlackLine also has regional headquarters in London, Singapore and Sydney. For more information, please visit [blackline.com](#).

BlackLine Forward-looking Statements

This release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "intend," "potential," "would," "continue," "ongoing" or the negative of these terms or other comparable terminology. Forward-looking statements in this release include statements regarding our growth plans and opportunities.

Any forward-looking statements contained in this press release are based upon BlackLine's current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. Forward-looking statements are based on information available at the time those statements are made and/or management's good faith beliefs and assumptions as of that time with respect to future events and are subject to risks and uncertainties. If any of these risks or uncertainties materialize or if any assumptions prove incorrect, actual performance or results may differ materially from those expressed in or suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks related to the Company's ability to execute on its strategies, attract new customers, enter new geographies and develop, release and sell new features and solutions; and other risks and uncertainties described in the other filings we make with the Securities and Exchange Commission from time to time, including the risks described under the heading "Risk Factors" in our Annual Report on Form 10-K. Additional information will also be set forth in our Quarterly Reports on Form 10-Q.

Forward-looking statements should not be read as a guarantee of future performance or results, and you should not place undue reliance on such statements. Except as required by law, we do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

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