

Company Profile

The Facts

Established

2002 (Predecessor Company founded 1995)

Private Company

Corporate Headquarters

Vancouver, British Columbia, Canada

Global Operations

Bracknell, United Kingdom
Sydney, Australia
Hong Kong (abc Multiactive Limited)

Executive Team

President:

Vivek Thomas

Vice President, Finance & Administration:

Kam Sandhu

Vice President, Research & Development:

Joseph Hui

Managing Director, Europe, Middle East & Africa:

Mike Richardson

General Manager, Australia & New Zealand:

Gavin Green

Software Solutions

Maximizer® CRM: Full-featured CRM software, centralizing customer information across sales, marketing, and customer service and support teams. Inclusive of mobile, online and desktop access.

Maximizer™ CRM Live: cloud-based, full-featured CRM, available through a monthly subscription model.

Maximizer® Contact Management: Contact and sales management software to effectively manage time, customers and sales.

Customers

Over one million licenses sold worldwide to more than 120,000 customers. Including:

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|-------------------------------|-----------------------------|
| HSBC | Investment Planning Council |
| Sigvaris | TD Securities |
| Asset Marketing | Thordon Bearings Inc. |
| Siemens | W & O Supply Inc. |
| Team Industrial Services Inc. | |

Technology and Carrier Partners

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|--------------------|----------------------|
| Research in Motion | Rogers |
| Intuit | SAP Business Objects |
| Microsoft | Vineyardsoft |
| Intel | Bell |

Website

www.maximizer.com

Industry Recognition

"CRM Market Leader", "Market Winner" (CRM Magazine, 2004-2010)
"ISM Top 15 CRM" (ISM Strategic Advisors, 2002-2010)
"10 Must-Have Apps for your BlackBerry" (PC World, 2009)
"ISM Top 15 CRM" (ISM Strategic Advisors, 2002-2009)
"CRM Market Leader", "Market Winner" (CRM Magazine, 2004-2009)
"Niche Player" (Gartner Magic Quadrant for SFA, 2007-2008)
"Product of the Year" (Customer Inter@ction Solutions, 2007-2008)
"CRM Excellence Award" (Customer Inter@ction Solutions, 2008)
"Strong Performer" (Forrester SFA Wave Report, 2008)
"Strong Performer" (Forrester Customer Service Report, 2008)
"Strong Performer" (Forrester CRM Suites Report, 2008)
"Software 500" (Software Magazine, 2003-2008)
"Branham 300" (Backbone Magazine, 2000-2008)
"Best of Show" (Internet World, 2000)
"Best of Comdex" (PC Week, 1999)

Milestones

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|----------------|---|
| April 2011 | Releases Maximizer CRM Live - powerful new cloud-based CRM solution, expanding users' choice of deployment options |
| April 2010 | With Largest-Ever Customer Access Footprint, Maximizer CRM 11 Delivers Expanded Sales Performance, Business Intelligence and Better Web and Mobile Experience |
| February 2009 | Hits 2,000th Second-Generation Mobile CRM Customer Milestone in 2008 |
| February 2009 | Maximizer CRM 10.5 Freedom Gives BlackBerry Fans Greater Business Intelligence and Wireless Deployment Options |
| October 2008 | Drives Mobile CRM 2.0 Market with release of Version 10.5 |
| August 2008 | Launches New Brand and Corporate Focus on Mobile CRM |
| June 2008 | Leverages Web 2.0 Technology with announcement of Jigsaw Partnership |
| February 2008 | Announces Record Revenue for Fiscal 2007 |
| January 2008 | Completes CRM Family of Products with Launch of Maximizer CRM 10 Entrepreneur Edition |
| January 2008 | Maximizer Software EVP of Technology William Anderson Named One of Most Influential Leaders in CRM for 2007 |
| December 2007 | Introduces CRM Express Services – Packaged Professional Services Offerings for SMBs |
| November 2007 | Propels SMBs Ahead of the Market with Launch of 10th Version of CRM Software. Launches MaxMobile for BlackBerry |
| February 2007 | Announces Record Revenue Growth and Fourth Consecutive Year of Profitability |
| August 2006 | Ships Maximizer Enterprise 9.5 featuring MaxMobile for Windows Mobile handheld PDAs |
| February 2006 | Announces Strong Revenue Growth and its Third Consecutive Year of Profitability Announces the general availability of Maximizer 9 |
| November 2005 | Releases Maximizer Enterprise 9 |
| September 2005 | Announces its Employee Portal for Wireless PDAs including BlackBerry |
| July 2005 | Receives Gold Certification status from Microsoft |
| May 2004 | Ships Maximizer 8 for individuals and small businesses |
| February 2004 | Ships Maximizer Enterprise 8 for small to medium-sized businesses |
| November 2003 | Adds Crystal Decisions' reporting tools |
| December 2002 | Takes over Multiactive Software and begins trading under stock symbol "MAX" on the TSX |
| April 2002 | Begins shipping Maximizer 7 |
| February 2002 | Releases Maximizer Enterprise 7 |
| January 2001 | Hong Kong subsidiary, Multiactive Software completes IPO financing for \$13.3 million |
| January 2001 | Releases Maximizer Enterprise 6.0 |
| March 2000 | Closes \$10 million private placement |
| February 2000 | Acquires majority shares of Hong Kong-based ABC Data & Telecom Ltd. |
| August 1999 | Begins trading on the TSE under symbol "E" |
| May 1999 | Completes public offering and raises \$13 million |
| November 1998 | Releases Maximizer Enterprise 5.0 – targeting the mid-market CRM space |
| June 1998 | Releases Maximizer 5.0 – bringing e-commerce to Contact Management |
| May 1998 | Acquisition of Cognitech's Sharkware software expands Maximizer Software's presence in the US market |
| June 1997 | Acquires Tracker Software (Australia) Pty Ltd. |
| March 1997 | Releases Maximizer 97is – adding Internet integration |
| November 1996 | Releases Maximizer Enterprise 3.0 |
| March 1996 | Releases Maximizer 3.0 |
| November 1995 | Acquires Maximizer product line from Modatech Systems Inc. |