## FORM D

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Woshington, D.C. 20549

Washington, D.C. 20549

# FORM D

FORM LIMITED OFFERING EXEMPTIC

NOTICE OF SALE OF SECURI PURSUANT TO REGULATIC SECTION 4(6), AND/OR OMB Number: 3235-0076 Expires: May 31, 2002 Estimated average burden hours per form......1

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Serial

DATE RECEIVED

|                                                                                     |                             |              |                      |                      | <u> </u>              |                |               |
|-------------------------------------------------------------------------------------|-----------------------------|--------------|----------------------|----------------------|-----------------------|----------------|---------------|
| Name of Offering ( check if this is an amenda                                       | nent and name has chang     | ged, and in  | ndicate change.)     |                      |                       |                |               |
| Blue Martini Software, Inc.: Common Stock                                           |                             |              |                      |                      |                       |                |               |
| Filing Under (Check box(es) that apply):                                            | ☐ Rule 504                  |              | Rule 505             | Rule 506  ■ Rule 506 | ☐ Section 4(6)        | ) ULOE         |               |
| Type of Filing:                                                                     |                             | ☐ Ne         | ew Filing            | I                    | Amendment             |                |               |
| A. BASIC IDENTIFICATION DATA                                                        |                             |              |                      |                      |                       |                |               |
| 1. Enter the information requested about the i                                      | ssuer                       |              |                      |                      |                       |                |               |
| Name of Issuer (☐ check if this is an amendment                                     | nt and name has changed     | l, and indic | cate change.)        |                      | · ·                   |                |               |
| Blue Martini Software, Inc.                                                         |                             |              |                      |                      |                       |                |               |
| Address of Executive Offices                                                        | (Number and S               | treet, City, | , State, Zip Code)   | Telephone Numb       | er (Including Area Co | ode)           |               |
| 2600 Campus Drive, San Mateo, California 94403         (650) 356-4000               |                             |              |                      |                      | ·                     |                |               |
| Address of Principal Business Operations (Num (if different from Executive Offices) | ber and Street, City, State | e, Zip Cod   | le)                  | Telephone Numb       | er (Including Area Co | ode)           |               |
| Brief Description of Business                                                       |                             |              | · · ·                |                      |                       | PROC           | FSS           |
| Development of software for customer relationsl                                     | nip management market.      |              |                      |                      |                       |                |               |
| Type of Business Organization <b>☑</b> corporation □ 1i                             | mited partnership, alread   | dy formed    |                      |                      | ☐ other (please spe   | ecify): DMAY 1 | 4 200         |
| □ business trust □ li                                                               | mited partnership, to be    | formed       |                      |                      |                       | THOR           | MCON          |
|                                                                                     |                             | Mont         |                      | <u>rear</u>          |                       | FINAI          | <b>1100</b> 1 |
| Actual or Estimated Date of Incorporation or Or                                     | ganization:                 | Janua        | January 19           | 999                  | Actual                | ☐ Estimated    |               |
| Jurisdiction of Incorporation or Organization:                                      | (Enter two-letter U.S. F    | Postal Serv  | vice abbreviation fe | or State:            |                       |                |               |
| CN for Canada; FN for other foreign jurisdiction)                                   |                             |              |                      |                      |                       | DE             |               |

#### GENERAL INSTRUCTIONS

#### Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When to File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

#### State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

### ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

# A. BASIC IDENTIFICATION DATA

2. Enter the information requested for the following:

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- Each promoter of the issuer, if the issuer has been organized within the past five years;
- Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
- Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
- Each general and managing partner of partnership issuers.

| Check Boxes that Apply:                                                                                                 | ☐ Promoter                                                    | ■ Beneficial Owner                                                | ■ Executive Officer | ⊠ Director | ☐ General and/or Managing Partner    |  |  |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------|---------------------|------------|--------------------------------------|--|--|
| Full Name (Las<br>Monte Zweben                                                                                          | t name first, if individual)                                  |                                                                   |                     |            |                                      |  |  |
|                                                                                                                         | sidence Address (Number and<br>Drive, San Mateo, California 9 | Street, City, State, Zip Code)<br>4403                            |                     |            |                                      |  |  |
| Check Boxes that Apply:                                                                                                 | ☐ Promoter                                                    | ☐ Beneficial Owner                                                | ☑ Executive Officer | ☐ Director | ☐ General and/or<br>Managing Partner |  |  |
| Michael Borma                                                                                                           |                                                               | ·                                                                 |                     |            |                                      |  |  |
| Business or Residence Address (Number and Street, City, State, Zip Code) 2600 Campus Drive, San Mateo, California 94403 |                                                               |                                                                   |                     |            |                                      |  |  |
| Check Boxes that Apply:                                                                                                 | Promoter                                                      | ☐ Beneficial Owner                                                | Executive Officer   | ☐ Director | ☐ General and/or Managing Partner    |  |  |
| Full Name (Las<br>Robert E. Cell                                                                                        | t name first, if individual)                                  |                                                                   |                     |            |                                      |  |  |
|                                                                                                                         | sidence Address (Number and<br>Drive, San Mateo, California 9 |                                                                   |                     |            |                                      |  |  |
| Check Boxes that Apply:                                                                                                 | ☐ Promoter                                                    | ☐ Beneficial Owner                                                | ☑ Executive Officer | ☐ Director | ☐ General and/or<br>Managing Partner |  |  |
| Rebecca Deyo                                                                                                            | t name first, if individual)                                  |                                                                   |                     |            |                                      |  |  |
|                                                                                                                         | sidence Address (Number and<br>Drive, San Mateo, California 9 |                                                                   |                     |            |                                      |  |  |
| Check Boxes that Apply:                                                                                                 | ☐ Promoter                                                    | Beneficial Owner                                                  | ☐ Executive Officer | ☑ Director | General and/or Managing Partner      |  |  |
| Full Name (Las<br>Andrew Verhal                                                                                         | t name first, if individual)<br>en                            |                                                                   |                     |            |                                      |  |  |
|                                                                                                                         | sidence Address (Number and<br>ners, 2500 Sand Hill Road, Su  | Street, City, State, Zip Code)<br>ite 113, Menlo Park, California | 94025               |            |                                      |  |  |
| Check Boxes that Apply:                                                                                                 | ☐ Promoter                                                    | ☐ Beneficial Owner                                                | ☐ Executive Officer | ☑ Director | ☐ General and/or<br>Managing Partner |  |  |
| Edward Vick                                                                                                             | t name first, if individual)                                  |                                                                   |                     |            |                                      |  |  |
|                                                                                                                         | sidence Address (Number and<br>Road, Bedford, New York 105    |                                                                   |                     |            |                                      |  |  |
| Check Boxes that Apply:                                                                                                 | ☐ Promoter                                                    | ☐ Beneficial Owner                                                | ☐ Executive Officer | ☑ Director | ☐ General and/or<br>Managing Partner |  |  |
| William Zuend                                                                                                           | ·                                                             |                                                                   |                     |            |                                      |  |  |
|                                                                                                                         | sidence Address (Number and Place, Mill Valley, California 9  | -                                                                 | -                   |            |                                      |  |  |

| B. INFORMATION ABOUT OFFERING |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |  |  |  |  |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|
| 1.                            | Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |
| 2.                            | What is the minimum investment that will be accepted from any individual?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |  |  |  |  |  |
| 3.                            | Does the offering permit joint ownership of a single unit?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |  |  |  |  |
| 4.                            | 4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.  None. |  |  |  |  |  |  |
| Sta                           | tes in Which Person Listed Has Solicited or Intends to Solicit Purchasers *Not Applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |  |  |  |  |  |
| (Ch                           | neck "All States" or check individual States)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |  |  |  |  |  |

<sup>\*</sup> See Attachment to Form D

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged. Type of Security Amount Already Aggregate Offering Price Sold Debt..... 0.00 6,402,961.39 Equity..... \$ 6,402,961.39 Common Preferred Convertible Securities (including warrants) 807,586.26 Partnership Interests 0.00 0.00 Other (Specify \_\_\_\_\_) Total ..... \$ <u>7,210,547.65</u> \$ 7,210,547.65 Answer also in Appendix, Column 3, if filing under ULOE. Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero." Number Aggregate Investors Dollar Amount of Purchases Accredited Investors \$ 7,210,547.65 \$ \_\_\_\_\_ Non-accredited Investors Total (for filings under Rule 504 only)..... Answer also in Appendix, Column 4, if filing under ULOE. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C - Question 1. Not Applicable Type of Dollar Amount Security Sold Type of Offering Rule 505 ..... Regulation A ..... Rule 504 Total ..... a. Furnish a statement of all expenses in connection with the issuance and distribution of the

4. a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.

\*De minimus

| Transfer Agent's Fees                                | \$0.00 |
|------------------------------------------------------|--------|
| Printing and Engraving Costs                         | \$     |
| Legal Fees                                           | \$0.00 |
| Accounting Fees                                      | \$0.00 |
| Engineering Fees                                     | \$     |
| Sales Commissions (specify finders' fees separately) | \$0.00 |
| Other Expenses (Identify)                            | \$     |
| Total                                                | \$0.00 |

\*See Attachment to Form D

| C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS                                                                                                                                                                                        |                                     |                      |                                                |                      |      |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------|------------------------------------------------|----------------------|------|--|
| b. Enter the difference between the aggregate offering price given in r response to Part C – Question 4.a. This difference is the "adjusted g                                                                                                               |                                     |                      |                                                |                      |      |  |
| *No Proceeds were realized by Issuer.                                                                                                                                                                                                                       |                                     |                      |                                                | \$                   | 0.00 |  |
| <ol> <li>Indicate below the amount of the adjusted gross proceeds to the issuer the amount for any purpose is not known, furnish an estimate and checlisted must equal the adjusted gross proceeds to the issuer set forth in res Not Applicable</li> </ol> | k the box to the left of the estima | ate. The total       |                                                |                      |      |  |
|                                                                                                                                                                                                                                                             |                                     | Payment to Officers, |                                                | Payment To           |      |  |
|                                                                                                                                                                                                                                                             |                                     | Directors            | s, & Affiliates                                | Others               |      |  |
| Salaries and fees                                                                                                                                                                                                                                           |                                     | □ <b>\$</b>          | 0.00                                           | □ \$                 |      |  |
| Purchase of real estate                                                                                                                                                                                                                                     |                                     | □ s                  | 0.00                                           | □ s                  | 0.00 |  |
| Purchase, rental or leasing and installation of machinery and equipment                                                                                                                                                                                     |                                     | □ s                  | 0.00                                           | □ \$                 | 0.00 |  |
| Construction or leasing of plant buildings and facilities                                                                                                                                                                                                   |                                     | □ s                  | 0.00                                           | □ s                  | 0.00 |  |
| Acquisition of other businesses (including the value of securities involved in in exchange for the assets or securities of another issuer pursuant to a merger)                                                                                             |                                     | □ s                  | 0.00                                           | □ s                  | 0.00 |  |
| Repayment of indebtedness                                                                                                                                                                                                                                   |                                     | □ \$                 | 0.00                                           | □ \$                 | 0.00 |  |
| Working capital                                                                                                                                                                                                                                             |                                     | □ \$                 | 0.00                                           | □ \$                 | 0.00 |  |
| Other (specify):                                                                                                                                                                                                                                            |                                     | □s                   | 0.00                                           | □ s                  | 0.00 |  |
|                                                                                                                                                                                                                                                             |                                     |                      | 0.00                                           | □ \$                 |      |  |
| Column Totals                                                                                                                                                                                                                                               |                                     | □ \$                 |                                                | □ \$                 |      |  |
| Total Payments Listed (column totals added)                                                                                                                                                                                                                 |                                     | LJ 3                 | □ \$                                           | ·                    | 0.00 |  |
| ,                                                                                                                                                                                                                                                           |                                     |                      | <b>—</b> • • • • • • • • • • • • • • • • • • • | 0.00                 |      |  |
|                                                                                                                                                                                                                                                             |                                     |                      |                                                |                      |      |  |
|                                                                                                                                                                                                                                                             |                                     |                      |                                                |                      |      |  |
|                                                                                                                                                                                                                                                             |                                     |                      |                                                |                      |      |  |
| D. FEDERAL SIGNATURE                                                                                                                                                                                                                                        |                                     |                      |                                                |                      |      |  |
| The issuer had duly caused this notice to be signed by the undersigned duly undertaking by the issuer to furnish to the U.S. Securities and Exchange Coraccredited investor pursuant to paragraph (b)(2) of Rule 502.                                       |                                     |                      |                                                |                      |      |  |
| Issuer (Print or Type)                                                                                                                                                                                                                                      | Signature                           |                      |                                                | Date                 |      |  |
| Blue Martini Software, Inc.                                                                                                                                                                                                                                 | 3/1                                 |                      |                                                | April <b>2</b> , 200 | )2   |  |
| Name of Signer (Print or Type)                                                                                                                                                                                                                              | Title of Signer (Print or Type)     |                      |                                                | I                    |      |  |
| Robert E. Cell                                                                                                                                                                                                                                              | Chief Financial (                   | Officer              |                                                |                      |      |  |
|                                                                                                                                                                                                                                                             |                                     |                      |                                                |                      |      |  |

ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

\*See Attachment to Form D

# BLUE MARTINI SOFTWARE, INC.

# **Attachment to Form D**

Blue Martini Software, Inc. ("Blue Martini") issued an aggregate 4,534,936 shares of common stock, par value \$0.001 per share (the "Blue Martini Stock"), to the stockholders of The Cybrant Corp., a Delaware corporation ("Cybrant"), upon consummation of the merger of Blue Martini Holdings Corp. II, a Delaware corporation and a wholly owned subsidiary of Blue Martini ("Merger Sub") with and into Cybrant pursuant to an Agreement and Plan of Merger and Reorganization among Blue Martini, Merger Sub, Cybrant and Dave Buchannan as Stockholders' Agent (the "Merger").

The Merger was consummated on April 16, 2002. Pursuant to the Merger, (a) Merger Sub merged with and into Cybrant and Cybrant became the surviving corporation under the name "The Cybrant Corp.", and (b) holders of Series D Preferred Stock of Cybrant received 0.293986 of a share of Blue Martini Stock in exchange for each share of their Cybrant stock. The aggregate offering price shown in response to Item C.1 represents the value of Blue Martini Stock issued to the stockholders of Cybrant in exchange for their Cybrant stock, based upon a price of \$1.59 per share of Blue Martini Stock.

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