
CORPORATE OVERVIEW

COMPANY

BasicGov Systems, Inc. develops, sells and supports web-based software for cities, counties, state governments and government agencies to streamline land use management and community development processes. The BasicGov suite of software modules include: Planning, Permits & Inspections, Code Enforcement, Licensing, Citizen Portal, and ESRI GIS Connector.

BasicGov is a reliable, secure solution delivered for an affordable price and the only web-based software for local governments built on the Salesforce.com Force.com platform, the backbone of cloud computing solutions used by more than 70,000 organizations worldwide. Unlike enterprise software that is expensive to acquire and difficult to implement, BasicGov does not require capital investment and is easy to set up.

INDUSTRY

Web-based software, generally described as cloud computing or Software as a Service (SaaS), has three characteristics:

- SaaS applications accessed over the Internet;
- Data and servers housed at data centers off-site; and,
- Users pay for applications on a subscription basis.

Several layers enable cloud computing to deliver solutions over the Internet: the Application Layer of SaaS applications (e.g. BasicGov, Gmail) and the Platform Layer (e.g. Force.com, Google App Engine) which is the cloud equivalent to an operating system.

A key feature of cloud computing is that users' information is housed in multiple, geographically dispersed data centers that provide extensive backup, data archive and failover capabilities. BasicGov has partnered with Salesforce.com and their leading cloud computing platform, Force.com. Through virtualized servers and storage at multiple data centers, the Force.com platform delivers very high levels of service and ensures that users' data is secure.

Fortune 500 organizations have been adopting cloud computing for the past several years and more recently government. Leading technologists forecast that within five to 10 years, between 80% and 90% of the world's computing and data storage will occur "in the cloud". A 2008 industry report by INPUT forecast that the market for state and local government-oriented SaaS solutions would grow from approximately \$170 million in 2008 to \$640 million by 2013.

CUSTOMERS

BasicGov software is used by planners, building officials, inspectors, zoning administrators and other staff in local and state governments across the United States and Canada. Some of the 35 government agencies that use BasicGov include:

- City of Boardman, OR, USA
- City of Dryden, ON, CDA
- City of Medina, OH, USA
- City of Ocean Springs, MS, USA
- City of Sonora, CA, USA
- County of Mono and Town of Mammoth Lakes, CA, USA
- Red Deer County, AB, CDA
- Town of Waxhaw, NC, USA

Read customer case studies at <http://www.basicgov.com/customers/customers-list>.

BASICGOV PRODUCTS

BasicGov consists of six integrated software modules:

- Permits & Inspections
- Code Enforcement
- Licensing
- Planning
- Citizen Portal
- ESRI GIS Connector

BasicGov makes it easy to schedule and complete tasks like reviews and inspections or important events like public hearings. Find and communicate information quickly to everyone involved. From calculating and collecting fees to generating permits and notifying property owners, BasicGov streamlines the work flow.

BasicGov Permits & Inspections Software Module Highlights:

- Search for and track permit applications, including permit histories
- Automate fee calculations and permit expiry dates
- Schedule work flow, assign inspections and automate alerts for overdue inspections
- Access data from anywhere there is an Internet connection
- Use pre-built reports and generate custom reports to track applications, status and more
- Click to view permits & inspections overview video at <http://www.basicgov.com/products/permits-and-inspections>.

BasicGov Code Enforcement Software Module Highlights:

- Simplify and streamline all tasks connected to the code enforcement process – from citizen request to case resolution
- Automate notifications to multiple parties
- Prepare agendas and documentation for Planning Boards or Boards of Adjustment
- Use pre-built reports and generate custom reports
- Access data from anywhere there is an Internet connection
- Click to view code enforcement overview video at <http://www.basicgov.com/products/code-enforcement>.

BasicGov Licensing Software Module Highlights:

- Simplify and streamline all tasks connected to the licensing renewal process – approvals, batch letter printing, and accepting payments
- Issue new licenses, assess fees, accept deposit and payments
- Print certificates and receipts, automate scheduling of reviews and approvals
- Use pre-built reports and generate custom reports
- Click to view licensing overview video at <http://www.basicgov.com/products/licensing>.

BasicGov Planning Software Module Highlights:

- Enter application data and track the status of planning applications and project milestones from start to finish
- Attach documents and images to permits, parcels, contacts or accounts
- Assess fees and collect payments – and defer approval until fees have been paid
- Access data from anywhere there is an Internet connection
- Click to view planning overview video at <http://www.basicgov.com/products/planning>.

BasicGov Citizen Portal Highlights:

- 24/7 online anywhere citizen access lets cities connect with more people
- Allows taxpayers to make requests online, submit licensing applications, apply for permits, and make complaints
- Automatic notifications to citizen when there is an update or status change on the request
- Attach documents, application, and images based on the type of request
- More information at <http://www.basicgov.com/products/citizen-portal>.

BasicGov ERI GIS Connector Highlights:

- BasicGov GIS Integration organizes land use and community development information, such as parcels and permits, as layers over existing ESRI maps
- Graphical representation of government information assists with complex land use analysis, solutions and decisions
- GIS Integration allows government staff to easily share information and planning concepts visually across departments
- Visually locating key tasks or records reduces time for government staff to organize multi-projects and related tasks
- More information at: <http://www.basicgov.com/products/gis-connector>.

MANAGEMENT

David Roberts, President & CEO

David is a serial entrepreneur, marketer, financier and web specialist with experience in the information technology, communications and life sciences sectors. He is President and CEO of BasicGov and the Chief Investment Officer at Pender Financial Group, a private merchant bank. David is also the Chairman of ActiveState Software, a dynamic languages company, and Zeep Mobile, an SMS advertising venture. He serves as a director of IP Applications Corp., a supplier of payment processing services to SaaS companies, and Pender Growth Fund, a Vancouver venture capital fund. Previously, David was the Chairman of Municipal Solutions Group, a supplier of enterprise software solutions to local government.

Michael Togyi, Vice President Marketing & Sales

Michael has an extensive background in marketing and sales leadership in growth-stage companies and until joining BasicGov, he served nearly five years as VP Sales and Business Development for CityXpress Corporation, a Software as a Service (SaaS) company with customers in 11 different countries. Prior to that Michael co-founded a company, Aquatic Informatics, to deliver environmental software to federal and local governments worldwide. In addition to CityXpress Corporation and Aquatic Informatics Vice President positions, Michael held senior leadership positions with Vector 12 Corporation and Circon Systems Corporation working alongside companies that included General Electric, National Semiconductor and Hewlett Packard. Michael holds a Bachelor of Business Administration with Marketing and International Business concentrations from Simon Fraser University.

Michele Macready, COO

Michele has extensive experience as a strategy and technology consultant and has built several start-up consulting and product development companies. She is COO of BasicGov Applications and the Principal of Illume Consulting, a provider of project management and implementation services for SaaS applications. Previously, Michele was the Director of Talent Acquisition Technologies at Electronic Arts, an entertainment software company, and Senior Director at Q Network, Inc., a strategic consulting firm.

Ian Power, CFO

Ian is a Chartered Accountant and experienced finance executive. He is currently an independent consultant in corporate finance and accounting and is an independent director of Pender Growth Fund and Radiant Communications, a leading supplier of broadband solutions for business throughout North America. Ian has been Chief Financial Officer of a number of Vancouver-based companies including Norsat International Inc., Starcom International Inc. and Strand Capital Corporation.

HISTORY

BasicGov Systems Inc, previously known as CloudBench Applications Inc, and Municipal Solutions Group, was founded more than 25 years ago by local government employees. BasicGov was designed for North American municipalities that require configurable ready to use products at an affordable price and no maintenance. BasicGov is a growing Vancouver-

based company with a small team of experts with a range of experience in software development for local governments, SaaS industry experience and best-in-class customer service and support.

CONTACTS

BasicGov Systems, Inc.
1100-555 West Hastings Street
Vancouver, BC V6B 4N4
www.basicgov.com
1.866.999.1846

Sales: Roula Fredrikson, roula.fredrikson@basicgov.com or 1.866.999.1846 ext. 1
Media: Susan Kirk, susan.kirk@basicgov.com or 1.604.315.9959