

The right information, in the right hands when it counts the most.

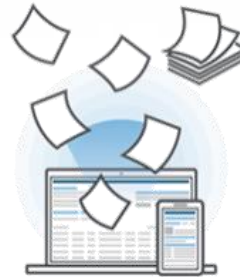


Emergency Network Everyone Needs

Lockdown, evacuation, concussion, allergic reaction... Any crisis, ePACT helps:



Families' single emergency record,



moves paper online,
(emergency & health data,
consents & waivers)



connecting entire support networks.
(organizations + families
+ emergency contacts)



Clients access
communications



plus data anytime,
anywhere,



with highest privacy & security.
(legislative & licensing mandates)

Emergency Data in 2018

ePACT replaces over 900 million paper emergency forms

collected in North America each year.



Every sport, community center, school, camp, club, employer, care home and others **require** some or all of this data.

Solution for All

Connecting & sharing data across families, organizations & communities:



New Standard for Organizations

replace paper, increase security, minimize risks, improve data and communications.

(Software as a Service –
per member annual license)

Families Single Emergency Record

manage and share personal data while connecting to trusted organizations, friends and relatives.

(FREE family account)

We are not just market leaders, **no one leaves ePACT:**

- **High Switching Costs:**

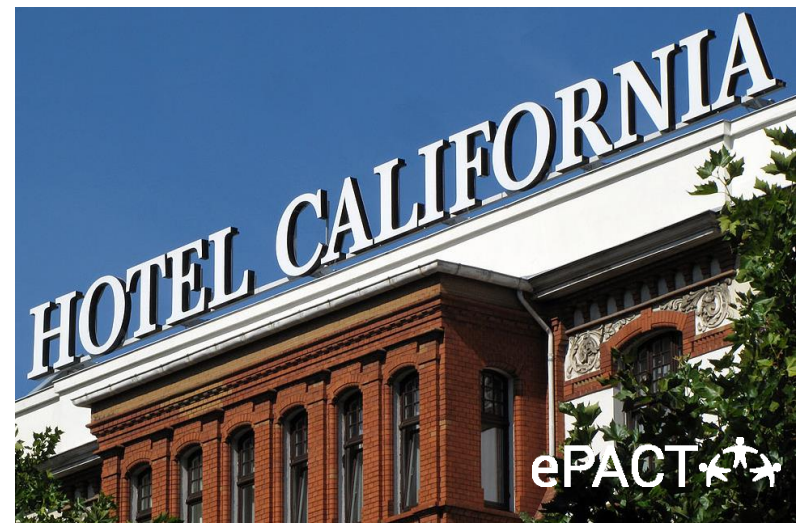
ONLY “Single Emergency Record” - families expect organizations to use ePACT -- moving off means high costs & issues for staff;

- **Compounding Annuity / Negative Churn:**

Consistent expansion: clients lock-in long term & expand contracts +25% year over year;

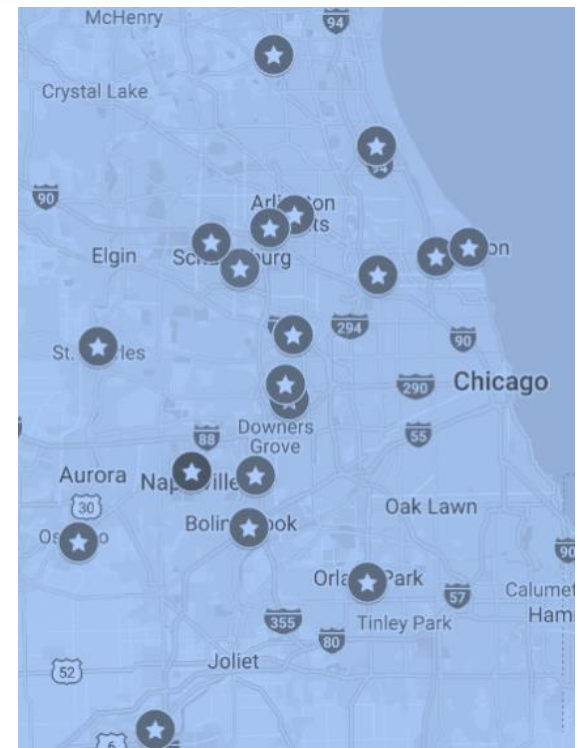
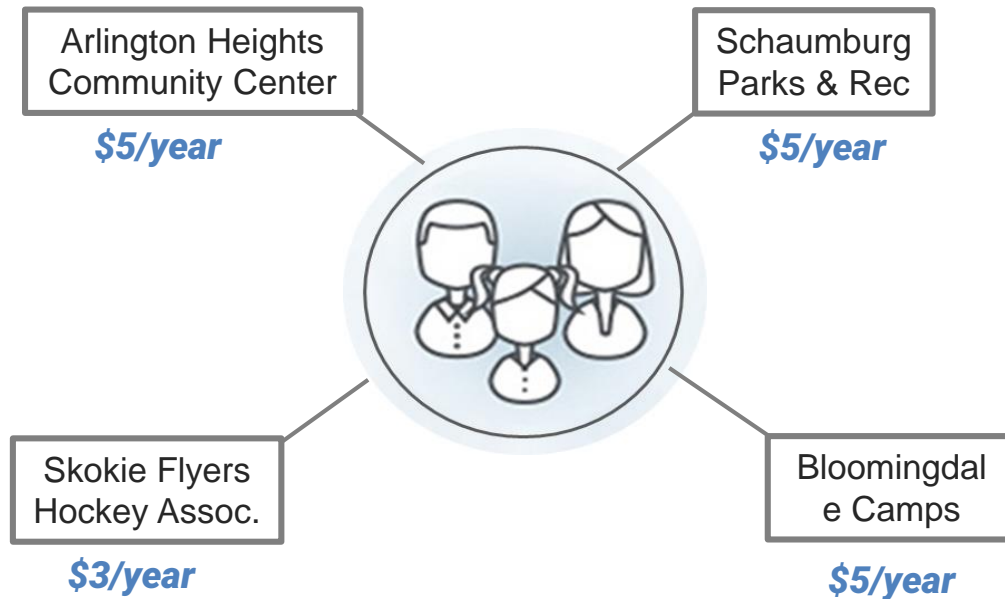
- **Material Barriers to Entry:**

Legislative mandates – competitors (paper or piecemeal software) do not meet privacy & security requirements, particularly US HIPAA.



Locking-in

Power of single emergency record = **multiple revenue streams per account** & families help expand to other clients!

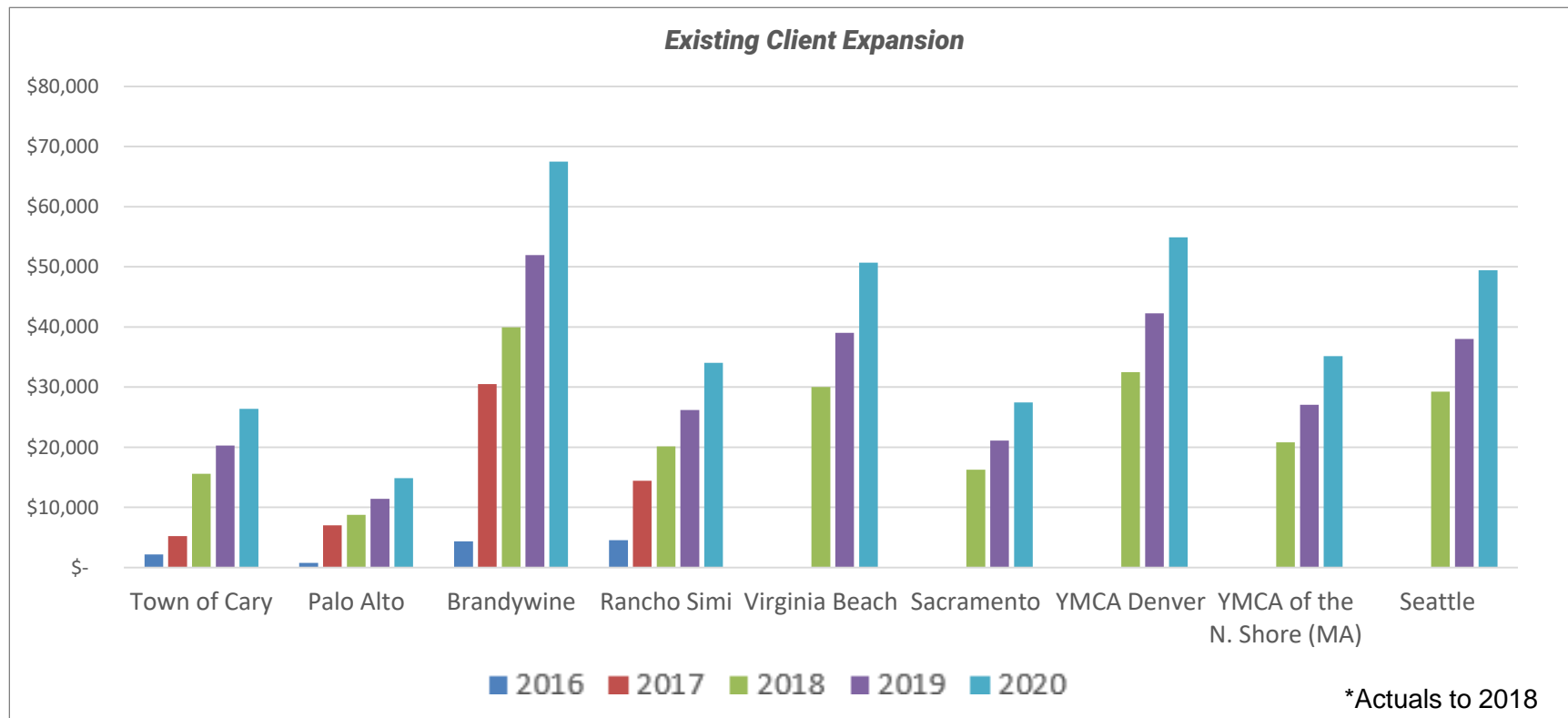


Example: 20 clients in Chicago area connecting to same family ePACT accounts.
Families & clients actively championing ePACT... Result: City of Chicago adopting 2019 Q1.

Consistent Negative Churn

Clients don't just stay, they expand YoY:

- 1) Clients expand across programs & members, rapidly increasing contracts:
- 2) Continually adding new features, pushing clients up packaged tiers;
- 3) AMs proactively sell new programs and features with set targets.



Technical & Legislative Barriers



ePACT's architecture, communications, and +550 health & emergency data sets **directly address regulatory criteria**, strategic partnerships & stickiness:

1. Best-in-Class Compliance:

Government legislation & industry licensing now mandating privacy/security requirements not addressed by paper forms, registration & operating systems. ePACT provides:

- SOC2, HIPAA & State level compliance – PwC US audit + individual State checklists
- FOIPA/PIPEDA/Privacy Impact Assessment – Hooper Privacy audit & BC Privacy Commissioner
- Cloud Vendor Assessment – US Higher Education Information Security Council checklist

Software providers ID'd as potential competition now partnering to avoid re-architecting systems & processes to address privacy/security standards.

2. Partnerships:

- Integrated with Top 3 Parks & Rec registration providers = stickiness & competitive advantage.
- Single emergency record across multi-markets = better data quality and community reach for single-market partners.

Opportunity

Vision: ePACT supports every stage of life, from infant to senior.

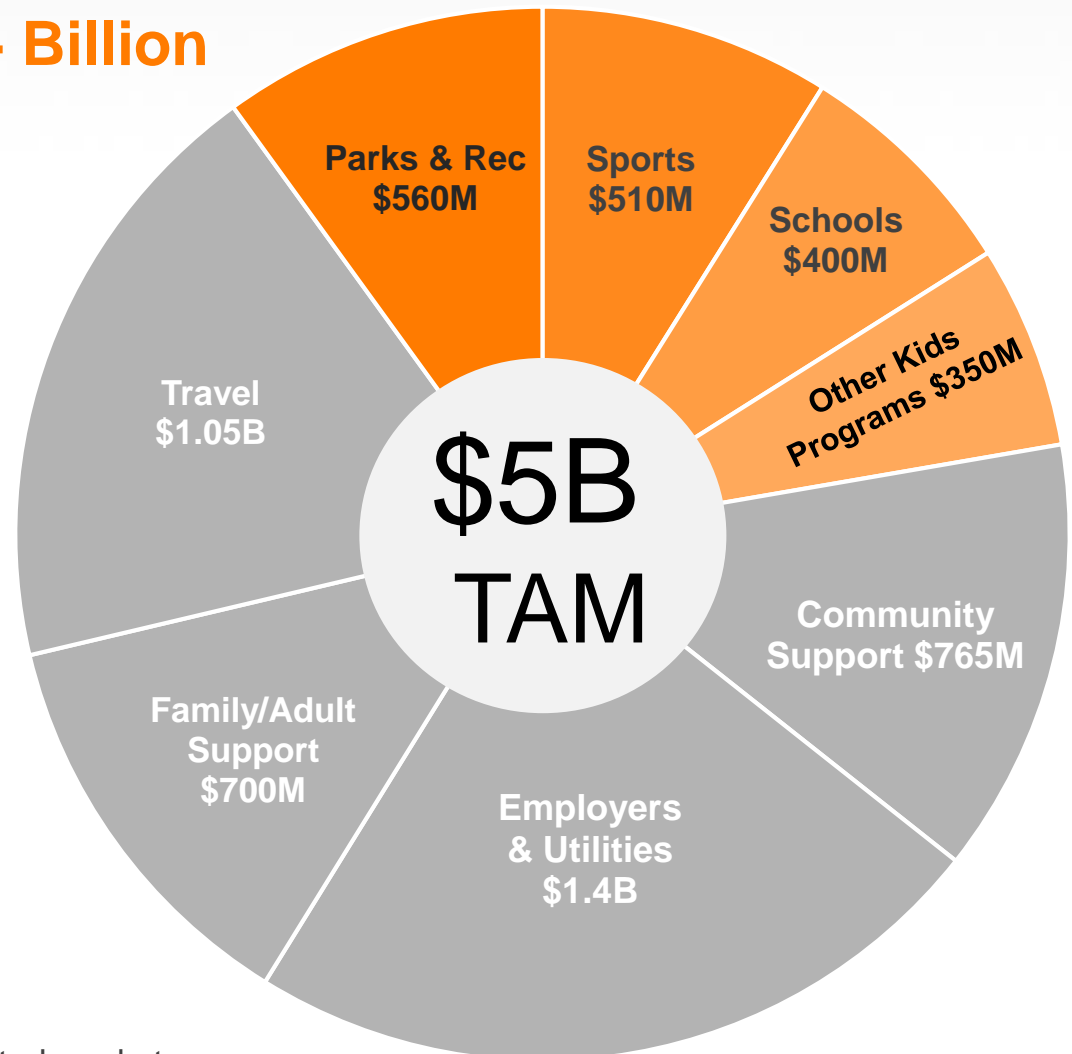


Proving the Vision: We validated 16 markets requiring ePACT, the trends we predicted in past are now happening large scale, and have proven success targeting child programs as the driver of immediate user and revenue growth with ability to ‘own’ communities.

Market Focus

Addressable market = **\$5+ Billion**
in 16 validated verticals
(US and Canada to start).

Current SAM focus:
organizations contractually
responsible for kids
= \$500 Million annually



 Existing/served markets  Future/validated markets

Users & Clients

ePACT has spread across the US, Canada and internationally via family users, and serving 100s of communities (including some of the largest Parks & Rec):

**~1.5
Million
users**

**+130
countries**

**+400
clients**

Beachhead clients include:



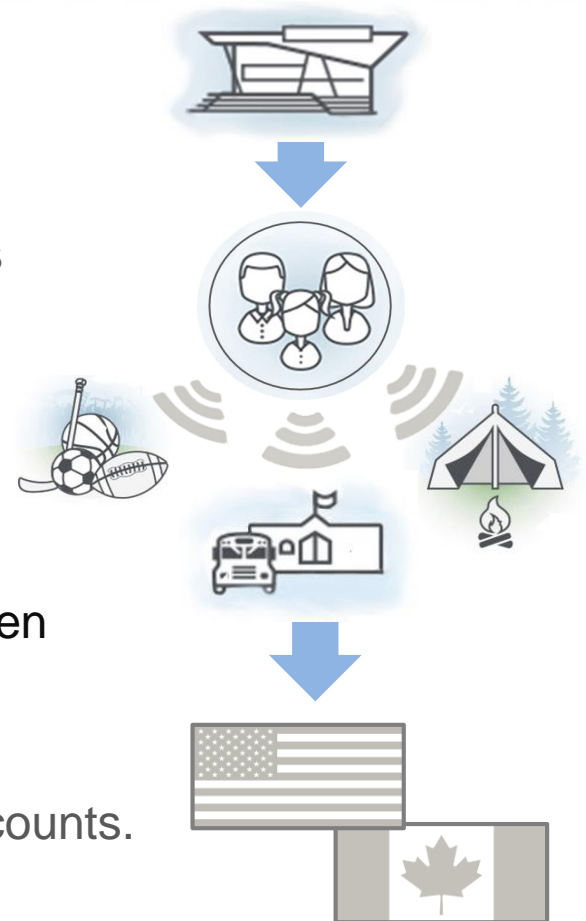
Systematic Growth

Using formulaic sales and marketing approach, we target and close organizations that 'lock-in' families, yield fastest results for user growth, revenue and larger opportunities:

1. Target clients who push large numbers of families in
2. Families add friends & relatives across communities
3. Sign all that use paper (camps, sports, schools)

= we “own” communities...then

4. Close National accounts.

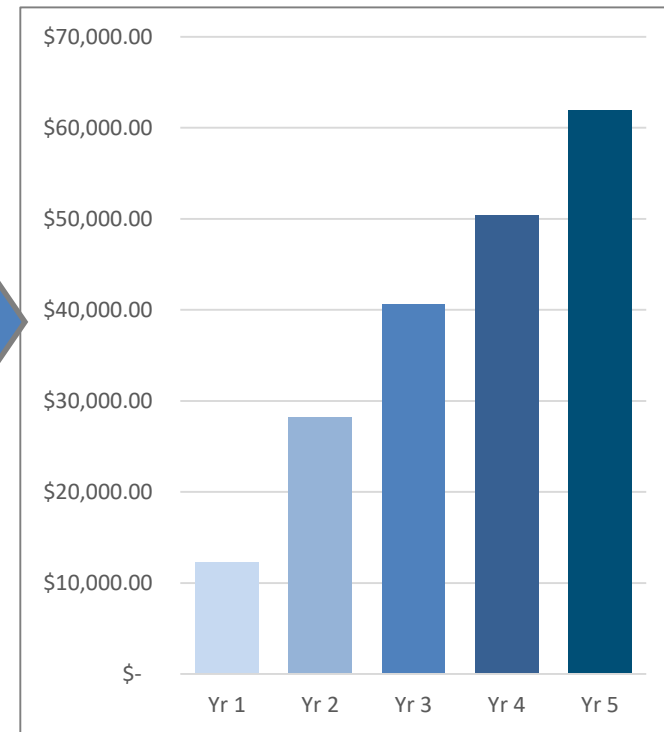
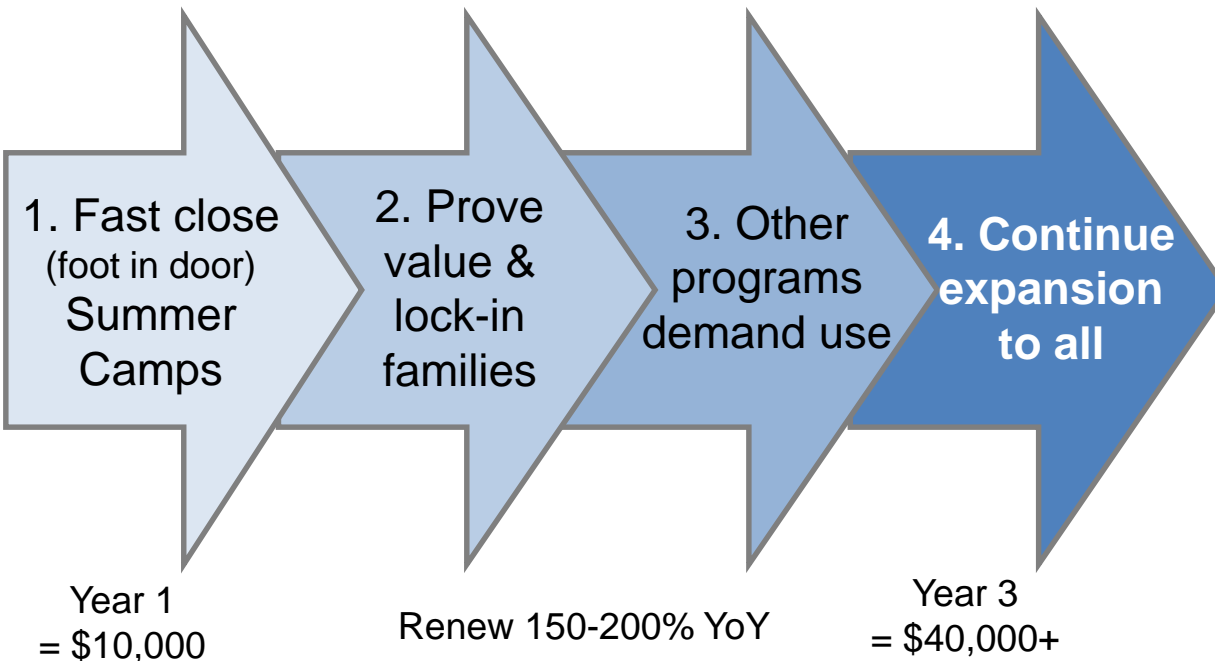


Land & Expand Methodology

Parks & Rec offer ability to quickly land smaller accounts, then expand year over year (often quarter over quarter) across their membership and programs:

50% Community Population = Average Parks & Rec Membership

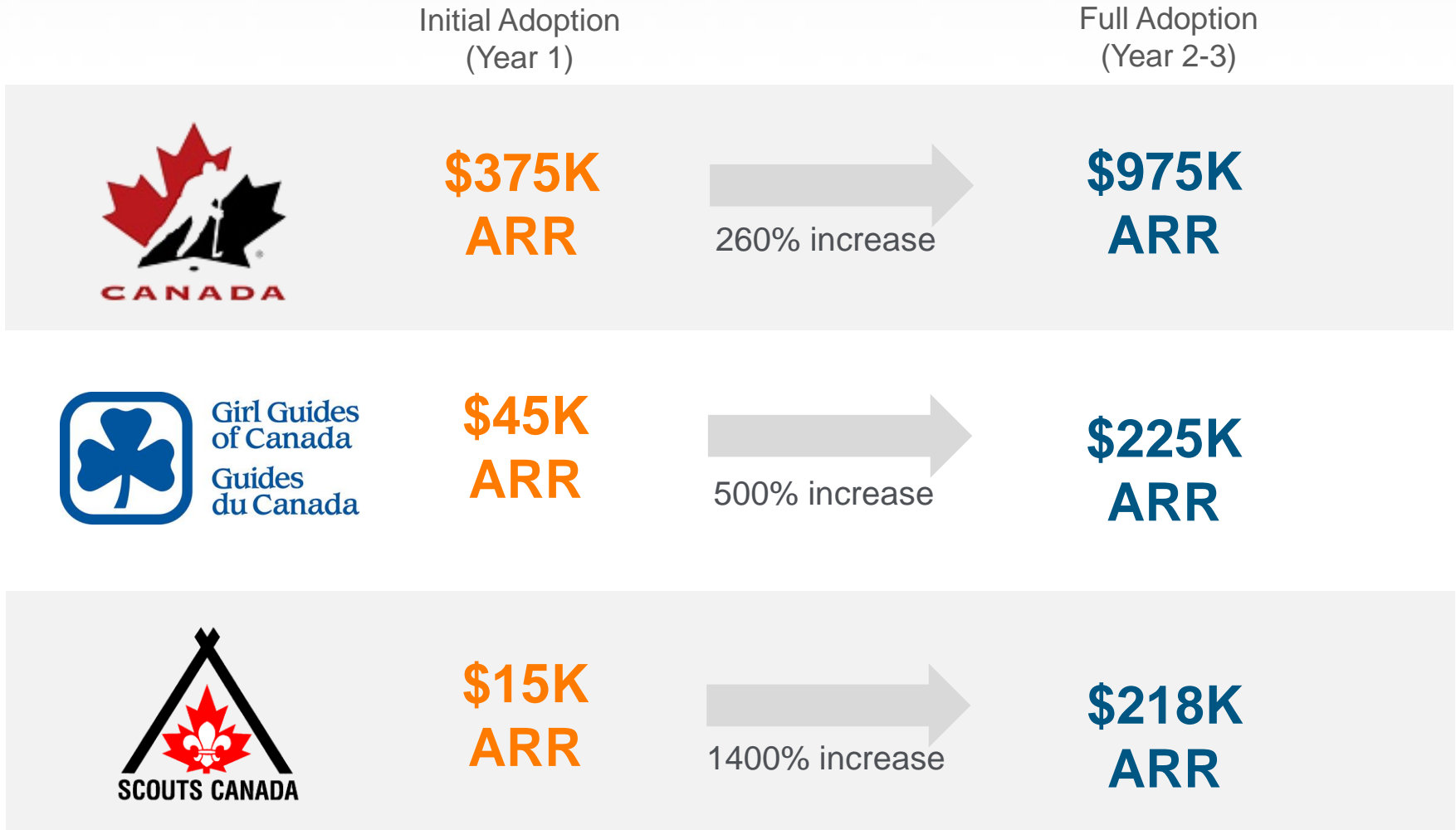
Target Parks & Rec 25,000+ members



Average Account Growth

Replicating Nationally

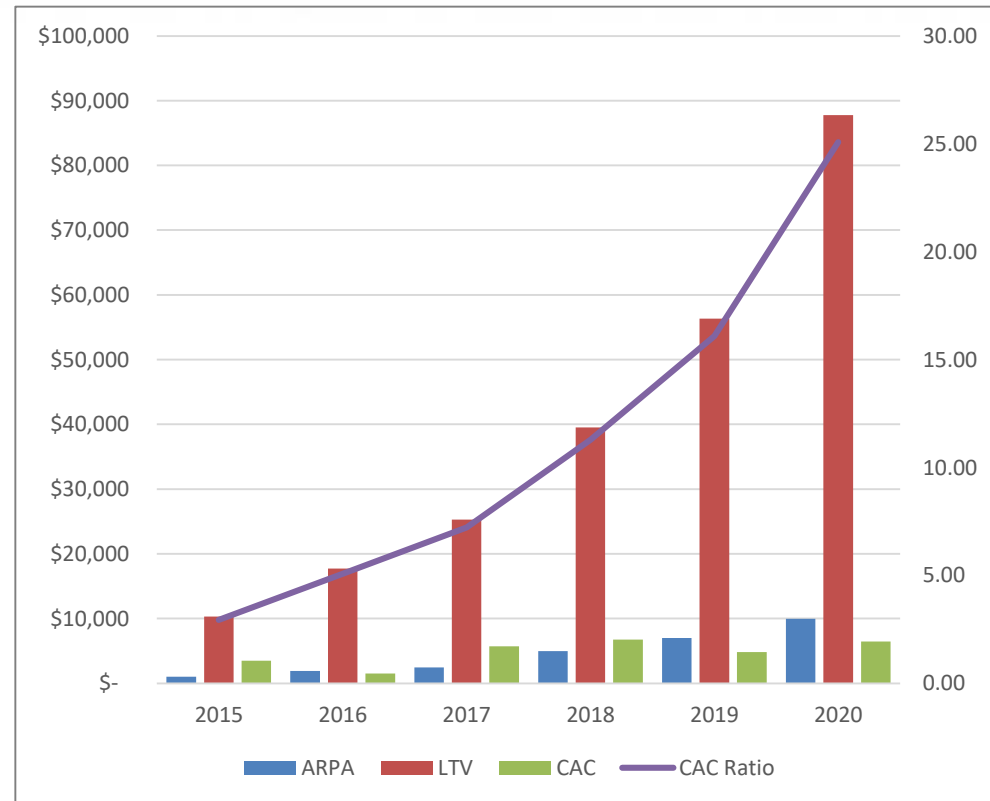
Now locking in national clients with same ability to expand ARR (and upsell):



LTV = for LIFE

ePACT's Lifetime Value is exploding because clients (and families) locking in and rapidly expanding contracts / ensuring negative churn:

- A. **Critical data & communications** - like insurance managing liabilities, or alarm being armed - don't quit.
- B. **Clients redistribute work** - staff who managed paper moved to other tasks and won't go back.
- C. **Becoming industry standard** - No other features & privacy/security compliance available.



- LTV to Customer Acquisition Cost ratio = 10
- Months to recover CAC = 12 months

Competitive Landscape

Old methods of data management and communications do not meet government/industry mandates. ePACT is now leading in this category, sitting at the middle of paper replacement for organizations, access to family data, mass notifications, and emergency response, with the following advantages:

1. Most competitors support organizations or individuals – not both
2. Most are market specific – vs. support all
3. ePACT works with any information system (parks & rec, sport, school, camp, HR)
4. Families virally spread ePACT to other users and actively champion (if not demand use) with organizations



Testimonials



“ePACT **saved 20 hours of administrative time every week at each of our 8 branches!**

The ability to easily track submissions and send reminders during our busy camp season was invaluable.” ~ Jennifer Lentz, Business Manager, YMCA Greater Brandywine

“**ePACT has made life so much easier** for our parents, and provided a multi-functional tool that allowed us to be a much more effective recreation service providers.”

~ Anne Marie Donnelly, City of San Francisco, Parks & Recreation Program Manager



“ePACT allowed us to take better control, understanding if we were **in compliance with regulations**, keeping all our data secure, and addressing all the issues we had with paper forms.” ~ Andrew Carniel, Risk Manager, Port Moody Hockey

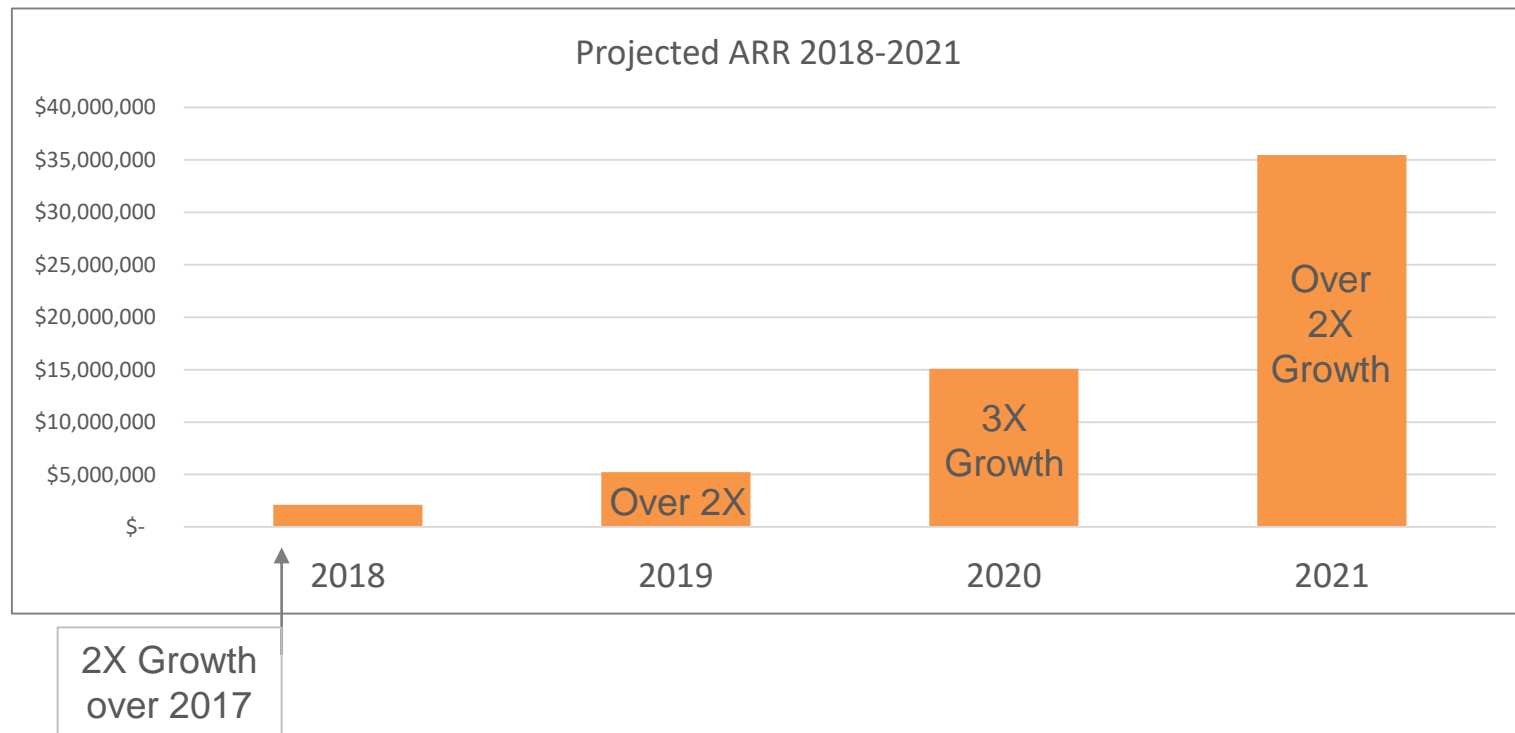
“**ePACT gives us quick access to the emergency data** we need so we can provide the best possible care for our members at all times.” ~ Jason Fothergill, Arbutus Club Director



Projections: Revenue

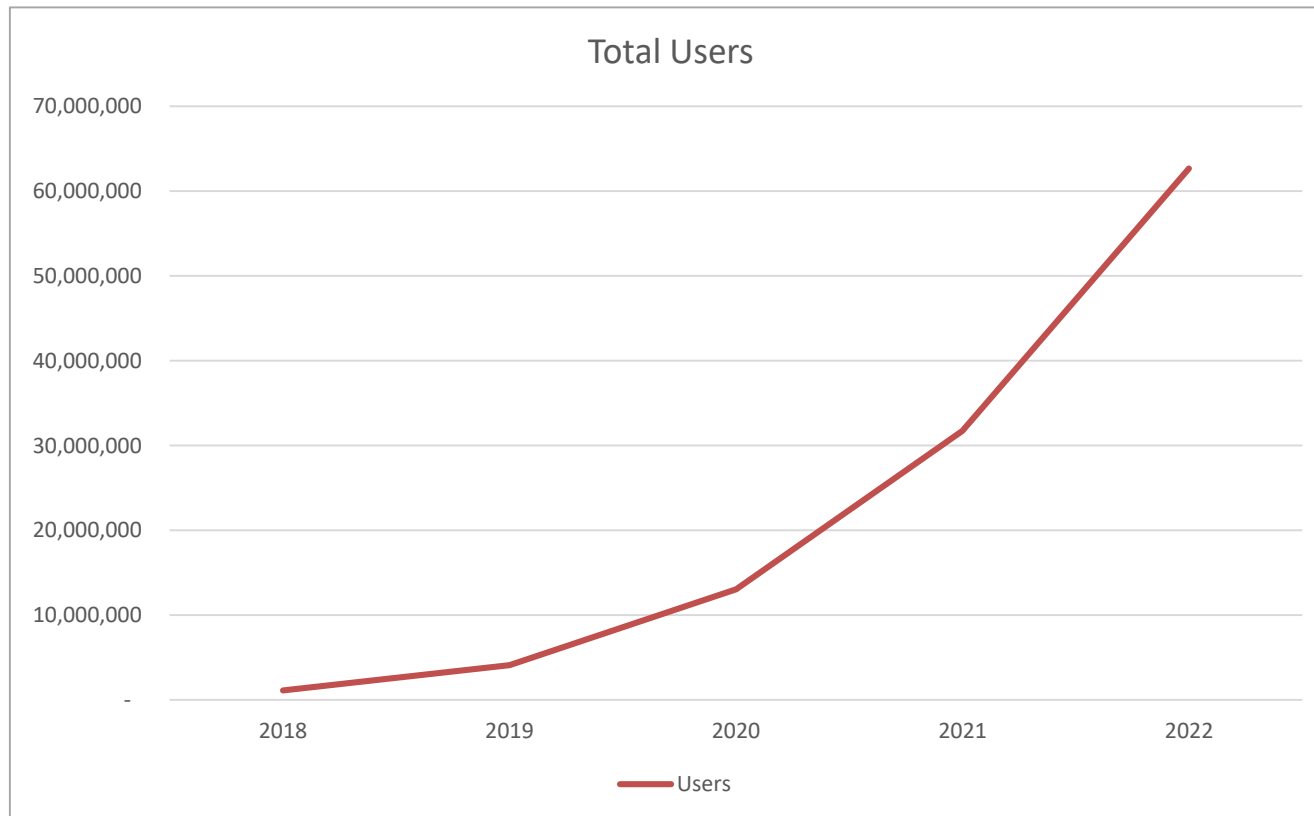
We have consistently – and will continue to - expand at 2X revenue growth rate, with key proof points:

- 1) Replicable, formulaic sales model: added resources = proportional new sales increase;
- 2) Average initial deal size doubled last 12 months via increased brand awareness, resellers/referral partners, and legislative mandates driving adoption;
- 3) Targeted AM upselling and consistent organic client contract expansion.



Projections: Users

Although we are 100% focused on B2B SaaS currently, we have identified a range of revenue opportunities for B2C offerings (beyond current TAM) we can implement as users continue to rapidly spread across North America and internationally:



Experienced Team



Christine Sommers
Co-Founder, CEO
20 yrs Web & Marketing Mgmt



Kirsten Koppang Telford
Co-Founder, COO
20+ yrs Product & Strategy



Scott MacRitchie
CTO
15+ yrs Development



Matt Webb
Director Sales & Channel Management
12+ yrs Sales Management



Kirsten Hall
VP Customer Experience
15+ yrs of award winning User Experience



Rory Holland
Board Chair, Advisor,
Serial Entrepreneur with \$120M exit

Expanding Value



ePACT was approached by companies interested in M&A the last 12 months due to 3 core assets for today & tomorrow:

| Asset | Value Today | Future Value |
|-----------------------------|---|---|
| Single Family Record | 'Locking in' communities = competitive advantage & faster sales across multiple markets | B2C capabilities monetizing users via 'premium' family features |
| Network | Unique peer-to-peer-to-organization network = competitive differentiation & viral spread | Can easily replicate what we've done in US/Canada to other countries |
| Database | Ongoing expansion of critical data supporting clients and families (+550 health & emergency data sets collected & growing!) | Aggregate views for health surveillance, governments, future partners/M&A targets |

Questions

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