

ARI NETWORK SERVICES INC /WI
Form DEFM14A
July 31, 2017
UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549

SCHEDULE 14A

(RULE 14a-101)

Proxy Statement Pursuant to Section 14(a)
of the Securities Exchange Act of 1934

Filed by the Registrant Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

ARI NETWORK SERVICES, INC.

(Name of Registrant as Specified In Its Charter)

N/A

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

Proposed maximum aggregate value of transaction:

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Amount Previously Paid:

(1)

Form, Schedule or Registration Statement No.:

(2)

Filing Party:

(3)

Date Filed:

(4)

ARI Network Services, Inc.
10850 West Park Place, Suite 1200
Milwaukee, Wisconsin 53224

July 31, 2017

To the Shareholders of ARI Network Services, Inc.:

You are cordially invited to attend a special meeting of shareholders (the Special Meeting) of ARI Network Services, Inc., a Wisconsin corporation (ARI, the Company, we, us, or our), to be held on August 28, 2017, at 9:00 a.m., 10:00 a.m., or 11:00 a.m. local time, at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224.

At the Special Meeting, you will be asked to consider and vote on a proposal to approve and adopt the Agreement and Plan of Merger (as it may be amended from time to time, the Merger Agreement), dated June 20, 2017, by and among ARI, Expedition Holdings LLC, a Delaware limited liability company (Parent), and Expedition Merger Sub, Inc., a Wisconsin corporation and a direct wholly owned subsidiary of Parent (Merger Sub). Parent and Merger Sub were formed by affiliates of True Wind Capital, L.P. (TWC). Pursuant to the terms of the Merger Agreement, Merger Sub will merge with and into ARI (the Merger), and ARI will become a wholly owned subsidiary of Parent. At the Special Meeting, you will also be asked to consider and vote on a non-binding, advisory proposal to approve compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

If the Merger is completed, you will be entitled to receive \$7.10 in cash, without interest, for each share of common stock that you own, which represents a premium of approximately 33% to ARI's average closing price for the period of 60 trading days ending June 20, 2017, the date of the Merger Agreement.

The Board of Directors of ARI (the Board or Board of Directors), after considering the factors more fully described in the enclosed proxy statement, has unanimously (1) determined that the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement are advisable to, fair to and in the best interests of ARI and its shareholders; and (2) adopted and approved the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement. The Board of Directors unanimously recommends that you vote (1) **FOR the approval and adoption of the Merger Agreement; (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) **FOR** the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.**

The enclosed proxy statement provides detailed information about the Special Meeting, the Merger Agreement and the Merger. A copy of the Merger Agreement is attached as Annex A to the proxy statement. The proxy statement also describes the actions and determinations of the Board of Directors in connection with its evaluation of the Merger Agreement and the Merger. We encourage you to read the proxy statement and its annexes, including the Merger Agreement, carefully and in their entirety, as they contain important information.

Whether or not you plan to attend the Special Meeting in person, please sign, date and return, as promptly as possible, the enclosed proxy card in the accompanying prepaid reply envelope or grant your proxy electronically over the Internet or by telephone. If you attend the Special Meeting and vote in person by ballot, your vote will revoke any proxy that you have previously submitted.

If you hold your shares in street name, you should instruct your bank, broker or other nominee how to vote your shares in accordance with the voting instruction form that you will receive from your bank, broker or other nominee. Your bank, broker or other nominee cannot vote on any of the proposals, including the proposal to approve and adopt the Merger Agreement, without your instructions.

Your vote is very important, regardless of the number of shares that you own. We cannot complete the Merger unless the proposal to approve and adopt the Merger Agreement is approved by the affirmative vote of the holders of at least a majority of the outstanding shares of ARI common stock.

If you have any questions or need assistance voting your shares, please contact our Proxy Solicitor:

Morrow Sodali LLC
470 West Avenue 3rd floor
Stamford, CT 06902

Banks and Brokerage Firms May Call Collect: (203) 658-9400
Shareholders May Call Toll-Free: (800) 662-5200

On behalf of the Board of Directors, I thank you for your support and appreciate your consideration of this matter.

Sincerely,

/s/ William H. Luden, III
William H. Luden, III
Chairman of the Board of Directors

The accompanying proxy statement is dated July 31, 2017 and, together with the enclosed form of proxy card, is first being mailed on or about July 31, 2017.

**ARI Network Services, Inc.
10850 West Park Place, Suite 1200
Milwaukee, Wisconsin 53224**

NOTICE OF SPECIAL MEETING OF SHAREHOLDERS

TO BE HELD ON AUGUST 28, 2017

Notice is hereby given that a special meeting of shareholders (the Special Meeting) of ARI Network Services, Inc., a Wisconsin corporation (ARI, the Company, we, us, or our), will be held on August 28, 2017, at 9:00 a.m., local at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224, for the following purposes:

1. To consider and vote on the proposal to approve and adopt the Agreement and Plan of Merger (as it may be amended from time to time, the Merger Agreement), dated June 20, 2017, by and among ARI, Expedition Holdings LLC, a Delaware limited liability company (Parent), and Expedition Merger Sub, Inc., a Wisconsin corporation and direct wholly owned subsidiary of Parent (Merger Sub). Parent and Merger Sub were formed by affiliates of True Wind Capital, L.P. (TWC). Pursuant to the terms of the Merger Agreement, Merger Sub will merge with and into ARI (the Merger), and ARI will become a wholly owned subsidiary of Parent;
2. To consider and vote on any proposal to adjourn the Special Meeting to a later date or dates if necessary or appropriate to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting;
3. To consider and vote on the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger; and
4. To transact any other business that may properly come before the Special Meeting or any adjournment, postponement or other delay of the Special Meeting.

Only shareholders of record as of the close of business on July 28, 2017 are entitled to notice of the Special Meeting and to vote at the Special Meeting or any adjournment, postponement or other delay thereof.

The Board of Directors unanimously recommends that you vote (1) FOR the approval and adoption of the Merger Agreement; (2) FOR the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) FOR the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Whether or not you plan to attend the Special Meeting in person, please sign, date and return, as promptly as possible, the enclosed proxy card in the accompanying prepaid reply envelope or grant your proxy electronically over the Internet or by telephone. If you attend the Special Meeting and vote in person by ballot, your vote will revoke any proxy that you have previously submitted. If you hold your shares in street name, you should instruct your bank, broker or other nominee how to vote your shares in accordance with the voting instruction form that you will receive from your bank, broker or other nominee. Your bank, broker or other nominee cannot vote on any of the proposals, including the proposal to approve and adopt the Merger Agreement, without your instructions.

By the Order of the Board of Directors,
/s/ William A. Nurthen

William A. Nurthen
Secretary

Dated: July 31, 2017

YOUR VOTE IS IMPORTANT

WHETHER OR NOT YOU PLAN TO ATTEND THE SPECIAL MEETING IN PERSON, WE ENCOURAGE YOU TO SUBMIT YOUR PROXY AS PROMPTLY AS POSSIBLE (1) BY TELEPHONE; (2) THROUGH THE INTERNET; OR (3) BY SIGNING AND DATING THE ENCLOSED PROXY CARD AND RETURNING IT IN THE POSTAGE-PAID ENVELOPE PROVIDED. You may revoke your proxy or change your vote at any time before it is voted at the Special Meeting.

If you hold your shares in street name, you should instruct your bank, broker or other nominee how to vote your shares in accordance with the voting instruction form that you will receive from your bank, broker or other nominee. Your broker or other agent cannot vote on any of the proposals, including the proposal to approve and adopt the Merger Agreement, without your instructions.

If you are a shareholder of record, voting in person by ballot at the Special Meeting will revoke any proxy that you previously submitted. If you hold your shares through a bank, broker or other nominee, you must obtain a legal proxy in order to vote in person at the Special Meeting.

If you fail to (1) return your proxy card; (2) grant your proxy electronically over the Internet or by telephone; or (3) attend the Special Meeting in person, your shares will not be counted for purposes of determining whether a quorum is present at the Special Meeting and, if a quorum is present, will have the same effect as a vote AGAINST the proposal to approve and adopt the Merger Agreement but will have no effect on the other two proposals.

We encourage you to read the accompanying proxy statement and its annexes, including all documents incorporated by reference into the accompanying proxy statement, carefully and in their entirety. If you have any questions concerning the Merger, the Special Meeting or the accompanying proxy statement, would like additional copies of the accompanying proxy statement or need help voting your shares of common stock, please contact our Proxy Solicitor:

Morrow Sodali LLC
470 West Avenue 3rd floor
Stamford, CT 06902

Banks and Brokerage Firms May Call Collect: (203) 658-9400
Shareholders May Call Toll-Free: (800) 662-5200

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ANNEXES

ANNEX A AGREEMENT AND PLAN OF MERGER

ANNEX B OPINION OF PACIFIC CREST SECURITIES, A DIVISION OF KEYBANC CAPITAL MARKETS
INC.

SUMMARY

This summary highlights selected information from this proxy statement related to the merger of Expedition Merger Sub, Inc. with and into ARI Network Services, Inc., which we refer to as the Merger, and may not contain all of the information that is important to you. To understand the Merger more fully and for a more complete description of the legal terms of the Merger, you should carefully read this entire proxy statement, the annexes to this proxy statement and the documents that we refer to in this proxy statement. You may obtain the information incorporated by reference in this proxy statement without charge by following the instructions under the caption Where You Can Find More Information. The Merger Agreement is attached as Annex A to this proxy statement. We encourage you to read the Merger Agreement, which is the legal document that governs the Merger, carefully and in its entirety.

Except as otherwise specifically noted in this proxy statement, ARI, the Company, we, our, us and similar words refer to ARI Network Services, Inc., including, in certain cases, our subsidiaries. Throughout this proxy statement, we refer to Expedition Holdings LLC as Parent and Expedition Merger Sub, Inc. as Merger Sub. In addition, throughout this proxy statement we refer to the Agreement and Plan of Merger, dated June 20, 2017, by and among ARI, Parent and Merger Sub, as it may be amended from time to time, as the Merger Agreement.

Parties Involved in the Merger

ARI Network Services, Inc.

ARI offers an award-winning suite of SaaS, software tools, and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ online and in-store. Our innovative products are powered by a proprietary data repository of enriched original equipment and aftermarket electronic content spanning more than 17 million active part and accessory SKUs and 750,000 equipment models.

ARI common stock is listed on The NASDAQ Capital Market (NASDAQ) under the symbol ARIS.

Expedition Holdings LLC

Expedition Holdings LLC was formed on June 16, 2017, solely for the purpose of engaging in the transactions contemplated by the Merger Agreement and has not engaged in any business activities other than in connection with the transactions contemplated by the Merger Agreement and arranging of the equity financing and debt financing in connection with the Merger.

Expedition Merger Sub, Inc.

Expedition Merger Sub, Inc. is a direct wholly owned subsidiary of Parent and was formed on June 19, 2017, solely for the purpose of engaging in the transactions contemplated by the Merger Agreement and has not engaged in any business activities other than in connection with the transactions contemplated by the Merger Agreement and arranging of the equity financing and debt financing in connection with the Merger.

Parent and Merger Sub are each affiliated with True Wind Capital, L.P. (TWC). In connection with the transactions contemplated by the Merger Agreement, (1) TWC has provided to Parent equity commitments of up to \$93,341,000; and (2) Parent has obtained debt financing commitments from AB Private Credit Investors LLC (the Lender) for an aggregate amount of up to \$72.5 million, comprised of a \$7.5 million revolving credit facility, which will be available to fund a portion of the payments contemplated by the Merger Agreement, and a \$55 million to \$65 million term loan facility (in each case, pursuant to the terms and conditions as described further under the caption The Merger Financing of the Merger).

Parent, Merger Sub and TWC are affiliated with True Wind Capital Management, LLC (True Wind), a San Francisco-based private equity firm managing \$560 million focused on investing in leading technology companies.

The Merger

Upon the terms and subject to the conditions of the Merger Agreement, if the Merger is completed, Merger Sub will merge with and into ARI, and ARI will continue as the surviving corporation and as a wholly owned subsidiary of Parent (the Surviving Corporation). As a result of the Merger, ARI will cease to be a publicly traded company, all outstanding shares of ARI common stock will be canceled and converted into the right to receive \$7.10 per share in cash, less any applicable withholding taxes (the Per Share Merger Consideration), and you will not own any shares of the capital stock of the Surviving Corporation.

After the Merger is completed, you will have the right to receive the Per Share Merger Consideration, but you will no longer have any rights as a shareholder of ARI.

Treatment of Options, Restricted Stock, Performance Restricted Shares and Restricted Stock Units

The Merger Agreement provides that ARI's equity awards that are outstanding immediately prior to the time at which the Merger will become effective (the Effective Time) will be subject to the following treatment at the Effective Time:

Options

All outstanding options to purchase shares of Company common stock (whether or not then vested or exercisable) at the Effective Time of the Merger will be cancelled and converted into the right of the option holders to receive for each share of common stock subject to the option holder's option, an amount in cash equal to: (x) \$7.10, minus (y) the sum of (1) the exercise price per share of common stock of such option, and (2) any applicable withholding amounts.

Restricted Stock

All outstanding restricted shares (other than the performance restricted shares described below) immediately prior to the Effective Time of the Merger will vest in full and become free of restrictions and convert into the right to receive an amount in cash equal to \$7.10, less any applicable withholding amounts.

Performance Restricted Shares

All or a portion of the unvested performance restricted shares (which were granted to certain employees of ARI in March of 2015 and vest based on certain share price targets) at the Effective Time of the Merger will vest in accordance with the terms of such grant agreements, and such vested portion of the performance restricted shares will become free of restrictions and convert into the right to receive an amount in cash equal to \$7.10, less any applicable withholding amounts.

Any performance restricted shares that remain unvested at the Effective Time will be forfeited, and the number of shares of common stock outstanding at the Effective Time of the Merger will be reduced accordingly.

Restricted Stock Units

Any restricted stock units (RSUs) outstanding, if any, at the Effective Time of the Merger will entitle the holder to receive an amount, if any, for each share of common stock in respect of which such holder received an RSU whether or not then vested in accordance with the terms of such grant agreements, equal to (x) \$7.10, less (y) any applicable

withholding amounts.

Employee Stock Purchase Plan

Prior to the Effective Time, the Compensation Committee (the Compensation Committee) of the Board of Directors of ARI (the Board or Board of Directors) will determine a date prior to the Effective Time on which the then-current offering period under ARI's 2000 Employee Stock Purchase Plan, as amended (the Employee Stock Purchase Plan) will terminate, and accumulated payroll deductions with respect to the Employee Stock Purchase Plan on that date will be used to purchase the applicable number of shares of ARI common stock. The Employee Stock Purchase Plan will terminate immediately following the termination date of the then-current offering period.

Financing of the Merger

We anticipate that the total funds needed to complete the Merger and the related transactions will be approximately \$140 million, which will be funded via equity financing and debt financing described below and potentially with the Company's cash on hand, which may be used to pay certain fees and expenses payable by Parent and Merger Sub. This amount includes funds needed to (i) pay our shareholders the amounts due to them under the Merger Agreement; (ii) make payments due as of the Effective Time in respect of our outstanding equity-based awards pursuant to the Merger Agreement, (iii) pay all fees and expenses payable by Parent and Merger Sub under the Merger Agreement and Parent's agreements with the Lender, and (iv) pay certain specified debt of ARI.

In connection with the Merger, Parent has (i) entered into an equity commitment letter, dated as of June 20, 2017, with TWC, for an equity commitment of up to \$93,341,000, and (ii) obtained debt financing commitments from the Lender, pursuant to which the Lender has committed to provide Parent with up to \$72.5 million under a senior credit facility, comprised of a \$7.5 million revolving credit facility, which will be available to fund a portion of the payments contemplated by the Merger Agreement, and a \$55 million to \$65 million term loan facility. For more information, see the section of this proxy statement captioned The Merger Financing of the Merger, beginning on page 56 of this proxy statement.

Conditions to the Closing of the Merger

The obligations of ARI, Parent and Merger Sub, as applicable, to consummate the Merger are subject to the satisfaction or waiver of certain conditions, including (among other conditions), the following:

- all waiting periods under the HSR Act (as defined below) will have been terminated or expired;
- the consummation of the Merger not being made illegal or otherwise prohibited by any law or order of any governmental authority of competent jurisdiction;
- shareholder approval of the Merger and Merger Agreement will have been obtained and will be in full force and effect;
- the accuracy of the representations and warranties of ARI, Parent and Merger Sub in the Merger Agreement, subject to materiality qualifiers (generally other than as would not constitute a Material Adverse Effect (as defined in the section captioned The Merger Agreement Representations and Warranties ARI) or, in the case of the capitalization representations and warranties of ARI, other than as would not increase the aggregate merger consideration by more than \$200,000), as of the date of the Merger Agreement and as of the date on which the closing of the Merger occurs (the Closing Date), or, as applicable, the date in respect of which such representation or warranty was specifically made;
- ARI, Parent and Merger Sub having performed in all material respects their obligations under the Merger Agreement at or before the Effective Time;

receipt of certificates executed by officers of ARI, on the one hand, or Parent and Merger Sub, on the other hand, to the effect that the conditions described in the preceding two bullets have been satisfied; and since the date of the Merger Agreement, there not having occurred or arisen any Material Adverse Effect.

Regulatory Approvals Required for the Merger

ARI and Parent have agreed to use their commercially reasonable efforts to comply with all regulatory notification requirements and obtain all regulatory approvals required to consummate the Merger and the other transactions contemplated by the Merger Agreement. These approvals include the expiration or early termination of the applicable waiting period under the Hart-Scott-Rodino Antitrust Improvements Act of 1976, as amended (HSR Act). Early termination of the waiting period under the HSR Act was granted on July 14, 2017.

Recommendation of the Board of Directors

The Board of Directors, after considering various factors described under the caption The Merger Recommendation of the Board of Directors and Reasons for the Merger, has unanimously: (1) determined that the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement are advisable to, fair to and in the best interests of ARI and its shareholders; and (2) adopted and approved the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement. The Board of Directors unanimously recommends that you vote (1) **FOR** the approval and adoption of the Merger Agreement; (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) **FOR** the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Opinion of ARI's Financial Advisor

Pacific Crest Securities, a division of KeyBanc Capital Markets Inc. (PCS), and Houlihan Lokey Capital, Inc. (HLC), were retained by the Board of Directors to act as financial advisors in connection with the Merger. On June 20, 2017, PCS rendered its oral opinion, which was subsequently confirmed in a written opinion dated June 20, 2017, to the Board of Directors to the effect that, as of such date, and based upon and subject to the assumptions made, procedures followed, matters considered and qualifications and limitations on the scope of review undertaken by PCS as set forth in its written opinion, the Per Share Merger Consideration to be received by the holders of shares of ARI common stock (other than Parent and its affiliates) pursuant to the Merger Agreement was fair from a financial point of view to such holders of shares of ARI common stock.

The full text of PCS written opinion to the Board of Directors, dated June 20, 2017, is attached to this proxy statement as Annex B and is incorporated by reference herein. The written opinion sets forth, among other things, the assumptions made, procedures followed, matters considered and limitations and qualifications of the review undertaken by PCS in rendering its opinion. You should read the written opinion carefully in its entirety. The opinion was provided to the Board of Directors and addresses only, as of the date of the written opinion, the fairness, from a financial point of view, of the Per Share Merger Consideration to be paid to the holders of shares of ARI common stock (other than Parent and its affiliates) pursuant to the Merger Agreement, and it does not address any other aspect of the proposed transactions. It does not constitute a recommendation as to how any shareholder should vote with respect to the Merger or any other matter, and does not in any manner address the price at which ARI common stock will trade at any time. The summary of the written opinion set forth herein is qualified in its entirety by reference to

the full text of the written opinion. See the section entitled The Merger Opinion of ARI's Financial Advisor, beginning on page 42 of this proxy statement.

Interests of ARI's Directors and Named Executive Officers in the Merger

When considering the recommendation of the Board of Directors that you vote to approve the proposal to approve and adopt the Merger Agreement, you should be aware that our directors and named executive officers may have interests in the Merger that are different from, or in addition to, your interests as a shareholder. In (i) evaluating and negotiating the Merger Agreement; (ii) approving the Merger Agreement and the Merger; and (iii) recommending that the Merger Agreement be approved and adopted by shareholders, the Board of Directors was aware of and considered these interests to the extent that they existed at the time, among other matters. These interests include the following:

- accelerated vesting of stock options, restricted shares, and a portion of performance restricted shares and the termination or settlement of such applicable awards that are in-the-money in exchange for cash;
- the entitlement of each named executive officer to receive payments and benefits under either an employment agreement or the Change in Control Agreements in connection with an involuntary termination of employment other than for cause, as such term is defined in the applicable employment agreement or Change of Control Agreement, or if the executive officer voluntarily terminates his employment for good reason, as such term is defined in the applicable employment agreement or Change of Control Agreement, within the two year period following the Effective Time;
- continued employment of ARI's officers by the Surviving Corporation anticipated following the Effective Time; and
- continued indemnification and directors and officers liability insurance to be provided by the Surviving Corporation.

If the proposal to approve and adopt the Merger Agreement is approved, we anticipate that the shares of common stock held by our directors and named executive officers as of the Effective Time will be treated in the same manner as outstanding shares of common stock held by all other shareholders. For more information, see the section of this proxy statement captioned The Merger Interests of ARI's Directors and Named Executive Officers in the Merger, beginning on page 51 of this proxy statement.

Legal Proceedings Regarding the Merger

On July 21, 2017, a putative class action lawsuit was filed by a purported shareholder of ARI against ARI and its directors in the U.S. District Court for the Eastern District of Wisconsin, captioned *Sean Sharkey et al v. ARI Network Services, Inc. et al*, Case No. 17-cv-1012. The action generally alleges failure to adequately disclose material information in violation of Sections 14(a) and 20(a) of the Exchange Act and Rule 14a-9 promulgated thereunder. The plaintiff seeks, among other things, equitable relief to enjoin consummation of the Merger, rescission of the Merger and/or rescissory damages, and attorneys and experts fees. ARI and the individual defendants all believe that the claims asserted against each of them are without merit and intend to vigorously defend against this lawsuit.

On July 25, 2017, a putative class action lawsuit was filed by a purported shareholder of ARI against ARI, its directors, Parent, Merger Sub and TWC in the U.S. District Court for the Western District of Wisconsin, captioned *Robert Berg et al v. ARI Network Services, Inc. et al*, Case No. 17-cv-1033. The action generally alleges failure to adequately disclose material information in violation of Sections 14(a) and 20(a) of the Exchange Act and Rule 14a-9 promulgated thereunder. The plaintiff seeks, among other things, equitable relief to enjoin consummation of the Merger, rescission of the Merger and/or rescissory damages, and attorneys and experts fees. ARI, the individual

defendants, Parent, Merger Sub and TWC all believe that the claims asserted against each of them are without merit and intend to vigorously defend against this lawsuit.

Appraisal Rights

No dissenters', appraisal or similar rights or demands are exercisable by any ARI shareholder in connection with the merger under Section 180.1302(1) or Section 180.1302(2) of the Wisconsin Business Corporation Law (the WBCL).

U.S. Federal Income Tax Consequences of the Merger

For U.S. federal income tax purposes, the receipt of cash by a U.S. Holder (as defined under the caption 'The Merger U.S. Federal Income Tax Consequences of the Merger') in exchange for such U.S. Holder's shares of common stock in the Merger generally will be a taxable transaction. Such receipt of cash by each U.S. Holder will generally result in the recognition of gain or loss in an amount measured by the difference, if any, between the amount of cash that such U.S. Holder receives in the Merger and such U.S. Holder's adjusted tax basis in the shares of common stock surrendered in the Merger.

A Non-U.S. Holder (as defined under the caption 'The Merger U.S. Federal Income Tax Consequences of the Merger') generally will not be subject to U.S. federal income tax with respect to the exchange of common stock for cash in the Merger unless such Non-U.S. Holder has certain connections to the United States, but may be subject to backup withholding tax unless the Non-U.S. Holder complies with certain certification procedures or otherwise establishes a valid exemption from backup withholding tax.

For more information, see the section of this proxy statement captioned 'The Merger U.S. Federal Income Tax Consequences of the Merger,' beginning on page 60 of this proxy statement. **Shareholders should consult their own tax advisors concerning the U.S. federal income tax and other relevant tax consequences relating to the Merger in light of their particular circumstances and any consequences arising under the laws of any state, local or foreign taxing jurisdiction.**

Acquisition Proposals

Under the Merger Agreement, from the date of the Merger Agreement until the earlier of the Effective Time or termination of the Merger Agreement, ARI has agreed to cease and to cause to be terminated any discussions or negotiations with any person or its affiliates, directors, officers, managers, employees, consultants, agents, financing sources, attorneys, accounting, representatives and other advisors with respect to any Acquisition Proposal. ARI has agreed that neither it nor its subsidiaries will, and ARI will not instruct, authorize or knowingly permit its and its subsidiaries' representatives to, directly or indirectly:

- solicit, initiate, propose or induce the making of, or knowingly encourage, any proposal, inquiry or offer that constitutes, or would reasonably be expected to lead to, any Acquisition Proposal (as defined in the section captioned 'The Merger Agreement Acquisition Proposals');
- engage in, continue or otherwise participate in any external discussions or negotiations regarding, or provide any non-public information or data, or afford access to ARI's business, employees, properties, assets, books, or records to any person (other than to Parent, Merger Sub or their designees) relating to, or that would reasonably be expected to lead to, any Acquisition Proposal;
- knowingly facilitate any effort or attempt to make an Acquisition Proposal;
- approve, endorse or recommend any proposal that constitutes, or is reasonably expected to lead to, an Acquisition Proposal;

enter into any letter of intent, memorandum of understanding, merger agreement, acquisition agreement or other contract relating to an Acquisition Proposal (except for a Comparable

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Confidentiality Agreement (as defined in the section captioned "The Merger Agreement Acquisition Proposals"). Notwithstanding these restrictions, under certain circumstances, prior to the approval of the Merger Agreement by ARI shareholders, ARI may provide information of ARI and its subsidiaries to, and engage or participate in negotiations or discussions with, and afford access to the business, employees, properties, assets, books and records of ARI, the person that submitted such written Acquisition Proposal provided that ARI's Board determines in good faith after consultation with its financial and legal advisors that such Acquisition Proposal is a Superior Proposal (as defined in the section captioned "The Merger Agreement Acquisition Proposals") or could reasonably be expected to result in a Superior Proposal and not to do so would reasonably be likely to be inconsistent with the directors' exercise of their fiduciary duties. For more information, see the section of this proxy statement captioned "The Merger Agreement Acquisition Proposals," beginning on page 71 of this proxy statement.

Change of Recommendation

The Board of Directors has unanimously recommended that you vote for the approval and adoption of the Merger and the Merger Agreement. The Merger Agreement provides that the Board of Directors may not change its recommendation, or take other actions constituting a Change of Recommendation, except in certain specified circumstances. For more information, see the section of this proxy statement captioned "The Merger Agreement The Board of Directors' Recommendation; Change of Recommendation," beginning on page 72 of this proxy statement.

Termination of the Merger Agreement

The Merger Agreement may be terminated prior to the Effective Time in the following ways:

By mutual written consent of ARI and Parent;

By either ARI or Parent:

- subject to certain exceptions, if the Merger has not been consummated on or before December 20, 2017, which date we refer to as the Outside Date;
- if there will be a permanent injunction, restraining order, ruling or decree of any nature of any governmental entity that is in effect that restrains, enjoins or prohibits the consummation of the transactions contemplated hereby; and/or
- if ARI's shareholders fail to approve the proposal to approve and adopt the Merger Agreement at the Special Meeting, or any adjournment or postponement thereof, at which a vote on such proposal is taken.

By ARI:

- if any representation or warranty of the Parent or the Merger Sub has become untrue or upon a breach of any representation, warranty, covenant or obligation by the Parent or the Merger Sub, which (i) would result in the failure of certain of ARI's closing conditions and (ii) such failure is not capable of being cured, or is not cured by Parent or Merger Sub, before the earlier of the Outside Date or, if curable or able to be performed by the Outside Date, the date that is 30 calendar days following ARI's delivery of written notice thereof, it being understood that ARI will not be entitled to terminate the Merger Agreement if such breach has been cured prior to termination; provided that any failures related to the financing of the Merger is provided for below;
- at any time prior to shareholder approval of the Merger Agreement in order to enter into a definitive agreement providing for a Superior Offer in accordance with the terms of the Merger Agreement;
- if all of the Parent's conditions have been satisfied or waived and the Parent fails to consummate the transactions; and/or

- if (i) all of the conditions applicable to Parent's and Merger Sub's closing conditions have been satisfied or, to the extent permitted by and the Merger Agreement, waived, (ii) ARI has irrevocably notified Parent in writing that it is ready, willing and able to consummate the Closing, (iii) ARI has given Parent three business days' notice prior to such termination stating ARI's intention to terminate the Merger Agreement if the Parent and Merger Sub fail to consummate the Merger by the Closing Date, and (iv) Parent fails to complete the Closing on the later of the expiration of the three business day period, and the Closing Date.

By Parent:

- in the event the Board will have made a Change of Recommendation; and/or
- if any representation or warranty of ARI has become untrue or upon a breach or failure to perform of any representation, warranty, covenant or obligation by ARI, which (i) would result in the failure of certain of Parent's and Merger Sub's closing conditions and (ii) such failure is not capable of being cured, or, if curable or able to be performed, is not cured by Parent or Merger Sub, before the earlier of the Outside Date and the date that is 30 calendar days following ARI's delivery of written notice thereof, it being understood that Parent will not be entitled to terminate the Merger Agreement if such breach has been cured prior to termination.

Termination Fees and Expense Reimbursement

Except in specified circumstances, whether or not the Merger is completed, ARI, on the one hand, and Parent and Merger Sub, on the other hand, are each responsible for all of their respective costs and expenses incurred in connection with the Merger and the other transactions contemplated by the Merger Agreement. ARI will be required to pay to Parent a termination fee of \$4,767,000 if the Merger Agreement is terminated under specified circumstances. Parent will be required to pay to ARI a reverse termination fee of \$8,264,000 if the Merger Agreement is terminated under different specified circumstances. For more information on these termination fees, see the section of this proxy statement captioned "The Merger Agreement Termination Fees and Expense Reimbursement," beginning on page 81 of this proxy statement.

Effect on ARI if the Merger is Not Completed

If the Merger Agreement is not approved and adopted by shareholders or if the Merger is not completed for any other reason, shareholders will not receive any payment for their shares of common stock. Instead, ARI will remain an independent public company, our common stock will continue to be listed and traded on NASDAQ and registered under the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and we will continue to file periodic reports with the U.S. Securities and Exchange Commission (the "SEC"). Under specified circumstances, ARI will be required to pay Parent a termination fee upon the termination of the Merger Agreement; under different specified circumstances, Parent will be required to pay ARI a reverse termination fee upon the termination of the Merger Agreement. For more details see the section of this proxy statement captioned "The Merger Agreement Termination Fees and Expense Reimbursement," beginning on page 81 of this proxy statement.

The Special Meeting

Date, Time and Place

A special meeting of shareholders of ARI (the "Special Meeting") will be held on August 28, 2017, at 9:00 a.m., local time, at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224.

Record Date; Shares Entitled to Vote

You are entitled to vote at the Special Meeting if you owned shares of common stock at the close of business on July 28, 2017 (the Record Date). You will have one vote at the Special Meeting for each share of common stock that you owned at the close of business on the Record Date.

Purpose

At the Special Meeting, we will ask shareholders to vote on proposals to (1) approve and adopt the Merger Agreement; (2) adjourn the Special Meeting to a later date or dates to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Quorum

As of the Record Date, there were 17,369,872 shares of ARI common stock outstanding and entitled to vote at the Special Meeting. A quorum will be present at the Special Meeting if a majority of the votes entitled to be cast by the holders of the outstanding shares of ARI common stock at the close of business on the Record Date are represented in person or by proxy.

Required Vote

The affirmative vote of a majority of the votes that holders of the outstanding shares of ARI common stock at the close of business on the Record Date are entitled to cast is required to approve and adopt the Merger Agreement. Approval of the proposal to adjourn the Special Meeting, requires the affirmative vote of a majority of the votes cast at the Special Meeting by the holders of shares of ARI common stock present or represented by proxy and entitled to vote on the proposal. Approval, by non-binding, advisory vote, of compensation that will or may become payable to ARI's executive officers in connection with the Merger requires the affirmative vote of a majority of the votes cast at the Special Meeting by the holders of shares of ARI common stock present or represented by proxy and entitled to vote on the proposal.

Share Ownership of Our Directors and Executive Officers

As of the Record Date, our directors and executive officers beneficially owned and were entitled to vote, in the aggregate, 1,830,732 shares of ARI common stock, representing approximately 10.18% of the shares of common stock outstanding on the Record Date. Our directors and executive officers have executed voting agreements obligating them to vote all of their shares of common stock (1) **FOR** the approval and adoption of the Merger Agreement; and (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and have further informed us that they currently intend to vote (3) **FOR** the non-binding, advisory proposal to approve compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Voting and Proxies

Any shareholder of record entitled to vote may submit a proxy by returning a signed proxy card by mail in the accompanying prepaid reply envelope or granting a proxy electronically over the Internet or by telephone, or may vote in person by appearing at the Special Meeting. If you are a beneficial owner and hold your shares of common stock in street name through a bank, broker or other nominee, you should instruct your bank, broker or other nominee on how

you wish to vote your shares of common stock using the instructions provided by your bank, broker or other nominee. Under applicable stock exchange rules, banks, brokers or other nominees have the

discretion to vote on routine matters. The proposals to be considered at the Special Meeting are non-routine matters, and banks, brokers and other nominees cannot vote on these proposals without your instructions. **Therefore, it is important that you cast your vote or instruct your bank, broker or nominee on how you wish to vote your shares.**

If you are a shareholder of record, you may change your vote or revoke your proxy at any time before it is voted at the Special Meeting by (1) signing another proxy card with a later date and returning it prior to the Special Meeting; (2) submitting a new proxy electronically over the Internet or by telephone after the date of the earlier submitted proxy; (3) delivering a written notice of revocation to ARI's Secretary; or (4) attending the Special Meeting and voting in person by ballot.

If you hold your shares of common stock in street name, you should contact your bank, broker or other nominee for instructions regarding how to change your vote. You may also vote in person at the Special Meeting if you obtain a legal proxy from your bank, broker or other nominee.

QUESTIONS AND ANSWERS

The following questions and answers address some commonly asked questions regarding the Merger, the Merger Agreement and the Special Meeting. These questions and answers may not address all questions that are important to you. We encourage you to read carefully the more detailed information contained elsewhere in this proxy statement, the annexes to this proxy statement and the documents we refer to in this proxy statement. You may obtain the information incorporated by reference in this proxy statement without charge by following the instructions under the caption Where You Can Find More Information.

Q: Why am I receiving these materials?

A: The Board of Directors is furnishing this proxy statement and form of proxy card to the holders of shares of ARI common stock in connection with the solicitation of proxies to be voted at the Special Meeting.

Q: What am I being asked to vote on at the Special Meeting?

A: You are being asked to vote on the following proposals:

- 1) To approve and adopt the Merger Agreement pursuant to which Merger Sub will merge with and into ARI, and ARI will become a wholly owned direct subsidiary of Parent;
- 2) To approve the adjournment of the Special Meeting to a later date or dates, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and
- 3) To approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Q: When and where is the Special Meeting?

A: The Special Meeting will take place on August 28, 2017, at 9:00 a.m., local time, at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224.

Q: Who is entitled to vote at the Special Meeting?

A: Shareholders as of the Record Date are entitled to notice of the Special Meeting and to vote at the Special Meeting (and at any adjournment or postponement thereof). Each holder of shares of ARI common stock is entitled to cast one vote on each matter properly brought before the Special Meeting for each share of common stock owned as of the Record Date.

Q: May I attend the Special Meeting and vote in person?

A: Yes. All shareholders as of the Record Date may attend the Special Meeting and vote in person. Seating will be limited. Shareholders will need to present proof of ownership of shares of ARI common stock, such as a bank or brokerage account statement, and a form of personal identification to be admitted to the Special Meeting. No cameras or recording equipment will be permitted in the Special Meeting.

Even if you plan to attend the Special Meeting in person, to ensure that your shares will be represented at the Special Meeting we encourage you to sign, date and return the enclosed proxy card in the accompanying prepaid reply envelope or grant your proxy electronically over the Internet or by telephone. If you attend the Special Meeting and vote in person by ballot, your vote will revoke any proxy previously submitted.

If you hold your shares in street name, you should instruct your bank, broker or other nominee how to vote your shares in accordance with the voting instruction form that you will receive from your bank, broker or other nominee. Your broker or other agent cannot vote on any of the proposals, including the proposal to approve and adopt the Merger Agreement, without your instructions. If you hold your shares in street name, you may not vote your shares in person at the Special Meeting unless you obtain a legal proxy from your bank, broker or other nominee.

Q: What is the proposed Merger and what effects will it have on ARI?

A: The proposed Merger is the acquisition of ARI by Parent. If the proposal to approve and adopt the Merger Agreement is approved by shareholders and the other closing conditions under the Merger Agreement have been satisfied or waived, Merger Sub will merge with and into ARI, with ARI continuing as the Surviving Corporation. As a result of the Merger, ARI will become a wholly owned subsidiary of Parent, and our common stock will no longer be publicly traded and will be delisted from NASDAQ. In addition, our common stock will be deregistered under the Exchange Act, and we will no longer file periodic reports with the SEC.

Q: What will I receive if the Merger is completed?

A: Upon completion of the Merger, you will be entitled to receive the Per Share Merger Consideration for each share of ARI common stock that you own. For example, if you own 100 shares of common stock, you will receive \$710.00 in cash in exchange for your shares of common stock, less any applicable withholding taxes.

Q: How does the Per Share Merger Consideration compare to the market price of the common stock?

A: The relationship of the \$7.10 Per Share Merger Consideration to the trading price of the common stock constituted a premium of approximately 33% to ARI's average closing price for the period of 60 trading days ending June 20, 2017, the date of the Merger Agreement.

Q: What do I need to do now?

A: We encourage you to read this proxy statement, the annexes to this proxy statement and the documents that we refer to in this proxy statement carefully and consider how the Merger affects you. Then sign, date and return, as promptly as possible, the enclosed proxy card in the accompanying reply envelope, or grant your proxy electronically over the Internet or by telephone, so that your shares can be voted at the Special Meeting. If you hold your shares in street name, please refer to the voting instruction forms provided by your bank, broker or other nominee to vote your shares. **Please do not send your stock certificates with your proxy card.**

Q: Should I send in my stock certificates now?

A: No. After the Merger is completed, you will receive a letter of transmittal containing instructions for how to send your ARI stock certificates to the paying agent in order to receive the appropriate cash payment for the shares of common stock represented by your stock certificates. You should use the letter of transmittal to exchange your stock certificates for the cash payment to which you are entitled. **Please do not send your stock certificates with your proxy card.**

Q: What happens if I sell or otherwise transfer my shares of common stock after the Record Date but before the Special Meeting?

A: The Record Date for the Special Meeting is earlier than the date of the Special Meeting and the date the Merger is expected to be completed. If you sell or transfer your shares of ARI common stock after the Record Date but before the Special Meeting, unless special arrangements (such as provision of a proxy) are made between you and the person to whom you sell or otherwise transfer your shares and each of you notifies ARI in writing of such special arrangements, you will transfer the right to receive the Per Share Merger Consideration, if the Merger is completed, to the person to whom you sell or transfer your shares, but you will retain your right to vote those shares at the Special Meeting. **Even if you sell or otherwise transfer your shares of common stock after the Record Date, we encourage you to sign, date and return the enclosed proxy card in the accompanying reply envelope or grant your proxy electronically over the Internet or by telephone.**

Q: How does the Board of Directors recommend that I vote?

A: The Board of Directors, after considering the various factors described under the caption "The Merger Recommendation of the Board of Directors and Reasons for the Merger," has

unanimously (1) determined that the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement are advisable to, fair to and in the best interests of ARI and its shareholders; and (2) adopted and approved the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement.

The Board of Directors unanimously recommends that you vote (1) **FOR** the approval and adoption of the Merger Agreement; (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) **FOR** the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Q: What happens if the Merger is not completed?

A: If the Merger Agreement is not approved and adopted by shareholders or if the Merger is not completed for any other reason, shareholders will not receive any payment for their shares of ARI common stock. Instead, ARI will remain an independent public company, our common stock will continue to be listed and traded on NASDAQ and registered under the Exchange Act, and we will continue to file periodic reports with the SEC. ARI will be required to pay Parent a termination fee of \$4,767,000 upon the termination of the Merger Agreement under specified circumstances, and Parent will be required to pay to ARI a reverse termination fee of \$8,264,000 if the Merger Agreement is terminated under different specified circumstances, in each case as described in the section captioned The Merger Agreement Termination Fees and Expense Reimbursement, beginning on page 81 of this proxy statement.

Q: What vote is required to adopt the Merger Agreement?

A: The affirmative vote of a majority of the votes that holders of the outstanding shares of ARI common stock at the close of business on the Record Date are entitled to cast is required to approve and adopt the Merger Agreement.

If a quorum is present at the Special Meeting, the failure of any shareholder of record to (1) submit a signed proxy card; (2) grant a proxy over the Internet or by telephone; or (3) vote in person by ballot at the Special Meeting will have the same effect as a vote **AGAINST** the proposal to approve and adopt the Merger Agreement. If you hold your shares in street name and a quorum is present at the Special Meeting, the failure to instruct your bank, broker or other nominee how to vote your shares will have the same effect as a vote **AGAINST** the proposal to approve and adopt the Merger Agreement. If a quorum is present at the Special Meeting, abstentions will have the same effect as a vote **AGAINST** the proposal to approve and adopt the Merger Agreement.

Q: What vote is required to approve any proposal to adjourn the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to adopt the Merger Agreement at the time of the Special Meeting and to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger?

A: Approval of the proposal to adjourn the Special Meeting requires the affirmative vote of a majority of the votes cast at the Special Meeting by the holders of shares of ARI common stock present or represented by proxy and entitled to vote on the proposal. Approval, by non-binding, advisory vote, of compensation that will or may become payable by ARI to its named executive officers in connection with the Merger requires the affirmative vote of a majority of the votes cast at the Special Meeting by the holders of shares of ARI common stock present or represented by proxy and entitled to vote on the proposal.

The failure of any shareholder of record to (1) submit a signed proxy card; (2) grant a proxy over the Internet or by telephone; or (3) vote in person by ballot at the Special Meeting will not have any effect on the adjournment proposal or the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger. If you hold your shares in street name, the failure to

instruct your bank, broker or other nominee how to vote your shares will not have any effect on the adjournment proposal and the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger. Abstentions will not have any effect on the adjournment proposal or the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Q: Why am I being asked to cast a non-binding, advisory vote regarding compensation that will or may become payable by ARI to its named executive officers in connection with the Merger?

A: SEC rules require ARI to seek a non-binding, advisory vote regarding compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Q: What is the compensation that will or may become payable by ARI to its named executive officers in connection with the Merger for purposes of this advisory vote?

A: The compensation that will or may become payable by ARI to its named executive officers in connection with the Merger is certain compensation that is tied to or based on the Merger and payable to certain of ARI's named executive officers. For further detail, see the section captioned Proposal 3: Advisory, Non-Binding Vote on Merger-Related Executive Compensation Arrangements.

Q: What will happen if shareholders do not approve the compensation that will or may become payable by ARI to its named executive officers in connection with the Merger at the Special Meeting?

A: Approval of the compensation that will or may become payable by ARI to its named executive officers in connection with the Merger is not a condition to completion of the Merger. The vote with respect to the compensation that will or may become payable by ARI to its named executive officers in connection with the Merger is an advisory vote and will not be binding on ARI or Parent. If the Merger Agreement is approved and adopted by the shareholders and the Merger is completed, the compensation that will or may become payable by ARI to its named executive officers in connection with the Merger will or may be paid to ARI's named executive officers even if shareholders fail to approve such compensation.

Q: What is the difference between holding shares as a shareholder of record and as a beneficial owner?

A: If your shares are registered directly in your name with our transfer agent, American Stock Transfer & Trust Company, you are considered, with respect to those shares, to be the shareholder of record. In this case, this proxy statement and your proxy card have been sent directly to you by ARI. If your shares are held through a bank, broker or other nominee, you are considered the beneficial owner of shares of common stock held in street name. In that case, this proxy statement has been forwarded to you by your bank, broker or other nominee who is considered, with respect to those shares, to be the shareholder of record. As the beneficial owner, you have the right to direct your bank, broker or other nominee how to vote your shares by following their instructions for voting. You are also invited to attend the Special Meeting. However, because you are not the shareholder of record, you may not vote your shares in person at the Special Meeting unless you obtain a legal proxy from your bank, broker or other nominee.

Q: How may I vote?

A: If you are a shareholder of record (that is, if your shares of ARI common stock are registered in your name with American Stock Transfer & Trust Company, our transfer agent), there are four ways to vote:
by signing, dating and returning the enclosed proxy card in the accompanying prepaid reply envelope;

by visiting the Internet at the address on your proxy card;

by calling toll-free (within the U.S. or Canada) the phone number on your proxy card; or

by attending the Special Meeting and voting in person by ballot.

A control number, located on your proxy card, is designed to verify your identity and allow you to vote your shares of ARI common stock, and to confirm that your voting instructions have been properly recorded when voting electronically over the Internet or by telephone. Please be aware that, although there is no charge for voting your shares, if you vote electronically over the Internet or by telephone, you may incur costs such as Internet access and telephone charges for which you will be responsible.

Even if you plan to attend the Special Meeting in person, you are strongly encouraged to vote your shares of ARI common stock by proxy. If you are a record holder or if you obtain a legal proxy to vote shares that you beneficially own, you may still vote your shares of ARI common stock in person by ballot at the Special Meeting even if you have previously voted by proxy. If you are present at the Special Meeting and vote in person by ballot, your previous vote by proxy will not be counted.

If your shares are held in street name through a bank, broker or other nominee, you may vote through your bank, broker or other nominee by completing and returning the voting form provided by your bank, broker or other nominee, or, if such a service is provided by your bank, broker or other nominee, electronically over the Internet or by telephone. To vote over the Internet or by telephone through your bank, broker or other nominee, you should follow the instructions on the voting form provided by your bank, broker or nominee.

Q: If my broker holds my shares in street name, will my broker vote my shares for me?

A: No. Your bank, broker or other nominee is permitted to vote your shares on any proposal currently scheduled to be considered at the Special Meeting only if you instruct your bank, broker or other nominee how to vote. You should follow the procedures provided by your bank, broker or other nominee to vote of your shares. Without instructions, your shares will not be voted on such proposals, which will have the same effect as if you voted against the approval and adoption of the Merger Agreement, but will have no effect on the adjournment proposal or the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Q: May I change my vote after I have mailed my signed proxy card?

A: Yes. If you are a shareholder of record, you may change your vote or revoke your proxy at any time before it is voted at the Special Meeting by:

signing another proxy card with a later date and returning it to us prior to the Special Meeting;

submitting a new proxy electronically over the Internet or by telephone after the date of the earlier submitted proxy;

delivering a written notice of revocation to the Secretary; or

attending the Special Meeting and voting in person by ballot.

If you hold your shares of common stock in street name, you should contact your bank, broker or other nominee for instructions regarding how to change your vote. You may also vote in person at the Special Meeting if you obtain a legal proxy from your bank, broker or other nominee.

Q: What is a proxy?

A: A proxy is your legal designation of another person, referred to as a proxy, to vote your shares of common stock. The written document describing the matters to be considered and voted on at the Special Meeting is called a proxy statement. The document used to designate a proxy to vote your shares of common stock is called a proxy card. Our Board of Directors has designated Roy W. Olivier, our Chief Executive Officer, and William A.

Nurthen, our Chief Financial Officer, and each of them, with full power of substitution, as the proxy holders for the Special Meeting.

Q: If a shareholder gives a proxy, how are the shares voted?

A: Regardless of the method you choose to vote, the proxy holders will vote your shares in the way that you indicate. When completing the Internet or telephone process or the proxy card, you may specify whether your shares should be voted for or against or to abstain from voting on all, some or none of the specific items of business to come before the Special Meeting.

If you properly sign your proxy card but do not mark the boxes showing how your shares should be voted on a matter, the shares represented by your properly signed proxy will be voted (1) **FOR** the approval and adoption of the Merger Agreement; (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) **FOR** the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Q: What should I do if I receive more than one set of voting materials?

A: You may receive more than one set of voting materials, including multiple copies of this proxy statement and multiple proxy cards or voting instruction cards. For example, if you hold your shares in more than one brokerage account, you will receive a separate voting instruction card for each brokerage account in which you hold shares. If you are a shareholder of record and your shares are registered in more than one name, you will receive more than one proxy card.

Please sign, date and return (or grant your proxy electronically over the Internet or by telephone) each proxy card and voting instruction card that you receive.

Q: Where can I find the voting results of the Special Meeting?

A: If available, ARI may announce preliminary voting results at the conclusion of the Special Meeting. ARI intends to publish final voting results in a Current Report on Form 8-K to be filed with the SEC following the Special Meeting. All reports that ARI files with the SEC are publicly available when filed. See the section of this proxy statement captioned *Where You Can Find More Information*.

Q: Will I be subject to U.S. federal income tax upon the exchange of common stock for cash pursuant to the Merger?

A: If you are a U.S. Holder (as defined under the caption *The Merger U.S. Federal Income Tax Consequences of the Merger*), the exchange of ARI common stock for cash pursuant to the Merger will be a taxable transaction for U.S. federal income tax purposes, which generally will require you to recognize gain or loss for U.S. federal income tax purposes in an amount equal to the difference, if any, between the amount of cash you received pursuant to the Merger and your adjusted tax basis in the shares of common stock surrendered pursuant to the Merger. Backup withholding tax may also apply to the cash payments made pursuant to the Merger, unless the U.S. Holder complies with certification procedures under the backup withholding tax rules.

A Non-U.S. Holder (as defined under the caption *The Merger U.S. Federal Income Tax Consequences of the Merger*) generally will not be subject to U.S. federal income tax with respect to the exchange of ARI common stock for cash in the Merger unless such Non-U.S. Holder has certain connections to the United States. A Non-U.S. Holder may, however, be subject to backup withholding tax with respect to the cash payments made pursuant to the Merger, unless the holder complies with certain certification procedures or otherwise establishes a valid exemption from backup withholding tax.

You should consult your own tax advisor to determine the U.S. federal income tax and other relevant tax consequences of the Merger to you in light of your own particular circumstances and any consequences arising under the laws of any state, local or foreign taxing jurisdiction. A more complete description of certain U.S. federal income tax consequences of the Merger is

provided under the caption The Merger U.S. Federal Income Tax Consequences of the Merger.

Q: What will the holders of ARI stock options, restricted stock, performance restricted shares and restricted stock units receive in the Merger?

A: All outstanding options to purchase shares of Company common stock (whether or not then vested or exercisable) at the Effective Time of the Merger will be cancelled and converted into the right of the option holders to receive an amount in cash an amount, if any, for each share of common stock subject to the option holder's option, equal to: (x) \$7.10, minus (y) the sum of (1) the exercise price per share of common stock of such option, and (2) any applicable withholding amounts.

All outstanding restricted shares (other than the performance restricted shares described below) immediately prior to the Effective Time of the Merger will vest in full and become free of restrictions and convert into the right to receive an amount in cash equal to \$7.10, less any applicable withholding amounts.

All or a portion of the unvested performance restricted shares (which were granted to certain employees of ARI in March of 2015 and vest based on certain share price targets) at the Effective Time of the Merger will vest in accordance with the terms of such grant agreements, and such vested portion of the performance restricted shares will become free of restrictions and convert into the right to receive an amount in cash equal to \$7.10, less any applicable withholding amounts. Any performance restricted shares that remain unvested will be forfeited, and the number of shares of common stock outstanding at the Effective Time of the merger will be reduced accordingly.

Any RSUs outstanding, if any, at the Effective Time of the Merger will entitle the holder to receive an amount, if any, for each share of common stock in respect of which such holder received an RSU whether or not then vested in accordance with the terms of such grant agreements, equal to (x) \$7.10, less (y) any applicable withholding amounts.

Q: What will happen to participants in ARI's Employee Stock Purchase Plan?

A: Prior to the Effective Time, the Compensation Committee will determine a date prior to the Effective Time on which the then-current offering period under ARI's Employee Stock Purchase Plan will terminate, and accumulated payroll deductions with respect to the Employee Stock Purchase Plan on that date will be used to purchase the applicable number of shares of ARI common stock. The Employee Stock Purchase Plan will terminate immediately following the termination date of the then-current offering period.

Q: When do you expect the Merger to be completed?

A: We are working toward completing the Merger as quickly as possible and currently expect to complete the Merger in the third calendar quarter of 2017. However, the exact timing of completion of the Merger cannot be predicted because the Merger is subject to the closing conditions specified in the Merger Agreement, many of which are outside of our control.

Q: Am I entitled to appraisal rights?

A: No. No dissenters', appraisal or similar rights or demands are exercisable by any ARI shareholder in connection with the merger under Section 180.1302(1) or Section 180.1302(2) of the WBCL.

Q: Do any of ARI's directors or officers have interests in the Merger that may differ from those of ARI shareholders generally?

A: Yes. In considering the recommendation of the Board of Directors with respect to the proposal to approve and adopt the Merger Agreement, you should be aware that our directors and executive officers may have interests in the Merger that are different from, or in addition to, the interests of ARI shareholders generally. In (i) evaluating and negotiating the Merger Agreement; (ii) approving the Merger Agreement and the Merger; and (iii) recommending that the Merger Agreement be approved and adopted by shareholders, the Board of Directors was aware of and considered these interests to the extent that they existed at the time, among

other matters. For more information, see the section of this proxy statement captioned "The Merger Interests of ARI's Directors and Named Executive Officers of ARI in the Merger," beginning on page 51 of this proxy statement.

Q: Who can help answer my questions?

A: If you have any questions concerning the Merger, the Special Meeting or the accompanying proxy statement, would like additional copies of the accompanying proxy statement or need help voting your shares of ARI common stock, please contact our Proxy Solicitor:

Morrow Sodali LLC
470 West Avenue 3rd floor
Stamford, CT 06902

Banks and Brokerage Firms May Call Collect: (203) 658-9400
Shareholders May Call Toll-Free: (800) 662-5200

FORWARD-LOOKING STATEMENTS

This proxy statement, the documents to which we refer you in this proxy statement and information included in oral statements or other written statements made or to be made by us or on our behalf contain forward-looking statements that do not directly or exclusively relate to historical facts. You can typically identify forward-looking statements by the use of forward-looking words, such as predicts, plan, expects, focus, anticipates, believes, goal, target, potential, may, will, might, momentum, can, could, design, see, seek, forecast and other words. Shareholders are cautioned that any forward-looking statements are not guarantees of future performance and may involve significant risks and uncertainties, and that actual results may vary materially from those in the forward-looking statements. These risks and uncertainties include, but are not limited to, the risks detailed in our filings with the SEC, including in our most recent filings on Forms 10-K and 10-Q, factors and matters described or incorporated by reference in this proxy statement, and the following factors:

- the inability to complete the Merger due to the failure to obtain shareholder approval or failure to satisfy the other conditions to the completion of the Merger, including receipt of required regulatory approvals;
- the failure by Parent to obtain the necessary equity and debt financing set forth in the commitments entered into in connection with the Merger, or alternative financing, or the failure of any such financing to be sufficient to complete the Merger and the other transactions contemplated by the Merger Agreement;
- the fact that, although Parent must use reasonable best efforts to obtain the financing contemplated by the Debt Commitment Letter, there is a risk that the debt financing might not be obtained and that, in certain instances, ARI's only viable recourse would be the \$8,264,000 reverse termination fee payable by Parent under the terms of the Merger Agreement;
- the risk that the Merger Agreement may be terminated in circumstances that require us to pay Parent a termination fee of \$4,767,000;
- the outcome of legal proceedings, if any, that may be instituted against us and others related to the Merger Agreement;
- risks that the proposed Merger disrupts our current operations or affects our ability to retain or recruit key employees;
- the fact that receipt of the all-cash Per Share Merger Consideration would be taxable to shareholders that are treated as U.S. holders for U.S. federal income tax purposes;
- the fact that, if the Merger is completed, shareholders will forego the opportunity to realize the potential long-term value of the successful execution of ARI's current strategy as an independent company;
- the possibility that Parent could, at a later date, engage in unspecified transactions, including restructuring efforts, special dividends or the sale of some or all of ARI's assets to one or more as-yet unknown purchasers, that could conceivably produce a higher aggregate value than that available to shareholders in the Merger;
- the fact that under the terms of the Merger Agreement, ARI is prohibited from soliciting other alternative proposals during the pendency of the Merger;
- the effect of the announcement or pendency of the Merger on ARI's business relationships, operating results and business generally;
- the amount of the costs, fees, expenses and charges related to the Merger Agreement or the Merger;
- risks related to the Merger diverting management's or employees' attention from ongoing business operations;
- risks that our stock price may decline significantly if the Merger is not completed; and

risks related to the timing and receipt of regulatory approvals from various domestic and foreign governmental entities required in connection with the Merger (including any conditions, limitations or restrictions placed on these approvals) and the risk that one or more governmental entities may deny approval.

Consequently, all of the forward-looking statements that we make in this proxy statement are qualified by the information contained or incorporated by reference herein, including (1) the information contained under this caption and (2) the information contained under the captions Risk Factors and Special Note Regarding Forward-Looking Statements and information in our consolidated financial statements and notes thereto included in our most recent filings on Form 10-K and Form 10-Q. No assurance can be given that these are all of the factors that could cause actual results to vary materially from the forward-looking statements.

Except as required by applicable law, we undertake no obligation to publicly update forward-looking statements, whether as a result of new information, future events or otherwise. Shareholders are advised to consult any future disclosures that we make on related subjects as may be detailed in our other filings made from time to time with the SEC.

THE SPECIAL MEETING

The enclosed proxy is solicited on behalf of the Board of Directors for use at the Special Meeting.

Date, Time and Place

We will hold the Special Meeting on August 28, 2017, at 9:00 a.m., local time, at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224.

Purpose of the Special Meeting

At the Special Meeting, we will ask shareholders to vote on proposals to (i) approve and adopt the Merger Agreement, (ii) adjourn the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting and (iii) approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Record Date; Shares Entitled to Vote; Quorum

Only shareholders of record as of the Record Date are entitled to notice of the Special Meeting and to vote at the Special Meeting. A list of shareholders entitled to vote at the Special Meeting will be available at our principal executive offices, located at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224, during regular business hours beginning two business days after the notice of the Special Meeting and at the place of the Special Meeting during the meeting.

As of the Record Date, there were 17,369,872 shares of ARI common stock outstanding and entitled to vote at the Special Meeting.

A quorum will be present at the Special Meeting if a majority of the votes entitled to be cast by the holders of the outstanding shares of ARI common stock at the close of business on the record date are represented in person or by proxy. In the event that a quorum is not present at the Special Meeting, it is expected that the meeting will be adjourned to solicit additional proxies.

Vote Required; Abstentions and Broker Non-Votes

The affirmative vote of a majority of the votes that holders of the outstanding shares of ARI common stock at the close of business on the Record Date are entitled to cast is required to approve and adopt the Merger Agreement. Adoption of the Merger Agreement by shareholders is a condition to the closing of the transactions contemplated by the Merger Agreement.

Approval of the proposal to adjourn the Special Meeting requires the affirmative vote of a majority of the votes cast at the Special Meeting by the holders of shares of ARI common stock present or represented by proxy and entitled to vote on the proposal. Approval, by non-binding, advisory vote, of compensation that will or may become payable by ARI to its named executive officers in connection with the Merger requires the affirmative vote of a majority of the shares of common stock having voting power present in person or represented by proxy at the Special Meeting and entitled to vote on the subject matter.

If a shareholder abstains from voting, that abstention will have the same effect as if the shareholder voted **AGAINST** the proposal to approve and adopt the Merger Agreement. For shareholders who attend the meeting or are represented

by proxy and abstain from voting, the abstention will have the no effect on the proposal to adjourn the Special Meeting to a later date to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting no effect on the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Each broker non-vote will have the same effect as a vote **AGAINST** the proposal to approve and adopt the Merger Agreement, but will have no effect on (i) any proposal to adjourn

the Special Meeting to a later date to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting or (ii) the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger. A broker non-vote generally occurs when a bank, broker or other nominee holding shares on your behalf does not vote on a proposal because the bank, broker or other nominee has not received your voting instructions and lacks discretionary power to vote the shares.

Shares Held by ARI's Directors and Executive Officers

As of the Record Date, our directors and executive officers beneficially owned and were entitled to vote, in the aggregate, 1,830,732 shares of ARI common stock, representing approximately 10.18% of the shares of common stock outstanding on the Record Date. Our directors and executive officers have executed voting agreements obligating them to vote all of their shares of common stock (1) **FOR** the approval and adoption of the Merger Agreement and (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting and have further informed us that they currently intend to vote (3) **FOR** the non-binding, advisory proposal to approve compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Voting of Proxies

If your shares are registered in your name with our transfer agent, American Stock Transfer & Trust Company, you may cause your shares to be voted by returning a signed and dated proxy card in the accompanying prepaid envelope, or you may vote in person at the Special Meeting. Additionally, you may grant a proxy electronically over the Internet or by telephone by following the instructions on your proxy card. You must have the enclosed proxy card available, and follow the instructions on the proxy card, in order to grant a proxy electronically over the Internet or by telephone. Based on your proxy cards or Internet and telephone proxies, the proxy holders will vote your shares according to your directions.

If you plan to attend the Special Meeting and wish to vote in person, you will be given a ballot at the Special Meeting. If your shares are registered in your name, you are encouraged to vote by proxy even if you plan to attend the Special Meeting in person. If you attend the Special Meeting and vote in person by ballot, your vote will revoke any previously submitted proxy.

Voting instructions are included on your proxy card. All shares represented by properly signed and dated proxies received in time for the Special Meeting will be voted at the Special Meeting in accordance with the instructions of the shareholder. Properly signed and dated proxies that do not contain voting instructions will be voted (1) **FOR** approval and adoption of the Merger Agreement; (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) **FOR** the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

If your shares are held in street name through a bank, broker or other nominee, you may vote through your bank, broker or other nominee by completing and returning the voting form provided by your bank, broker or other nominee or attending the Special Meeting and voting in person with a legal proxy from your bank, broker or other nominee. If such a service is provided, you may vote over the Internet or telephone through your bank, broker or other nominee by following the instructions on the voting form provided by your bank, broker or other nominee. If you do not return your bank's, broker's or other nominee's voting form, do not vote via the Internet or telephone through your bank, broker or other nominee, if possible, or do not attend the Special Meeting and vote in person with a legal proxy from your bank, broker or other nominee, it will have the same effect as if you voted **AGAINST** the proposal to approve

and adopt the Merger Agreement but will not have any effect on the adjournment proposal or the proposal to approve,
by

non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Revocability of Proxies

If you are a shareholder of record, you may change your vote or revoke your proxy at any time before it is voted at the Special Meeting by:

- signing another proxy card with a later date and returning it to us prior to the Special Meeting;
- submitting a new proxy electronically over the Internet or by telephone after the date of the earlier submitted proxy;
- delivering a written notice of revocation to ARI's Secretary; or
- attending the Special Meeting and voting in person by ballot.

If you have submitted a proxy, your appearance at the Special Meeting, in the absence of voting in person or submitting an additional proxy or revocation, will not have the effect of revoking your prior proxy.

If you hold your shares of common stock in street name, you should contact your bank, broker or other nominee for instructions regarding how to change your vote. You may also vote in person at the Special Meeting if you obtain a legal proxy from your bank, broker or other nominee.

Any adjournment, postponement or other delay of the Special Meeting, including for the purpose of soliciting additional proxies, will allow shareholders who have already sent in their proxies to revoke them at any time prior to their use at the Special Meeting as adjourned, postponed or delayed.

Board of Directors Recommendation

The Board of Directors, after considering various factors described under the caption **The Merger Recommendation of the Board of Directors and Reasons for the Merger**, has unanimously (1) determined that the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement are advisable to, fair to and in the best interests of ARI and shareholders; and (2) adopted and approved the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement. The Board of Directors unanimously recommends that you vote (1) **FOR** the approval and adoption of the Merger Agreement; (2) **FOR** the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) **FOR** the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Solicitation of Proxies

The expense of soliciting proxies will be borne by ARI. We have retained Morrow Sodali LLC, a proxy solicitation firm (the Proxy Solicitor), to solicit proxies in connection with the Special Meeting at a cost of approximately \$15,000 plus expenses. We will also indemnify the Proxy Solicitor against losses arising out of its provisions of these services on our behalf. In addition, we may reimburse banks, brokers and other nominees representing beneficial owners of shares for their expenses in forwarding soliciting materials to such beneficial owners. Proxies may also be solicited by our directors, officers and employees, personally or by telephone, email, fax, over the Internet or other means of communication. No additional compensation will be paid for such services.

Anticipated Date of Completion of the Merger

Assuming timely satisfaction of necessary closing conditions, including the approval by shareholders of the proposal to approve and adopt the Merger Agreement, we anticipate that the Merger will be consummated in the third calendar quarter of 2017.

Appraisal Rights

No dissenters', appraisal or similar rights or demands are exercisable by any ARI shareholder in connection with the merger under Section 180.1302(1) or Section 180.1302(2) of the WBCL.

Other Matters

At this time, we know of no other matters to be voted on at the Special Meeting. If any other matters properly come before the Special Meeting, your shares of common stock will be voted in accordance with the discretion of the appointed proxy holders.

Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to be Held on August 28, 2017

The proxy statement is available at <http://investor.arinet.com> by clicking the SEC Filings tab.

Householding of Special Meeting Materials

Unless we have received contrary instructions, we may send a single copy of this proxy statement to any household at which two or more shareholders reside if we believe the shareholders are members of the same family. Each shareholder in the household will continue to receive a separate proxy card. This process, known as householding, reduces the volume of duplicate information received at your household and helps to reduce our expenses.

If you would like to receive your own set of our disclosure documents this year or in future years, follow the instructions described below. Similarly, if you share an address with another shareholder and together both of you would like to receive only a single set of our disclosure documents, follow these instructions.

If you are a shareholder of record, you may contact us by writing to ARI Network Services, Inc., Attention: Secretary, 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin 53224 or calling us at (414) 973-4300. Eligible shareholders of record receiving multiple copies of this proxy statement can request householding by contacting us in the same manner. If a bank, broker or other nominee holds your shares, please contact your bank, broker or other nominee directly.

Questions and Additional Information

If you have any questions concerning the Merger, the Special Meeting or the accompanying proxy statement, would like additional copies of the accompanying proxy statement or need help voting your shares of common stock, please contact our Proxy Solicitor:

Morrow Sodali LLC
470 West Avenue 3rd floor
Stamford, CT 06902

Banks and Brokerage Firms May Call Collect: (203) 658-9400

Shareholders May Call Toll-Free: (800) 662-5200

PROPOSAL 1: ADOPTION OF THE MERGER AGREEMENT

We are asking you to approve and adopt the Merger Agreement and the Merger contemplated by the Merger Agreement.

For a summary of and detailed information regarding this proposal, see the information about the Merger Agreement and the Merger throughout this proxy statement, including the information set forth in the sections captioned "The Merger" beginning on page 27 of this proxy statement and "The Merger Agreement" beginning on page 63 of this proxy statement. A copy of the Merger Agreement is attached to this proxy statement as Annex A. You are urged to read the Merger Agreement carefully in its entirety.

Under applicable law, we cannot complete the Merger without the affirmative vote of a majority of the votes that holders of the outstanding shares of ARI common stock at the close of business on the Record Date are entitled to cast on the proposal to approve and adopt the Merger Agreement and the Merger. If you abstain from voting, fail to cast your vote, in person or by proxy, or fail to give voting instructions to your brokerage firm, bank, trust or other nominee, it will have the same effect as a vote against the proposal to approve and adopt the Merger Agreement.

The Board of Directors unanimously recommends that you vote FOR this proposal.

PROPOSAL 2: ADJOURNMENT OF THE SPECIAL MEETING

We are asking you to approve a proposal to adjourn the Special Meeting to a later date or dates if necessary or appropriate to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting. If shareholders approve the adjournment proposal, we could adjourn the Special Meeting and any adjourned session of the Special Meeting and use the additional time to solicit additional proxies, including proxies from shareholders that have previously returned properly executed proxies voting against approval and adoption of the Merger Agreement. Among other things, approval of the adjournment proposal could mean that, even if we had received proxies representing a sufficient number of votes against approval and adoption of the Merger Agreement such that the proposal to approve and adopt the Merger Agreement would be defeated, we could adjourn the Special Meeting without a vote on the approval and adoption of the Merger Agreement and seek to convince the holders of those shares to change their votes to votes in favor of approval and adoption of the Merger Agreement. Additionally, we may seek to adjourn the Special Meeting if a quorum is not present or otherwise at the discretion of the chairman of the Special Meeting.

The Board of Directors unanimously recommends that you vote FOR this proposal.

PROPOSAL 3: ADVISORY, NON-BINDING VOTE ON MERGER-RELATED

EXECUTIVE COMPENSATION ARRANGEMENTS

Section 14A of the Exchange Act, which was enacted as part of the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010, requires that we provide shareholders with the opportunity to vote to approve, on an advisory, non-binding basis, the payment of certain compensation that will or may become payable by ARI to its named executive officers in connection with the Merger, as disclosed in the section captioned "The Merger Interests of ARI's Directors and Named Executive Officers in the Merger," beginning on page 51 of this proxy statement.

We are asking shareholders to indicate their approval of the various compensation that will or may become payable by ARI to its named executive officers in connection with the Merger. These payments are set forth in the section captioned "The Merger Interests of ARI's Directors and Named Executive Officers in the Merger," beginning on page 51

of this proxy statement, and the accompanying footnotes. In general, the various plans and arrangements pursuant to which these compensation payments may be made have previously formed part of ARI's overall compensation program for our named executive officers and previously have been disclosed to shareholders as part of the Compensation Discussion and Analysis and related sections of our annual proxy statements.

These historical arrangements were adopted and approved by the Compensation Committee of the Board of Directors, which is composed solely of non-management directors, and are believed to be reasonable and in line with marketplace norms.

Accordingly, we are seeking approval of the following resolution at the Special Meeting:

RESOLVED, that the shareholders of ARI Network Services, Inc. approve, on a nonbinding, advisory basis, the compensation that will or may become payable by ARI to its named executive officers that is based on or otherwise relates to the Merger as disclosed pursuant to Item 402(t) of Regulation S-K in the section captioned "The Merger - Interests of ARI's Directors and Named Executive Officers in the Merger."

Shareholders should note that this proposal is not a condition to completion of the Merger, and as an advisory vote, the result will not be binding on ARI, the Board of Directors, Parent or the named executive officers. Further, the underlying plans and arrangements are contractual in nature and not, by their terms, subject to shareholder approval. Accordingly, regardless of the outcome of the advisory vote, if the Merger is consummated our named executive officers will be eligible to receive the compensation that is based on or otherwise relates to the Merger in accordance with the terms and conditions applicable to the underlying plans and agreements and the Merger Agreement.

The Board of Directors unanimously recommends that you vote FOR this proposal.

THE MERGER

This discussion of the Merger is qualified in its entirety by reference to the Merger Agreement, which is attached to this proxy statement as Annex A and incorporated into this proxy statement by reference. You should read the entire Merger Agreement carefully as it is the legal document that governs the Merger.

Parties Involved in the Merger

ARI Network Services, Inc.

10850 West Park Place, Suite 1200
Milwaukee, Wisconsin 53224

ARI offers an award-winning suite of SaaS, software tools, and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ online and in-store. Our innovative products are powered by a proprietary data repository of enriched original equipment and aftermarket electronic content spanning more than 17 million active part and accessory SKUs and 750,000 equipment models.

ARI common stock is listed on NASDAQ under the symbol ARIS.

Expedition Holdings LLC

c/o True Wind Capital GP, LLC
480 Pacific Avenue, Suite 200
San Francisco, CA 94133

Expedition Holdings LLC was formed on June 16, 2017, solely for the purpose of engaging in the transactions contemplated by the Merger Agreement and has not engaged in any business activities other than in connection with the transactions contemplated by the Merger Agreement and arranging of the equity financing and debt financing in connection with the Merger.

Expedition Merger Sub, Inc.

c/o True Wind Capital GP, LLC
480 Pacific Avenue, Suite 200
San Francisco, CA 94133

Merger Sub is a direct wholly owned subsidiary of Parent and was formed on June 19, 2017, solely for the purpose of engaging in the transactions contemplated by the Merger Agreement and has not engaged in any business activities other than in connection with the transactions contemplated by the Merger Agreement and arranging of the equity financing and debt financing in connection with the Merger.

Parent and Merger Sub are each affiliated with True Wind. In connection with the transactions contemplated by the Merger Agreement, (1) TWC has provided to Parent an equity commitment of up to \$93,341,000; and (2) Parent has obtained a debt financing commitment from the Lender for an aggregate amount of up to \$72.5 million, comprised of a \$7.5 million revolving credit facility, which will be available to fund a portion of the payments contemplated by the Merger Agreement, and a \$55 million to \$65 million term loan facility (in each case, pursuant to the terms and conditions as described further under the caption The Merger Financing of the Merger, beginning on page 56 of this proxy statement). After giving effect to the Merger, ARI, as the Surviving Corporation, will be affiliated with True Wind.

Effect of the Merger

Upon the terms and subject to the conditions of the Merger Agreement, if the Merger is completed, Merger Sub will merge with and into ARI, and ARI will continue as the Surviving Corporation and as a wholly owned subsidiary of Parent. As a result of the Merger, our common stock will no longer be publicly traded and will be delisted from NASDAQ. In addition, our common stock will be deregistered under the Exchange Act, and we will no longer file periodic reports with the SEC. If the Merger is completed, you will not own any shares of the capital stock of the Surviving Corporation.

The Effective Time will occur upon the filing of articles of merger with the Wisconsin Department of Financial Institutions (or at such later time as we, Parent and Merger Sub may agree and specify in the articles of merger).

Effect on ARI if the Merger is Not Completed

If the Merger Agreement is not approved and adopted by shareholders or if the Merger is not completed for any other reason, shareholders will not receive any payment for their shares of common stock. Instead, ARI will remain an independent public company, our common stock will continue to be listed and traded on NASDAQ and registered under the Exchange Act and we will continue to file periodic reports with the SEC. In addition, if the Merger is not completed, we expect that shareholders will continue to be subject to the same risks and opportunities to which they are currently subject, including risks related to the highly competitive industry in which ARI operates and risks related to adverse economic conditions.

Furthermore, if the Merger is not completed, and depending on the circumstances that caused the Merger not to be completed, the price of our common stock may decline significantly. If that were to occur, it is uncertain when, if ever, the price of our common stock would return to the price at which it trades as of the date of this proxy statement.

Accordingly, if the Merger is not completed, there can be no assurance as to the effect of these risks and opportunities on the future value of your shares of common stock. If the Merger is not completed, the Board of Directors will continue to evaluate and review ARI's business operations, strategic direction and capitalization, among other things, and will make such changes as are deemed appropriate. If the Merger Agreement is not approved and adopted by shareholders or if the Merger is not completed for any other reason, there can be no assurance that any other transaction acceptable to the Board of Directors will be offered or that ARI's business, prospects or results of operation will not be adversely impacted.

Upon termination of the Merger Agreement under specified circumstances, ARI will be required to pay Parent a termination fee of \$4,767,000. Parent will be required to pay to ARI a reverse termination fee of \$8,264,000 if the Merger Agreement is terminated under different specified circumstances. For more information, please see the section captioned "The Merger Agreement Termination Fees and Expense Reimbursement," beginning on page 81 of this proxy statement.

Merger Consideration

In the Merger, each outstanding share of common stock (other than shares owned by Parent or Merger Sub) will be converted into the right to receive the Per Share Merger Consideration.

After the Merger is completed, you will have the right to receive the Per Share Merger Consideration, but you will no longer have any rights as a shareholder of ARI.

Background of the Merger

As part of its ongoing assessment of ARI's business, the Board of Directors, together with senior management, regularly reviews and evaluates ARI's business strategy, financial performance and business opportunities with a view towards strengthening ARI's business and identifying prospects to increase shareholder value. As part of this evaluation, the Board of Directors has, from time to time, considered a variety of strategic alternatives for ARI, including transactions and business combinations (whether structured as a merger, sale of ARI, joint venture or transformative acquisition by ARI). During the period since ARI's relisting on NASDAQ in December 2013 and prior to the events described below and the process that resulted in ARI's entry into the Merger Agreement, ARI had, from time to time, been involved in preliminary discussions with multiple potential strategic and financial buyers. In each

case, the relevant parties determined not to pursue a transaction.

During December 2013, Messrs. Olivier and Nurthen had a telephonic discussion with representatives from PCS, which had expressed interest in advising ARI on exploring strategic alternatives.

During January 2015, Messrs. Olivier and Nurthen had a telephonic discussion with representatives from an investment bank (Investment Bank B) which had expressed interest in advising ARI on exploring strategic alternatives.

During January 2015, Messrs. Olivier and Nurthen gave a presentation to a private equity firm (Financial Party B) that had expressed interest in learning more about ARI. The initial presentation was based solely upon publicly available information, since the parties had not yet entered into a confidentiality agreement. The parties subsequently entered into a confidentiality agreement containing standstill provisions on January 20, 2015. The discussions ultimately stalled in 2015, as Financial Party B wanted access to confidential information, which, based on discussions among ARI's management and Board of Directors, ARI determined not to provide in the absence of a formal indication of interest from Financial Party B.

During April 2015, Messrs. Olivier and Nurthen met in New York City with representatives of an investment bank (Investment Bank C) interested in advising ARI on pursuing transactions, either from a buy-side or sell-side perspective.

During November 2015, ARI was approached by a strategic party (Strategic Party C) expressing interest in learning more about ARI. The parties executed a confidentiality agreement on November 20, 2015. On November 23, 2015, Mr. Olivier visited the offices of Strategic Party C to give a presentation on ARI. Subsequent conversations with Strategic Party C revealed that Strategic Party C had an interest in pursuing a potential transaction with ARI, but not at a premium to ARI's then-current trading price. Based on discussions among ARI's management and Board of Directors, discussions with Strategic Party C were discontinued.

In light of ARI's recent growth trajectory and the resulting attention ARI had begun to receive from investment banking firms and potential investors, management and the Board of Directors began informally discussing ways to explore the range of potential alternatives available to ARI for maximizing shareholder value.

During an in-person meeting of ARI's Board of Directors held on January 5, 2016, Mr. Nurthen presented the Board with background information regarding conducting a formal process to evaluate strategic alternatives and the various steps and responsibilities of the Board associated with such a process.

During February 2016, at the request of Financial Party B, there was a telephonic meeting between Messrs. Olivier and Nurthen and representatives of Financial Party B in which Financial Party B expressed interest in restarting conversations regarding a potential transaction. Messrs. Olivier and Nurthen also held a telephonic meeting with representatives of PCS who expressed continued interest in advising ARI on exploring strategic alternatives.

During a meeting of ARI's Board of Directors held on March 9, 2016, Mr. Olivier reported to the Board the ongoing interest by Financial Party B in potentially pursuing a transaction with the Company. At that same meeting, as part of the ongoing preliminary discussions regarding potentially exploring alternatives for maximizing shareholder value, Mr. Olivier presented the Board with a more detailed overview of potential strategic alternatives and the process for further exploring such alternatives.

In May 2016, Messrs. Olivier and Nurthen met telephonically with representatives of Financial Party B to discuss Financial Party B's ongoing interest in the Company. Also, during that month, Messrs. Olivier and Nurthen met in Milwaukee with representatives of PCS to revisit discussions regarding the potential for PCS to advise ARI on exploring strategic alternatives.

During the June 9, 2016 Board of Directors in-person meeting, there was further discussion regarding exploring strategic alternatives and the Board began discussing and considering the first step towards financial advisor selection. The Board also determined that, prior to providing additional confidential information to Financial Party B, ARI should request a formal indication of interest from Financial Party B. On June 29, 2016, Messrs. Olivier and Nurthen met with

representatives of PCS at their offices in Boston, at which PCS extended an invitation to Messrs. Olivier and Nurthen to attend PCS Global Technology Leadership Forum in August 2016. The Company ultimately determined not to attend the conference to avoid any appearance that the Company had begun a strategic transaction process.

On July 7, 2016, the Company received a non-binding indication of interest from Financial Party B indicating a potential acquisition price of \$6.49 per share.

On July 13, 2016, the Board assembled telephonically and invited Mark C. Witt and C.J. Wauters of Godfrey & Kahn, S.C. (G&K), ARI's outside legal counsel, to discuss and answer questions from the Board regarding a process for evaluating ARI's long-term strategy and the potential evaluation of strategic alternatives, and the Board's fiduciary duties in connection with such a process. During a subsequent telephonic Board meeting on July 20, 2016, Mr. Nurthen presented the Board with a framework to assist them in evaluating ARI's long-term risk adjusted stand-alone prospects relative to a potential transaction offer price.

At an in-person Board meeting held on August 11, 2016, Messrs. Witt and Wauters of G&K provided the Board with additional detail regarding the legal and practical considerations associated with engaging in a formal process to explore strategic alternatives for ARI.

During the months of July and August 2016, ARI provided Party B with various due diligence materials, and on August 23, 2016, representatives of Financial Party B conducted an onsite diligence meeting at the Company's corporate headquarters with members of the management team. On September 9, 2016, Messrs. Olivier and Nurthen visited the offices of Financial Party B to further evaluate the potential for a possible transaction.

On October 7, 2016, a party purporting to be, along with its affiliates, the beneficial owner of approximately 5.8% of the outstanding shares of the Company (the Dissident Shareholder), filed an amended Schedule 13D with the SEC indicating that it had submitted a notice to ARI, pursuant to the Company's by-laws, of its intention to nominate a slate of two directors for election to three-year terms at the Company's annual meeting of shareholders to be held in January 2017.

On October 11, 2016, a telephonic Board meeting was held at which the Board was provided with an update on the status of the ongoing discussions with Financial Party B, as well as an update on the notice recently submitted to the Company by the Dissident Shareholder. In light of the continuing interest of Financial Party B and the increased attention ARI had recently received from investment banks and current and potential investors, the Board of Directors determined that it would be prudent to more formally explore alternatives for maximizing shareholder value. Following the discussion, the Board reached consensus to select a financial advisor to advise the Company in a process to evaluate strategic alternatives.

On October 26, 2016, the Board met in-person with PCS and Investment Bank B to have them present their recommendations on strategic alternatives and have an opportunity to discuss their qualifications in facilitating such a process.

On November 4, 2016, the Board met telephonically with individuals who had recently worked for Investment Bank C, who had since joined a new firm. These representatives presented, on behalf of their new firm, recommendations on strategic alternatives to the Board along with the representatives' and their firm's qualifications in facilitating a process.

On November 11, 2016, the Board reconvened telephonically to discuss the three financial advisors that they had interviewed and determined that PCS would be the best partner to advise ARI on the exploration of strategic alternatives. Each of the potential financial advisors interviewed by the Board, as part of its presentation to the Board,

responded to a questionnaire provided in advance by ARI inquiring as to, among other items, the firm's relevant experience and any prior relationships with ARI, its management, Board of Directors or advisors. The Board concluded that it would be in the best interest of ARI's shareholders for ARI to conduct a robust process for exploring strategic alternatives, and authorized senior management to move forward with the negotiation of an engagement letter and fee structures with PCS. The Board selected PCS to act as its financial advisor based on PCS' qualifications, expertise, reputation and knowledge of the business and affairs of ARI and the industry in which ARI operates and lack of conflicts of interest.

The Board also noted that each of the three finalist financial advisors had demonstrated experience with software companies in related vertical markets, but that PCS had recent experience selling software companies in ARI's specific business space.

Messrs. Olivier and Nurthen met with representatives of PCS in Milwaukee on November 21, 2016 to discuss the initiation of and strategic approach to the strategic alternatives exploration process. Negotiations regarding the formal legal terms of the engagement with PCS continued until the parties executed an engagement letter on December 5, 2016.

During the period from November 21, 2016 through February 16, 2017, the Company and PCS held several meetings and worked to draft marketing materials including, but not limited to, anonymous teaser materials, non-disclosure agreements, a confidential information memorandum (CIM), presentations for introductory meetings, management meeting presentations and financial forecasts. Drafts of these materials were presented to the Board during their January 5, 2017 meeting for their review and comment.

On January 5, 2017, the Company conducted its annual meeting of shareholders at which ARI's shareholders voted to elect the two directors nominated by the Company, concluding the proxy contest initiated by the Dissident Shareholder.

On January 6, 2017, representatives of PCS, Messrs. Olivier and Nurthen, Robert Jones, ARI's Vice President of Sales, Robert Ostermann, ARI's Chief Technology Officer, and two other ARI employees met at the Company's headquarters in Milwaukee, Wisconsin to conduct a detailed working session relating to the CIM.

On January 20, 2017, the Company was informed by PCS that one of the PCS investment bankers working with the Company was no longer an employee of PCS.

On January 24, 2017, Messrs. Olivier and Nurthen had a process status update conference call with a representative from PCS.

On January 30, 2017, Mr. Nurthen and select members of the Company's finance team participated in a finance working session conference call with representatives of PCS.

An internal status update call was held on February 1, 2017 among Messrs. Olivier, Nurthen and representatives of PCS. Following that call, a detailed sales go-to-market conference call was held on February 2, 2017 with Messrs. Jones and Olivier and representatives of PCS.

Another finance diligence call was held on February 16, 2017 with Mr. Nurthen, select members of the Company's finance team and representatives from PCS.

Beginning on February 16, 2017, consistent with prior discussions with the Board of Directors, PCS and the Company began contacting potential strategic partners in connection with the process. PCS and the Company collaborated on a list of the highest probability strategic partners, resulting in a total of 21 potential strategic partners, including Strategic Party C, with 15 being contacted directly and an additional six contacted through their respective financial sponsors. As a result of this effort, the Company entered into five non-disclosure agreements, two of which led to half-day management meetings held on March 28, 2017 and March 30, 2017, respectively.

In parallel, PCS and the Company collaborated on a calling list of financial sponsors based on sponsor criteria, fund size, software focus, existing portfolio companies and fit with financial profile among other factors. A total of 36 financial sponsors were contacted, including Financial Party B and TWC. The Company entered into non-disclosure

agreements with a total of 31 potential financial partners (each of which contained standstill provisions), and conducted 23 introductory meetings or calls beginning on February 28, 2017 through March 9, 2017.

On February 28, 2017 and March 1, 2017, the Company confidentially attended PCS Emerging Technology Conference in San Francisco. At the conference, Messrs. Olivier and Nurthen, along with representatives of PCS, conducted meetings with 18 potential financial buyers all of whom who had previously executed confidentiality agreements with the Company.

On March 3, 2017, the Company received an unsolicited call from an investment bank representing a client on the buy side (the Project Apple Party) to discuss what subsequently became known as Project Apple. The Project Apple Party was interested in a potential transaction

to acquire certain assets of ARI, but not substantially all of the assets of ARI. A follow-up call was held between Messrs. Olivier and Nurthen and the banking representatives of the client interested in pursuing Project Apple on March 6, 2017, to discuss the potential divestiture of certain assets of the Company.

Representatives of PCS attended a meeting of the Company's Board of Directors on March 8, 2017 to give a full, detailed update on the process. PCS informed the Board that it had requested that indications of interest (IOIs) from potential buyers be submitted by March 22, 2017. The Board also reviewed draft financial projections prepared by Mr. Nurthen and the Company's finance team.

On March 10, 2017, the Company created a virtual data room to provide due diligence materials for potential strategic and financial buyers.

On March 13 and 16, 2017, the Company and PCS held a process update conference call.

On March 16, 2017, Messrs. Olivier and Nurthen conducted an introductory call with TWC.

By March 24, 2017, the Company had received seven IOIs from financial sponsors, including one from TWC.

A telephonic meeting of the Company's Board of Directors was held on March 27, 2017 at which PCS and management discussed with the Board the status of the process, including a detailed review of overall process to date and timelines for next steps in the process. PCS elaborated on the detail of each IOI received, including detailed discussion about the two most promising participants, Financial Party H (the interest of which was ultimately determined to be contingent on another transaction they were pursuing) and TWC. PCS recommended that the Company bring three bidders, including TWC, Financial Party A and Financial Party B, into the next round in the process, with the potential to add a fourth financial sponsor. In addition, PCS recommended giving the potential strategic buyers additional time to present an IOI to the Company. After detailed discussion, the Board unanimously agreed to continue moving forward with the next stages of process after reviewing the IOIs.

On March 28, 2017 and March 30, 2017, the Company conducted two half-day management presentations with potential strategic buyers, Strategic Party A and Strategic Party B. The Company ultimately did not receive any IOIs from any potential strategic buyers.

Messrs. Olivier and Nurthen held a process update call with G&K on April 6, 2017.

On April 10, 2017, Messrs. Olivier and Nurthen conducted a due diligence conference call with representatives of the Project Apple Party. On that call, the representatives of the Project Apple Party indicated that they were interested in a limited subset of ARI's assets, representing less than 10% of the Company's revenue. Messrs. Olivier and Nurthen noted that there might be some complexities in selling such a small portion of the business, which is intricately tied to other parts of the business, and that in addition to an asset purchase agreement it was likely that a transition agreement would be required to facilitate the best use of assets between the parties.

From April 11, 2017 through April 27, 2017, representatives of the Company met with representatives of five potential financial sponsors at the Company's headquarters, including TWC, Financial Party A, Financial Party B, and two other potential financial buyers that had submitted IOIs, Financial Party C and Financial Party E.

A telephonic meeting of the Company's Board of Directors was held on April 18, 2017 at which Mr. Olivier reviewed, at a high level, the IOIs and responses received from various potential bidders, noting that perhaps four to six parties appeared to remain as viable potential bidders, all of which were financial, rather than strategic, acquirers. Mr. Oliver also noted that one of the six parties, Financial Party H, had communicated that its interest was contingent on another

transaction they were pursuing. Mr. Olivier then requested that the Board consider next steps in the process, including whether to move ahead with the preparation of an auction draft of a merger agreement for distribution to potential bidders in connection with the next phase of the process.

A discussion among the Board members followed regarding the process, including execution risks and market risks and uncertainties beyond the control of management, such as the potential for general economic slowdown and the risk of acquisition multiples declining.

After further inquiry of Mr. Olivier regarding the status of the process, the directors continued with a discussion of several different ways of viewing the Company's potential valuation, including as a multiple of adjusted EBITDA or as a multiple of revenues, which would depend to some extent on specific bidders' views of the current state of the Company and its potential for growth. Based on an extensive discussion of these topics among all of the directors and additional input from Mr. Olivier, it was the consensus of the Board that the nature of the IOIs and responses, including preliminary indications regarding valuation, were sufficient to justify the continuation of the process, including the preparation of an auction draft of a merger agreement.

Mr. Wauters of G&K discussed with the Board its fiduciary duties and various related factors for consideration. The Board determined that a careful and ongoing evaluation should be undertaken to determine whether any potential conflicts might exist, and to continue the discussion based on the results of the evaluation. The Board also determined that given various factors, including the size of the Board and the absence of conflicts, that it was not necessary at that time to form a special committee. Following the meeting, each director formally confirmed that no such conflicts existed.

During the following weeks, with substantial input from ARI's management, representatives of G&K prepared a draft merger agreement to be submitted to process participants in connection with the next round of bids.

An internal process update call was held between Messrs. Olivier and Nurthen and representatives of PCS on April 25, 2017.

On May 3, 2017 representatives from TWC and PCS returned to the Company's headquarters to meet with Messrs. Olivier and Nurthen for a detailed management diligence session as a follow-up to TWC's review of the due diligence materials in the data room.

On May 5, 2017, a financial due diligence call was held with representatives from Financial Party B, Mr. Nurthen and a representative of the Company's finance team.

On May 8, 2017, a telephonic Board meeting was held to provide an update regarding the process and to discuss potential next steps. Mr. Olivier noted to the Board that a second member of the PCS team had resigned to join a new firm, HLC. Mr. Olivier noted that, based on the terms of the engagement letter between the Company and PCS, the departure triggered a right of the Company to terminate the engagement with PCS. Messrs. Olivier and Nurthen provided the Board with their perspectives as to how to proceed with the PCS engagement and the process in general. Both stated their opinion that a continuity plan by which PCS would enter an arrangement with HLC that would allow the former PCS investment banker to continue working on the project would best ensure a continued sound and thorough process to produce as much value as possible for the Company's shareholders. The Board determined that management should work toward a continuity plan among the Company, PCS and HLC to best leverage the skillsets of and work already performed by both PCS and the investment banker who had departed PCS to join HLC.

On May 9, 2017, there was a dinner meeting in New York City between Messrs. Olivier and Nurthen and Adam Clammer and Jamie Greene from TWC. At the dinner, the parties discussed further the potential for a transaction.

On May 10, 2017, Messrs. Olivier, Nurthen and representatives from PCS and TWC held a call to discuss questions TWC had regarding ARI's business based upon its review of the due diligence materials in the data room.

Later on May 10, 2017, Messrs. Olivier, and Nurthen held a conference call with representatives of Project Apple to discuss their continued interest in acquiring certain assets of the Company. During the call, representatives of the Project Apple Party verbally indicated a purchase price range, subject to further due diligence, that they believed would represent a fair value for the assets it was interested in acquiring. As a follow-up to this call, Mr. Olivier sent an email to the Company's Board of Directors on May 11th, describing the valuation range that was discussed. The Company

also requested that the Project Apple Party provide a non-binding terms sheet documenting the valuation range and the contingencies associated with such valuation.

Also on May 10, 2017, it was noted that Financial Party F and Financial Party G had acquired a company (Company A) that ARI and PCS believed could have synergies with ARI. The Company subsequently executed confidentiality agreements with these parties and granted their representatives access to the data room.

On May 11, 2017, an additional financial due diligence call was conducted with Mr. Nurthen, the Company's finance team and representatives of TWC.

On May 15, 2017, a telephonic meeting of the Company's Board of Directors was held to discuss the current status of the continuity plan of the process, which was discussed and approved in the previous Board meeting, noting that the Company had executed a non-disclosure agreement with HLC. In parallel, it was noted that PCS had sent an amended engagement letter to the Company under which PCS proposed to continue to retain, through an arrangement with HLC, the services of the investment banker who had recently left PCS to join HLC in connection with the Company sale process. The Company, PCS, and HLC ultimately executed that amendment to the engagement letter on June 19, 2017.

The Board and management also discussed the current status of the Project Apple and the potential Project Apple transaction relative to the ongoing process, including what would be likely to create the most value for the Company and its shareholders, taking into account the risks associated with either strategy, and whether and to what extent to formally engage PCS in connection with the Project Apple discussions. The consensus of the Board was to continue to explore the possibilities associated with Project Apple while also engaging in hypothetical conversations with the remaining participants in the ongoing process regarding Project Apple in order to keep both processes moving forward. Following discussion, the Board authorized the Company to sign a non-binding term sheet with an exclusivity provision with the Project Apple Party, subject to final negotiation of specific terms and conditions.

On May 16, 2017, representatives of PCS sent a bid process letter and draft form of merger agreement to five parties. The instructions in the bid process letter provided for, among other things, bidders to provide their best offers, the form of consideration, their sources of funding, and a comprehensive mark-up reflecting any changes to the draft auction merger agreement, by May 24, 2017. At the time, representatives of PCS indicated it was their expectation that Financial Party H would not submit a bid, as their interest in ARI was contingent upon the occurrence of another transaction, which was not expected to materialize.

On May 17, 2017, representatives of the Project Apple Party sent an initial diligence request list and proposed timeline to Mr. Olivier. On May 19, representatives of Project Apple sent a non-binding term sheet to Mr. Olivier.

On May 22, 2017, Messrs. Olivier and Nurthen held a follow-up conference call with Financial Party B to address its additional outstanding diligence questions.

Also on May 22, 2017, a telephonic legal due diligence call was held between members of the Company's executive team, G&K, TWC, PCS and attendees from Kirkland & Ellis LLP (K&E), legal counsel to TWC. PCS offered to schedule legal due diligence sessions with other process participants, but no other party requested such a session.

On May 23, 2017, a telephonic finance due diligence call was held between TWC and the Company. Later in the day, the Company also had a conference call with G&K regarding the evaluation of Project Apple concurrently with the ongoing bid process.

During May 17, 2017, and May 24, 2017, representatives of PCS and HLC contacted Financial Party A and Financial Party B to inform them that they should only submit a bid letter if their offers would be higher than what was noted in the IOIs previously submitted by the respective firms.

On May 24, 2017, TWC submitted to the Company a formal bid letter, draft exclusivity agreement, draft debt commitment letter and a markup of the draft form of merger agreement,

representing an offer of \$7.10 cash per share. Financial Party A and Financial Party B did not submit a bid and noted their continued interest, but inability to raise their bids above what they had previously submitted in their respective IOIs. Financial Party C did not submit a final bid.

On May 25, 2017, the Company issued a press release providing a preliminary view to its earnings for the third quarter of its fiscal 2017. An update containing the preliminary information had been made available to potential bidders in the electronic data room on May 12, 2017. The press release was provided in anticipation of Mr. Olivier's and Mr. Nurthen's attendance at the B. Riley Investor Conference in Santa Monica, California.

On May 26, 2017, a telephonic Board meeting was held to discuss the current state of the process, including that a formal bid was presented to the Company on May 24th by TWC. Messrs. Witt and Wauters of G&K attended the meeting to advise the Company on various legal matters, next steps and other strategic matters relating to the process and Project Apple. It was further noted that Financial Party F and Financial Party G, who were the winning bidders in the process to acquire Company A, Financial Party F and Financial Party G, had executed a non-disclosure agreement with the Company and indicated some level of interest in the process, but had not responded in any additional detail or provided any indication of interest.

The Board reviewed a detailed summary of TWC's bid, which had been prepared by PCS.

During the ensuing discussion, one option presented to the Board was to sign an exclusivity agreement with TWC and then move forward with negotiating the merger agreement during the exclusivity period. It was noted that, as currently drafted, the exclusivity agreement proposed by TWC would preclude the Company from pursuing the Project Apple transaction.

Messrs. Witt and Wauters then discussed with the Board of its fiduciary duties with respect to the strategic alternatives review process, including the duties of care and loyalty, and reminded the Board of the need to be vigilant regarding any potential conflicts relating to TWC, and related legal matters. Each Board member again confirmed affirmatively that he was not aware of any such conflicts.

The Board discussed the risks of continuing to pursue Project Apple, including the possibility that it might ultimately disrupt the process. The directors considered whether it would be possible, in a short amount of time, to obtain further clarity as to the true extent any remaining interests on the part of Financial Party F and Financial Party G, including whether there would be value in delaying exclusivity with TWC to allow management time to potentially meet with their representatives. It was noted that Financial Party F and Financial Party G were aware of the bid deadline and did not submit a bid. Several directors expressed an interest as to whether TWC's bid represented its best and final offer from an economic perspective, and whether and to what extent the potential Project Apple transaction affected the bid.

After further discussion, the directors concluded that, while they believed that the process had been thorough, Mr. Olivier, through PCS, should make an effort to determine whether TWC might be willing to increase its bid, and to what extent TWC considered the potential for the potential Project Apple transaction in preparing its bid. Messrs. Olivier and Nurthen also agreed to provide the Board with an analysis of the potential shareholder value represented by the TWC proposal and the potential Project Apple transaction, based on reasonable assumptions as necessary.

Following the meeting, Messrs. Olivier and Nurthen requested that a representative of HLC communicate to TWC the Board's concerns regarding TWC putting forth their best offer and how Project Apple factored into TWC's offer, if at all.

On May 27, 2017, Mr. Olivier and Mr. Clammer held a telephonic meeting whereby Mr. Clammer noted that the bid received had considered Project Apple and represented TWC's final and best offer.

The Company's Board of Directors, along with Mr. Nurthen, and Messrs. Witt and Wauters from G&K, held another telephonic meeting on May 30, 2017. Mr. Olivier updated the Board regarding his and Mr. Nurthen's conversations with HLC and Mr. Clammer. Mr. Nurthen presented the Board with an analysis of comparative valuation scenarios of the Company in its present stand-

alone state, adjusted based on the hypothetical consummation of Project Apple, and based upon TWC's offer.

At the request of the Chairman, Messrs. Olivier and Nurthen provided their perspectives on the TWC bid. Each of them expressed confidence in the thoroughness of the process and their belief that the TWC opportunity represented the best opportunity to maximize value for the Company's shareholders. Mr. Olivier then discussed concerns about the expectation expressed by TWC in its bid letter that management would roll over a majority of its equity into the post-merger company, noting that this expectation potentially posed a risk to the transaction, since the topic had not been discussed with TWC and in light of the potential complexities associated with such a rollover, which had not yet been explored. Notwithstanding this matter, Mr. Olivier expressed his belief that the Company should move forward with exclusivity arrangement with TWC, but attempt to clarify the potential for an equity rollover prior to executing a definitive exclusivity agreement.

After extensive deliberation, the Board concluded that it had thoroughly considered the two strategic alternatives (continuing as a stand-alone entity and the hypothetical consummation of the Project Apple transaction, subject to its complexities and execution risk) against the present bid from TWC, and that the TWC bid represented the maximum potential value for the shareholders. However, the Board indicated a desire for more certainty around the management equity rollover issue, since it could affect the execution risk of a transaction with TWC, prior to executing an exclusivity agreement with TWC.

Following the discussion, and with input from Mr. Witt and Mr. Wauters regarding fiduciary and strategic matters, the Board resolved that, pending reasonable resolution of the management rollover issue, it would be in the best interests of the Company and shareholders of the Company to enter into an exclusivity agreement with TWC. The Board authorized management to have discussions with TWC regarding the management rollover issue, and to move forward with TWC in exclusivity.

On June 1, 2017, Mr. Olivier had a conference call with Mr. Clammer of TWC to discuss, among other things, the current status of the process as well as additional details regarding TWC's expectations with respect to the level and scope of potential management equity rollovers and the potential impact of such rollovers, if any, on the timing and execution of the proposed merger agreement. As of the date of this proxy statement, ARI's management has not reached any agreement, arrangement or understanding with TWC regarding the employment of ARI's management team following a transaction.

Messrs. Olivier and Nurthen and representatives from PCS, HLC and G&K engaged in a process status update call on June 6, 2017.

On June 7, 2017, a management discussion was held via conference call with Messrs. Olivier, Jones, Ostermann and Nurthen of the Company as well as a representative of HLC, representatives of PCS, and representatives of TWC.

An in-person meeting of the Company's Board of Directors, also attended by Mr. Nurthen, was held on June 7, 2017. Mr. Olivier discussed with the Board the status of the process, adding that management was continuing to negotiate the terms of an exclusivity agreement with TWC. It was contemplated that the exclusivity period would run from seven to ten business days. Mr. Nurthen discussed with the Board the implications entering of an exclusivity agreement with TWC. The Board ratified management's continuing work toward a definitive exclusivity agreement with TWC based on the resolution of the few outstanding issues.

On June 8, 2017, the Company released its third quarter fiscal 2017 earnings results and management conducted a call with investors to comment on the results and respond to questions.

Also on June 8, 2017, representatives of G&K and K&E participated in a conference call to discuss the process for conducting confirmatory due diligence and negotiating the draft merger agreement and related documents during the term of the exclusivity period between ARI and TWC.

On June 9, 2017, the Company executed an exclusivity agreement with TWC covering a period of seven business days, with a potential one-time extension of three business days. During the exclusivity period, numerous diligence requests were made by TWC and fulfilled by the Company.

On June 13, 2017, Mr. Nurthen and representatives of PCS had a conference call to discuss the financial model to be used for the fairness opinion. PCS used a financial model that contained the same financial projections as were provided by the Company in its CIM issued to potential buyers, with the addition of financial projections for fiscal years 2021 and 2022, which were extrapolated from the projected fiscal years 2018 through 2020.

Also on June 13, 2017, following several extensive discussions with ARI's management, G&K sent a revised version of the draft merger agreement to K&E. G&K also received from K&E drafts of TWC's equity commitment letter and limited guaranty.

On June 15, 2017, representatives of G&K and K&E participated in a conference call to discuss a variety of open items in the draft merger agreement, including proposed termination fees, pre- and post-termination rights and remedies of the parties and related matters.

On June 16, 2017, G&K sent a proposed markup of the draft equity commitment letter and limited guaranty to K&E.

On June 17, 2017, representatives of G&K and K&E participated in a conference call to further discuss and come to a tentative resolution on various open issues in the merger agreement, equity commitment letter and limited guaranty. From June 17, 2017 through June 20, 2017, G&K and K&E also exchanged drafts of ARI's Disclosure Letter and worked, with ARI's management, toward resolving open issues and finalize the Disclosure Letter.

A telephonic meeting of the Board of Directors was held on June 19, 2017, also attended by Mr. Nurthen and representatives of G&K. The Board discussed the recent increase in trading volume and price of ARI common stock, which would have the effect of reducing the execution date premium represented by TWC's offer of \$7.10 per share relative to the 60-day premium. The Board ultimately concluded that the recent trading activity could be short-term in nature, and did not alter the Board's view as to whether the continued pursuit of the proposed transaction would be in the best interest of shareholders. The Board also reiterated its belief that the process has been deliberate, robust and responsibly conducted in the best interests of the Company's shareholders, determined to seek the input of PCS as to whether the recent trading activity would in any way affect its ability to render its fairness opinion.

G&K then led a discussion with the Board regarding the status of open items in the draft merger agreement, which included, among other less significant items, the amounts of the Company and Parent termination fees. G&K informed the Board that it was not otherwise aware of any open issues in the merger agreement that would likely delay its execution pending Board approval. Following the discussion, Mr. Olivier provided an update to the Board regarding his preliminary discussions with TWC relating to TWC's management equity rollover expectations, describing recent discussions regarding the potential tax treatment of any such rollovers, which were ongoing but not expected to ultimately impair or delay a potential merger agreement execution.

Throughout June 19, 2017 and June 20, 2017, G&K and K&E continued to exchange comments and drafts of the merger agreement and related documents, culminating in the preparation of proposed execution versions in the early evening of June 20, 2017.

A telephonic meeting of ARI's Board of Directors was held at approximately 5:00 p.m. Central time on June 20, 2017, which was also attended by representatives of PCS, HLC and G&K. At the meeting, representatives of PCS reviewed PCS's financial analysis of the \$7.10 per share price. The representative from HLC, who had led the process beginning during his tenure at PCS, described the process, beginning with its inception in November 2016 to its current state, noting the key milestones.

Members of ARI's Board of Directors and G&K questioned the representatives from PCS and HLC about a variety of matters, including their views of the effectiveness of the process, with PCS and HLC noting, based on their

professional judgment and experience, that the process had been robust and competitive.

Following this discussion, representatives of PCS delivered to the Board of Directors its oral opinion that as of June 20, 2017 and based upon and subject to the considerations, limitations and other matters set forth in its written opinion, the \$7.10 in cash per share to be paid to the holders of

ARI common stock (other than TWC and its affiliates) pursuant to the Merger Agreement was fair, from a financial point of view, to such holders.

After PCS and HLC exited the meeting, G&K presented the proposed merger agreement summary as previously provided to the Board, highlighting, among others matters, the nature of the representations, warranties and covenants of the parties; the covenants to which the Company would be subject to from signing to closing; the non-solicitation provisions to which the Company would be subject, and the fiduciary out provisions that would permit the Board to respond, under specified conditions, to unsolicited bona fide acquisition proposals prior to the shareholder vote; the opportunities under the merger agreement for intervening bids; and the termination provisions, effect of termination and specific performance remedies provided under the merger agreement.

The Chairman of the Board then opened the floor to discussion and questions regarding the terms of the draft merger agreement, at which point robust discussion ensued regarding the same and G&K responded to several questions from members of the Board. A discussion also ensued among G&K and members of the Board regarding the draft Limited Guaranty, and any potential risks associated with enforcing the Limited Guaranty should it become necessary at some point to do so.

As it related to the tax issue surrounding management's potential rollover of equity into the new entity, Mr. Olivier noted that as of yet there had been no specific arrangements made regarding equity rollovers, and no resolution had been reached as to whether a rollover could or would be structured as a taxable or tax-free transaction.

Messrs. Olivier, Witt and Wauters noted that G&K was still in the final process of reviewing the presumed execution version of the Merger Agreement, Limited Guaranty and Equity Commitment Letter, and that it would be appropriate to adjourn the meeting so the documents could be reviewed and circulated to the Board, along with proposed resolutions, prior to any final determinations by the Board. Mr. Olivier noted that the press release and other communications materials had been reviewed by the Company, TWC and its counsel, K&E, and by G&K.

Lastly, the Board discussed the fact that the Company's stock had closed at a price near the proposed per share consideration, and whether and how that fact affected their views with respect to proceeding with the proposed transaction. The consensus of the Board was that the trading price on a given day does not accurately speak to the fairness of the proposed transaction and the recent run-up in price was likely not directly related to the value of the business and that, despite every effort by the parties to maintain strict confidentiality, it may have been affected by the process. Considering that, the Board noted that the proposed \$7.10 per share price still represented a meaningful premium over the unaffected trading price of the stock. The Board discussed in particular PCS's stated view that the recent share price activity did not affect its ability to render the Fairness Opinion.

With no further business to discuss, the Board adjourned at approximately 7:00 p.m. Central time, to reconvene at 10:00 p.m. Central time to continue discussions regarding the proposed transaction.

The Board, Mr. Nurthen, and representatives of G&K reconvened via telephone at approximately 10:00 p.m. Central time to continue discussions relating to the proposed transaction.

Upon reconvening the meeting, Mr. Olivier provided the other members of the Board with an update on the discussions between K&E and G&K as to whether a potential management equity rollover could be structured as a tax-free or tax-deferred transaction. Mr. Olivier and G&K described the potential for a structure that may permit a tax-efficient rollover, and a minor change that had been made to the draft merger agreement to potentially allow for tax-efficient rollovers. Mr. Olivier again noted that no definitive arrangements or agreements had been reached regarding any equity rollovers. After discussion, the Board determined that the issue had been adequately addressed as to significantly mitigate execution risk relating to the issue.

G&K reminded the Board of its fiduciary duties in connection with the approval of the proposed merger agreement. All members of the Board renewed their confirmations that no matters

had arisen that could create a conflict or appearance of a conflict in connection with the proposed transaction.

Following this discussion, G&K led a discussion summarizing potential reasons for and against the proposed transaction that had been discussed by the Board of Directors over the course of the process and the Board's review of the potential transaction (see below under the heading "Recommendation of the Board of Directors and Reasons for the Merger Reasons for the Merger"), and requested input from the Board with respect to the factors.

Prior to the meeting, the Board had been provided with the proposed execution versions of the Agreement and Plan of Merger, Equity Commitment Letter and Limited Guaranty, along with proposed resolutions relating to the transaction. With no additional questions surrounding the merger documents, the Board paused to review the resolutions relating to the proposed merger agreement and related matters. The Board then unanimously approved the proposed resolutions as presented.

Following the Board of Directors meeting on June 20, 2017, the parties executed the Merger Agreement, Equity Commitment Letter and Limited Guaranty.

The morning of June 21, 2017, prior to the opening of trading of the ARI common stock on NASDAQ, the Company issued a press release announcing the execution of the Merger Agreement.

Recommendation of the Board of Directors and Reasons for the Merger

Recommendation of the Board of Directors

The Board of Directors has unanimously (1) determined that the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement are advisable to, fair to and in the best interests of ARI and its shareholders; and (2) adopted and approved the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement.

The Board of Directors unanimously recommends that you vote (1) FOR the approval and adoption of the Merger Agreement; (2) FOR the adjournment of the Special Meeting, if necessary or appropriate, to solicit additional proxies if there are insufficient votes to approve and adopt the Merger Agreement at the time of the Special Meeting; and (3) FOR the proposal to approve, by non-binding, advisory vote, compensation that will or may become payable by ARI to its named executive officers in connection with the Merger.

Reasons for the Merger

In evaluating the Merger Agreement and the transactions contemplated thereby, ARI's Board of Directors consulted with outside legal counsel, its financial advisors and ARI's senior management. In recommending that ARI's shareholders vote in favor of approval and adoption of the Merger Agreement, the Board of Directors considered numerous positive factors relating to the Merger Agreement, the Merger and the other transactions contemplated by the Merger Agreement, including the following material factors (which factors are not necessarily presented in order of relative importance):

The current and historical financial condition and results of operations of ARI.

The risks associated with ARI's business (as reflected in the "Risk Factors" section in ARI's Form 10-K and Form 10-Q filings with the SEC, as applicable).

The risk-adjusted probabilities associated with achieving ARI's long-term strategic plan as a stand-alone company, as compared to the opportunity afforded to ARI's shareholders via the Per Share Merger Consideration.

The alternatives to the Merger and the feasibility, risks and uncertainties associated with each alternative.

The competitive risks to ARI's business from existing and new entrants to ARI's industry.

The financial presentation of PCS, including its opinion, dated June 20, 2017, to the effect that, as of such date and based on and subject to the matters described in the opinion, the Per Share Merger Consideration is fair, from a financial point of view, to holders of shares of ARI common stock who are entitled to receive the Per Share Merger Consideration.

The process undertaken by the Board to explore alternatives to the Merger, which included contact with multiple strategic and financial parties, including TWC, to determine their interest in the transaction.

The fact that the consideration to be received by ARI's shareholders in the Merger will consist entirely of cash, which will provide liquidity and certainty of value to shareholders.

The recommendation of ARI's senior management team in favor of the transaction.

The Board's belief that the terms of the Merger Agreement, including the parties' representations, warranties and covenants and the conditions to their respective obligations, are fair and reasonable.

The Board's belief that the terms of the Merger Agreement, taken as a whole, provide a significant degree of certainty that the Merger will be consummated, including the fact that the Merger Agreement contains limited closing conditions.

TWC has agreed to furnish an equity commitment letter pursuant to which TWC commits to provide the equity funding to the Parent to enable it to provide the equity financing for the transactions contemplated under the proposed agreement up to \$93,341,000, as well as a fully executed debt commitment letter pursuant to which the Lender committed to provide debt financing to the Parent for an aggregate amount of up to \$72.5 million, comprised of a \$7.5 million revolving credit facility, which will be available to fund a portion of the payments contemplated by the Merger Agreement, and a \$55 million to \$65 million term loan facility.

The nature of the financing commitments received by TWC with respect to the Merger, including (i) the conditions to the obligations of the institutions providing such commitments to fund their commitments and (ii) the identities of those institutions and their experience in consummating transactions such as those contemplated by the Merger Agreement.

TWC has agreed to deliver a limited guaranty of the Parent's obligations under the Merger Agreement in favor of ARI.

The terms and conditions of the Merger Agreement, and the course of negotiation thereof, including:

- the closing conditions to the Merger, including the condition that the Merger Agreement is subject to the approval of ARI's shareholders;
- ARI's right to terminate the Merger Agreement in order to accept a superior proposal, subject to certain conditions (including allowing TWC to amend its Merger terms) and the payment to Parent of a termination fee of \$4,767,000, plus reimbursable expenses;
- the limitation on ARI's liability for its failure to perform its obligations under the Merger Agreement \$4,767,000; and
- the fact that the Parent is required to pay ARI a termination fee of \$8,264,000, plus reimbursable expenses, if it fails to perform its obligations under the Merger Agreement, including if it fails to obtain its financing for the Merger.

The fact that resolutions approving the Merger Agreement were unanimously approved by the Board of Directors, which is comprised of a majority of independent directors who are neither affiliated with TWC nor employees of ARI or any of its subsidiaries, and which retained and received advice from ARI's outside legal counsel and financial advisor in evaluating, negotiating and recommending the terms of the Merger Agreement.

In the course of reaching the determinations and decisions and making the recommendation described above, the Board of Directors, in consultation with ARI's senior management, outside legal counsel and financial advisor, considered the risks and potentially negative factors relating to the Merger Agreement, the Merger and the other transactions contemplated by the Merger

Agreement, including the following material factors (which factors are not necessarily presented in order of relative importance):

Following the Merger, ARI's shareholders will cease to participate in any future earnings growth of ARI or benefit from any future increase in its value.

The relationship of the Per Share Merger Consideration to the unaffected trading price of ARI common stock, constituting a premium of approximately 33% to ARI's average closing price for the period of 60 trading days ending June 20, 2017, the date of the Merger Agreement, as well as ARI's rising stock price from the date the exclusivity agreement was entered into to the date of the Merger Agreement.

The perceived risks and benefits of a variety of strategic alternatives for ARI, including but not limited to, discussions with the Project Apple Party regarding the potential divestiture of certain assets of ARI.

The difficulties and challenges inherent in consummating any merger.

The difficulty TWC would have completing the Merger if the financing described in the equity commitment letter and debt commitment letter entered into by TWC with the Lender, or an alternative financing, were unavailable.

The risk that the Merger might not be consummated in a timely manner or at all in the event of a failure of certain closing conditions, including a failure of TWC to obtain financing for the Merger, which would allow Parent/TWC to terminate the Merger Agreement after paying a termination fee of \$8,264,000.

ARI is not entitled to specific performance if TWC, subject to the certain conditions, is unable to finance the Merger. Instead, ARI is entitled to the termination fee of \$8,264,000.

The possibility that if the Merger is not consummated, ARI would have incurred significant transaction and opportunity costs.

The restrictions on ARI's ability to solicit or participate in discussions or negotiations regarding alternative acquisition proposals, subject to specified exceptions, including providing the Parent the ability, for a limited time period, to modify the Merger terms in response to the Board's change in recommendation.

Parent is entitled to ARI's termination fee if:

- the Merger Agreement is terminated because the Board (i) withholds, withdraws, qualifies, amends or modifies (or publicly proposes or resolves to do so), in a manner adverse to Parent or Merger Sub, the recommendation by the Board of the Merger Agreement or the Merger, (ii) approves, recommends or otherwise declares advisable or proposes or resolve to approve, recommend or otherwise declare advisable (publicly or otherwise), any Acquisition Proposal, (iii) takes any formal action or make any recommendation or public statement in connection with a tender or exchange offer, (iv) fail to publicly reaffirm the recommendation by the Board of the Merger Agreement or the Merger within ten business days after Parent so requests in writing (it being understood that ARI will not be obligated to make such reaffirmation on more than one occasion), or (v) fails to include the recommendation by the Board of the Merger Agreement or the Merger in this proxy statement.
- the Merger Agreement is terminated by ARI in order to enter into a definitive agreement providing for a Superior Offer in accordance with the terms of the Merger Agreement; and/or
- (A) the Merger Agreement is validly terminated (x) by either party if there is a failure to close within six months of the signing date or if shareholder approval is not obtained or (y) by Parent if ARI breached or failed to perform any representation or warranty such that the conditions to ARI's obligations to effect the Merger cannot be satisfied; (B) following the execution of the Merger Agreement but prior to the termination as detailed in (A), an Acquisition Proposal is publicly announced or privately submitted to the Board and not withdrawn; and (C) within a one-year period of termination under (A), an

acquisition transaction is consummated or ARI enters into a definitive agreement followed by an acquisition transaction.

For U.S. federal income tax purposes, the cash Merger consideration will be taxable to ARI's shareholders that are entitled to receive such consideration.

The possible disruption to ARI's business that might result from the announcement of the Merger, such as litigation, and the resulting distraction of the attention of ARI's management.

The restrictions on the conduct of ARI's business prior to completion of the Merger, which could delay or prevent ARI from undertaking business opportunities that might arise pending completion of the Merger.

The Board of Directors believed that, overall, the potential benefits of the Merger to ARI's shareholders outweighed the risks and uncertainties of the Merger.

The foregoing discussion of factors considered by the Board of Directors contains the material factors considered by the Board of Directors, but is not in any way intended to be exhaustive. In light of the variety of factors considered in connection with its evaluation of the Merger, the Board of Directors did not find it practicable to, and did not, quantify or otherwise assign relative weights to the specific factors considered in reaching its determinations and recommendations. Each member of the Board of Directors applied his or her own business judgment to the process and may have given different weight to different factors. The Board of Directors did not undertake to make any specific determination as to whether any factor or any particular aspect of a factor supported or did not support its ultimate determination. The Board of Directors based its recommendation on the totality of the information presented.

Opinion of ARI's Financial Advisor

ARI retained Pacific Crest Securities, a division of KeyBanc Capital Markets Inc., to act as financial advisor to the Board of Directors in connection with a potential transaction such as the transactions contemplated by the Merger Agreement and to evaluate whether the Per Share Merger Consideration to be paid to the holders of shares of ARI common stock (other than Parent and its affiliates) pursuant to the Merger Agreement was fair, from a financial point of view, to such holders. ARI selected PCS to act as its financial advisor based on PCS' qualifications, expertise, reputation and knowledge of the business and affairs of ARI and the industry in which ARI operates. At the meeting of the Board of Directors on June 20, 2017, PCS rendered its oral opinion, that, as of such date and based upon and subject to the considerations, limitations and other matters set forth in its written opinion, the Per Share Merger Consideration to be paid to the holders of shares of ARI common stock (other than Parent and its affiliates) pursuant to the Merger Agreement was fair, from a financial point of view, to such holders.

The full text of PCS' written opinion, dated June 20, 2017, is attached hereto as Annex B and is incorporated by reference herein. The written opinion sets forth, among other things, the assumptions made, procedures followed, matters considered and limitations and qualifications of the review undertaken by PCS in rendering its opinion. You should read the written opinion carefully in its entirety. The opinion was provided to the Board of Directors and addresses only, as of the date of the written opinion, the fairness, from a financial point of view, of the Per Share Merger Consideration to be paid to the holders of shares of ARI common stock (other than Parent and its affiliates) pursuant to the Merger Agreement, and it does not address any other aspect of the proposed transactions. It does not constitute a recommendation as to how any shareholder should vote with respect to the Merger or any other matter, and does not in any manner address the price at which ARI common stock will trade at any time. The summary of the written opinion set forth herein is qualified in its entirety by reference to the full text of the written opinion.

In connection with its opinion, PCS reviewed and analyzed, among other things, the following:

a draft of the Merger Agreement, dated June 19, 2017, which PCS understood to be in substantially final form; certain publicly available information concerning ARI;

certain other internal information, primarily financial in nature, including projections, concerning the business and operations of ARI furnished to PCS by ARI for purposes of its analysis;
certain publicly available information concerning the trading of, and the trading market for, ARI common stock;
certain publicly available information concerning TWC, an affiliate of Parent, and its financing sources;
certain publicly available information with respect to certain other publicly traded companies that PCS believes to be comparable to ARI and the trading markets for certain of such other companies' securities; and
certain publicly available information concerning the nature and terms of certain other transactions that PCS considers relevant to its inquiry.

PCS also discussed the business, financial condition, operations and prospects of ARI with certain officers and employees of ARI, as well as other matters it believed relevant to its inquiry. PCS also performed such other financial studies and analyses and considered such other data and information as PCS deemed appropriate.

In its review and analysis and in arriving at its opinion, PCS assumed and relied upon the accuracy and completeness of all of the financial and other information provided to or otherwise reviewed by or discussed with PCS or publicly available, and PCS assumed that the representations and warranties of ARI, Parent and Merger Sub contained in the Merger Agreement are and will be true and correct in all respects material to its analysis. PCS was not engaged to, and did not independently attempt to, verify any of such information or its accuracy or completeness. PCS also relied upon the management of ARI as to the reasonableness and achievability of the financial and operating projections (and the assumptions and bases therefor) provided to PCS (described below under the caption "Certain Financial Projections") (the "Financial Projections") and, with the consent of ARI, PCS assumed that the Financial Projections were reasonably prepared on bases that reflect the best currently available estimates and judgments of management of ARI of the future financial performance of ARI and other matters covered thereby. PCS was not engaged to assess the reasonableness or achievability of the Financial Projections or the assumptions on which they were based, and PCS expresses no view as to such projections or assumptions. In addition, PCS did not conduct a physical inspection, valuation or appraisal of any of the assets or liabilities of ARI, and PCS was not furnished with any such inspection, valuation or appraisal. PCS also assumed that all governmental, regulatory or other consents and approvals necessary for the consummation of the Merger will be obtained without any adverse effect on ARI or the Merger that would be meaningful to its analysis.

PCS was neither asked to, nor did PCS, offer any opinion as to the material terms of the Merger Agreement or the form of the Merger. In rendering its opinion, PCS assumed, with ARI's consent, that the final executed form of the Merger Agreement would not differ in any material respect from the draft that PCS examined, and that the conditions to the Merger as set forth in the Merger Agreement would be satisfied and that the Merger would be consummated on a timely basis on the terms set forth in the Merger Agreement without waiver or modification of any term or condition that would be meaningful to PCS' analysis.

PCS' opinion was based on economic and market conditions and other circumstances existing on, and information made available to PCS as of, June 20, 2017 and does not address any matters subsequent to such date or time period after the delivery of the opinion. In addition, PCS' opinion was limited to the fairness, as of the date hereof, from a financial point of view, of the consideration to be paid to the holders of ARI common stock (other than Parent and its affiliates) pursuant to the Merger Agreement and does not address ARI's underlying business decision to engage in the Merger or any other terms of the Merger or the fairness of the Merger, or any consideration paid in connection therewith, to creditors or other constituencies of ARI. In addition, PCS did not express any opinion as to the fairness of the Merger or the amount or the nature of the compensation paid or to be paid to any of the directors, officers or employees of ARI, or class of such persons, relative

to the consideration to be paid to public shareholders of ARI. PCS did not express any opinion as to the impact of the Merger on the solvency or viability of ARI, Parent or its affiliates or the ability of ARI, Parent or its affiliates to pay their respective obligations when they come due. Although subsequent developments may affect PCS' opinion, PCS does not have any obligation to update, revise or reaffirm its opinion. PCS' opinion was approved by a fairness committee of PCS.

The following is a brief summary of the material analyses performed by PCS in connection with its opinion dated June 20, 2017. The analyses and factors described below must be considered as a whole; considering any portion of such analyses or factors, without considering all analyses and factors, could create a misleading or incomplete view of the process underlying PCS' opinion. For purposes of its analyses, PCS used the Financial Projections. Some of the summaries of the financial analyses include information presented in tabular format. The tables are not intended to stand alone, and in order to more fully understand the financial analyses used by PCS, the tables must be read together with the full text of each summary. Considering the data set forth below without considering the full narrative description of the financial analyses, including the methodologies and assumptions underlying the analyses, could create a misleading or incomplete view of PCS' financial analyses.

Selected Companies Analysis

PCS compared selected financial information and public market multiples for ARI with publicly available information and public market multiples for selected companies. The companies used in this comparison included those companies listed below, which were selected from publicly traded companies in ARI's industry by PCS based on its professional judgment and experience.

Infomedia Ltd.
GoDaddy Inc.
Web.com Group, Inc.
Endurance International Group Holdings, Inc.
MAM Software Group, Inc.
CDK Global, Inc.

For purposes of this analysis, PCS analyzed the ratio of the implied enterprise value (EV), which PCS calculated as equity market capitalization plus debt, less cash and cash equivalents, to actual revenues and adjusted EBITDA (earnings before interest, tax, depreciation and amortization) of ARI for the 12-month period ended April 30, 2017, of Infomedia Ltd. for the 12-month period ended December 31, 2016 and of the other selected companies for the 12-month period ended March 31, 2017, which was the latest publicly available data as of June 20, 2017. PCS also analyzed the estimated revenues and estimated adjusted EBITDA for calendar year 2017 of ARI and each of the selected companies. For purposes of this analysis, PCS used the latest equity market capitalization data and estimates of revenue and adjusted EBITDA for the selected companies prepared by equity research analysts that were publicly available as of June 20, 2017. Estimated revenue and estimated adjusted EBITDA of ARI for calendar year 2017 were based on management's estimates included in the Financial Projections. For purposes of this analysis, PCS added back certain non-recurring expenses to estimated adjusted EBITDA for the fiscal year ending July 31, 2017 that was included in the Financial Projections.

Based on its analysis of the relevant metrics for each of the selected companies, PCS determined the medians of EV/revenue and EV/adjusted EBITDA for the selected companies for the 12-month periods ending on the dates indicated above and for calendar year 2017. Based on the number of fully diluted shares of ARI common stock outstanding (calculated using the treasury stock method) as of June 13, 2017 as provided by ARI's management (the latest information available at the time of calculation), and the medians of EV/revenue and EV/adjusted EBITDA of

the selected companies, the analysis resulted in estimated implied values per share of ARI common stock as of June 20, 2017 as follows:

Financial Statistic	Median Multiple of Selected Companies	Implied Equity Value Per Share of ARI Common Stock
Enterprise Value to LTM Revenue	2.7x	\$ 7.08
Enterprise Value to LTM Adjusted EBITDA	12.2x	6.11
Enterprise Value to Estimated 2017 Revenue	2.6x	7.52
Enterprise Value to Estimated 2017 Adjusted EBITDA	9.4x	4.88

No company included in the selected companies analysis is identical to ARI. In evaluating the selected companies, PCS made judgments and assumptions with regard to industry performance, general business, economic, market and financial conditions and other matters. Many of these matters are beyond the control of ARI, such as the impact of competition on ARI's business and the industry in general, industry growth and the absence of any material adverse change in ARI's financial condition and prospects of or the industry or in the financial markets in general. Mathematical analysis, such as determining the arithmetic mean or median, is not in itself a meaningful method of using selected company data.

Premiums Paid Analysis

PCS reviewed publicly available data for acquisitions of U.S. publicly traded companies completed from January 1, 2013 to June 20, 2017 across all industries. PCS reviewed the prices offered by the purchasers and calculated the median of implied premiums of the offered prices over the historical trading prices of the stock of the targets at multiple points in time prior to the announcement of the transactions. PCS performed the analysis at multiple points in time prior to the announcement of the transactions in order to mitigate the effect on the analysis of premiums that could have been affected by factors such as the public becoming aware of the possibility of a transaction. Based on its professional judgment and experience, PCS applied the median one-month premium of the completed transactions to the closing price of ARI common stock on May 19, 2017. This analysis indicated the following implied value per share for ARI common stock:

ARI common stock price as of May 19, 2017	Median one-month premium for public company acquisitions	Implied Equity Value Per Share of ARI Common Stock
\$4.89	30.9%	\$6.40

No company or transaction used in the premiums paid analysis is identical to ARI or the Merger. Accordingly, an evaluation of the results of this analysis is not entirely mathematical. Rather, this analysis involves complex considerations and judgments concerning differences in financial and operating characteristics and other factors that could affect the acquisition or other values of the companies or transactions to which ARI and the Merger were compared.

Selected Transactions Analysis

PCS compared seven selected transactions announced between June 2014 and February 2016 involving companies that PCS selected as being similar to ARI based on its professional judgment and experience. PCS selected the transactions based on operational, business and industry similarities between the target companies and ARI, size of the transactions, the solution delivery model of the

target companies and the end markets served by the target companies. These transactions are listed below:

Announcement Date	Target	Acquiror	EV (in millions)	EV/LTM Revenue
February 11, 2016	Yodle	Web.com	\$ 417.6	2.0x
November 2, 2015	Constant Contact	Endurance International	931.6	2.6x
June 15, 2016	Dealertrack Technologies	Cox Automotive	4,464.5	4.7x
May 5, 2015	Borderfree, Inc.	Pitney Bowes	389.6	3.2x
April 8, 2015	ProcServe Holdings Limited	Basware UK Ltd.	20.3	2.1x
February 5, 2015	E2open, Inc.	Insight Venture Partners	249.9	3.2x
June 23, 2014	Team Internet AG	Matomy Media Group	38.6	1.7x

For each of the transactions listed above, PCS reviewed, among other things, the implied enterprise value of the target company as a multiple of its revenue for the 12-month period ended on the last day of the latest fiscal quarter preceding the announcement date of each listed transaction for which data was publicly available. Based on the analysis of such metrics for the transactions noted above, PCS determined that the median multiple was 2.6x. PCS applied the median multiple to ARI's revenue for the 12-month period ending April 30, 2017 to determine an implied enterprise value of ARI. Based on the calculations set forth above, this analysis implied a value per share of ARI common stock of \$6.70.

No company or transaction used in the selected transactions analysis is identical to ARI or the Merger. In evaluating the selected transactions, PCS made judgments and assumptions with regard to general business, market and financial conditions and other matters, many of which are beyond ARI's control, such as the impact of competition on ARI's business or the industry generally, industry growth and the absence of any material adverse change in ARI's financial condition or the industry or in the financial markets in general, which could affect the public trading value of the companies and the aggregate value of the transactions to which they are being compared. Because of the unique circumstances of each of these transactions and the proposed transactions, PCS cautioned against placing undue reliance on this information.

Illustrative Discounted Cash Flow Analysis

PCS performed an illustrative discounted cash flow analysis, which is designed to imply a potential, present value per share of ARI common stock as of June 20, 2017. This analysis was calculated based on the Financial Projections as follows:

Determining an illustrative enterprise value for ARI by:

- the implied net present value of projected future free cash flows of ARI, with free cash flows determined based on the projected earnings before interest and tax included in the Financial Projections for the years ending July 31, 2018 through July 31, 2022, excluding the impact of stock-based compensation expense, including the impact of income taxes, adding non-cash expenses comprising depreciation, amortization of intangibles and amortization of software, and subtracting uses of cash comprising changes in net working capital, capital expenditures and capitalized software development costs, and discounting the projected free cash flows for those periods to present value by a discount rate of 13.6% using the mid-year convention, based on an estimated weighted average cost of

capital for ARI; and

- the implied net present value of a corresponding terminal value of ARI, calculated by multiplying adjusted EBITDA of ARI for the year ending July 31, 2022 by an exit multiple of 12.0 and discounting the product to present value by a discount rate of 13.6%, based on an estimated weighted average cost of capital for ARI;