FOR IMMEDIATE RELEASE

Docebo acquires forMetris to expand learning impact capabilities

Market-leading forMetris solution expands Docebo's product portfolio into a new market segment for learning impact measurement, addressing requirements across the full training lifecycle

TORONTO, ONTARIO – November 9, 2020: Docebo Inc. ("**Docebo**" or the "**Company**") (TSX: DCBO) announced today the acquisition of forMetris Société par Actions Simplifiée ("**forMetris**"), a leading SaaS-based learning impact evaluation platform. Based in Paris, France, forMetris provides training evaluation through a rich set of customizable questionnaire tools to more than 500 training teams in 16 languages across 120 countries. Financial terms of the transaction were not disclosed.

Modern Learning Management Systems ("LMS") focus on delivering personalized and relevant training, while impact evaluation is centered around reporting capabilities that track the effectiveness of training and knowledge retention. Founded in 2004, forMetris is a market leader in measuring the impact of learning programs by capturing qualitative responses through automated surveying capabilities. Results are referenced against a set of industry benchmarks that establish how well learners retain knowledge and help determine the return on a learning program.

Docebo has already developed built-in integrations with the forMetris platform and will be launching this new product offering as Docebo Learning Impact, available as part of the Docebo suite of products or as a standalone solution to work alongside best-in-class market LMSs. The addition of Docebo Learning Impact advances the Company's product portfolio to provide best-in-class solutions across all areas of the training lifecycle.

The forMetris team in Paris, along with its founder and CEO Laurent Balagué, will join Docebo. "Laurent and I are entrepreneurs who both had visions as pioneers in the learning industry, and I am excited that this dream we shared will now become an opportunity to disrupt the space together," said Claudio Erba, CEO of Docebo. "We consider the forMetris platform to be an ideal fit for Docebo and a capability our customers are seeking. By expanding our presence with an office in France we are happy to have a local presence to serve what is one of the largest learning markets in Europe."

Core capabilities of Docebo Learning Impact will include:

- **Out-of-the-box surveys** optimized to engage and incentivize learners to respond more frequently than other survey engines.
- **Built-in reporting with industry benchmarks** from more than 5 million surveys that let stakeholders immediately understand areas of improvement.
- **Proprietary data** to enhance Docebo's AI and provide better learning experiences.
- **Next-step action plans** to understand how to optimize areas of each customer's learning program.

About Docebo

Docebo is redefining the way enterprises learn by applying new technologies to the traditional corporate learning management system market. Docebo provides an easy-to-use, highly configurable learning platform with the end-to-end capabilities designed to make customers, partners, and employees love their learning experience.

Forward-Looking Information

This news release may contain "forward-looking information" and "forward-looking statements" (collectively, "forward-looking information") within the meaning of applicable securities laws, including, without limitation, statements regarding the impact that the acquisition of forMetris is expected to have on the Company, the benefits of Company's new product offerings and that the acquisitions will expand the Company's market presence.

This forward-looking information is based on our opinions, estimates and assumptions that, while considered by the Company to be appropriate and reasonable as of the date of this press release, are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to, risks that the acquired business will not perform as expected, the Company will not be able to successfully integrate the acquired business and those factors discussed in greater detail under the "Risk Factors" section in our Annual Information Form, available under our profile on SEDAR at www.sedar.com, and should be considered carefully by prospective investors.

If any of these risks or uncertainties materialize, or if the opinions, estimates or assumptions underlying the forward-looking information prove incorrect, actual results or future events might vary materially from those anticipated in the forward-looking information. Although we have attempted to identify important risk factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other risk factors not presently known to us or that we presently believe are not material that could also cause actual results or future events to differ materially from those expressed in such forward-looking information. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. No forward-looking statement is a guarantee of future results. Accordingly, you should not place undue reliance on forward-looking information, which speaks only as of the date made. The forward-looking information contained in this press release represents our expectations as of the date specified herein, and are subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws.

All of the forward-looking information contained in this press release is expressly qualified by the foregoing cautionary statements.

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