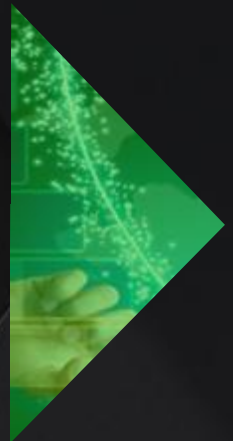


Milestones

November 2018



SalesChoice
Predict. Prioritize. Pace.



Our Milestones:

July, 2011 - SalesChoice Incorporated in Canada by Dr. Cindy Gordon and Alex Blom, Co-Founder, as a privately held company.

January, 2012 - First Product - Sales Enablement CRM developed.

February, 2012 - Secured Alpha Accounts for Basic CRM Product R&D.

July, 2012 - Co-Founder, Alex Blom leaves SalesChoice to found Isle of Code and Dr. Cindy Gordon assumes CEO role.

August, 2012 - Decision made to pivot company into advanced data analytics focused on Predictive Sales Enablement Solutions.

August, 2012 - USA Patent Filed on Insight Engine™ by Norton Rose Fulbright on behalf of SalesChoice.

September, 2012 - Recruitment of new Engineering Team, with Dr. Yannick Lallement Chief Data Scientist (PhD in AI/ML) and Michael Weinberg (Masters of Engineering in AI/ML)

October, 2012 – March, 2013 - Research and Development and securing Alpha Clients to test design and market fit assumptions.

Fall, 2013 - Beta Testing in large marquee Enterprise Software Companies to further validate Proof of Concept and extend solution architecture.

January, 2014 - Decision to integrate Product with Salesforce App Exchange, a 6-month of R&D Integration and Security Approval Requirements.

March, 2014 - Garry Wood, Former President Bell Retail, Former CEO Grand & Toy, Co-Founder FIX IT, joins as Board Advisor & CEO Coach.

April, 2014 - First Release of Predictive Analytics Insight Engine™ - Commercialized and moved into paying accounts using product innovations.

September, 2014 - Decision to develop a second product, Prescriptive Analytics to advance the data sciences based on customer feedback.

October, 2014 - SalesChoice recruits Thomas Burghardt as its first Senior Engineer to advance the proprietary AI platform.

January, 2015 - Decision to retire the Basic CRM Product and focus only on Advanced Data Sciences and Predictive Analytics Sales Solutions.

March, 2015 - Customer Trial Validations and Reference Accounts Commercialization from leading Canadian companies like Macadamian Technologies.

April, 2015 - Dan Kagan (Head of Docusign Canada and a former VP Sales Salesforce) joins Board of Advisors.

May, 2015 - Julien Sauvage, Director Product Marketing, Wave Analytics, Salesforce joins as a Board Advisor to SalesChoice.

June, 2015 - Second Release of Predictive Analytics Insight Engine™ (unique features: forecasting accuracy, light BI visualizations).

September, 2015 - SalesChoice launches the Predictive AI World forum, an educational division of the company.

November, 2015 - Purnima Bihari (MBA, Computing Scientist and Former Infosys), joins as Director Product Development.

January, 2016 - Decision to develop a third product, Propensity to Purchase Signal Detection for Micro-Segmentation and Lead Intelligence.

January, 2016 - Dr. Kevin Francis (former Chairman and CEO, Xerox Canada) joins Board of Advisors as Chairman and Strategic Growth Advisor.

February, 2016 - Bill Green (former President of Enterprise Sales at CDC Software) joins Board of Advisors.

March, 2016 - SalesChoice successfully launches its Prescriptive Analytics platform to complement the Insight Engine™.

April, 2016 - SalesChoice is covered by Forrester, a leading global analyst firm.

May, 2016 - SalesChoice secures one of Top 25 Canadian companies from Toronto Tie Quest Pitch Fest competition.

June, 2016 - Third Release of Predictive Analytics Insight Engine™ (unique features: AI accuracy tab audit trail, estimating forecasting close dates).

June, 2016 - SalesChoice recognized as Top 25 of Most Promising Start-ups in Sales Software in North America by CIO Review.

July, 2016 - Ian Locke, an experienced VC, CEO and Entrepreneur, joins Board of Advisors.

August, 2016 - SalesChoice forms a strategic alliance with RelationEdge, a Gold-certified Salesforce SI Partner, to secure mid-market coverage across North America.

September, 2016 - SalesChoice recognized as Top 50 Most Innovative Software companies by Silicon Review.

September, 2016 - SalesChoice recognized by Gartner Group, a leading global analyst firm, in Market Review on Predictive Analytics Software Innovators.

September, 2016 - SalesChoice recognized by IITEnterprise as Most Empowering Data Analytics Company.

September, 2016 - Dinesh Kandanchatha (Founder & CTO Patriot One Technologies and former Managing Director Macadamian Technologies) joins Board of Advisors.

September, 2016 - Sohil Dadwani (MBA, and former Mahindra) joins as Director of Sales Operations.

September, 2016 - SalesChoice launches Selly Says, the World's First AI Sales Assistant.

October, 2016 - SalesChoice has commercialized successfully in Communications and High Tech, Media, Professional Services and Software verticals.

October, 2016 - SalesChoice covered by IDC - a leading global analyst firm - in a vendor profile briefing.

October, 2016 - SalesChoice recognized by Silicon Review as a Top 50 Smartest Company.

November, 2016 - SalesChoice partners with Accenture, the #1 Platinum Salesforce SI Partner, to commercialize SalesChoice in Accenture customer accounts.

December, 2016 - Sai Krishna (MBA, Postgraduate in International Business, and former Lloyds Banking Group) joins as Account Manager for Sales & Customer Success.

January, 2017 - Thomas Burghardt, Senior Engineer, assumes the leadership role of Senior Director of Engineering and Software Development.

January, 2017 - Digiday validates SalesChoice's forecasting accuracy and sales prioritization AI technology to have given them a competitive growth edge.

April, 2017 - SalesChoice recognized as one of the Top 30 Most Innovative Companies by Insight Success.

May, 2017 - Malay Upadhyay (MBA, MSc Marketing, and former Accenture) joins as Director of Marketing & Strategic Business Development.

May, 2017 - SalesChoice wins Great User Experience and Rising Star awards by FinancesOnline for Business Intelligence Software.

May, 2017 - Dr. Cindy Gordon wins the prestigious CATA & EY Sara Kirke award for Entrepreneurship and Innovation.

June, 2017 - Innovatia, a Canadian professional services firm, grows by over 107% from using SalesChoice Predictive Analytics and AI software.

June, 2017 - Fourth Release of Predictive Analytics Insight Engine™ (unique features: actionable insights, data quality monitoring and robust opportunity history analytics).

June, 2017 – SalesChoice adds Einstein Analytics (formerly Wave) to its service portfolio and achieves its certification status.

July, 2017 – SalesChoice recognized by Aragon Research as a Hot Vendor in Sales Enablement.

July, 2017 – SalesChoice recognized as Silicon Top 100 company by Silicon Review.

July, 2017 – Dr. Cindy Gordon recognized among Top 30 Most Creative CEOs to Watch for, by Insight Success.

August, 2017 - SalesChoice and Okapi form a strategic alliance to bring the World's first AI-based personal assistance for operational and sales excellence.

August, 2017 – Dr. Cindy Gordon wins Regional Startup Canada Entrepreneur Award for Ontario.

September, 2017 – Dr. Cindy Gordon recognized as a finalist for Best Tech Manager at Toronto's 2nd Annual Timmy Awards.

October, 2017 – Dr. Cindy Gordon wins National Startup Canada Entrepreneur Award for Canada.

December, 2017 – Dr. Sonja Jones (DBA, MBA and former Mrs. Corporate America) joins SalesChoice as Director of Global AI & Data Sciences.

December, 2017 – SalesChoice formally awarded the Hot Vendor Award in Sales Enablement by Aragon Research.

December, 2017 – SalesChoice partners with EY for a video series on Managing the Risks of AI. The first video, focused on Transparency of Use, is released: <http://www.ey.com/ca/en/services/advisory/managing-artificial-intelligence-risks-video-series>

December, 2017 – SalesChoice launches the AI Directory in partnership with Canadian Advanced Technology Alliance (CATA) and IT World Canada to bring together all stakeholders in the AI ecosystem.

February, 2018 – SalesChoice launches the Predictive AI World Podcast channel.

March, 2018 – Dr. Cindy Gordon joins the Board of Advisors at Rethink Sustainability Initiatives organization to advance the sustainability and resiliency of businesses, institutions and communities.

April, 2018 – Tom Kane, VP of Global Sales at Virtek Vision International Inc., joins the SalesChoice Board of Advisors.

April, 2018 – SalesChoice is recognized among the 10 Best Performing Sales Management Solution Providers 2018 by Insights Success magazine.

May, 2018 - Joe Deklic, Head of Strategic Account & Federal Sales at Check Point Software Technologies Ltd., joins the SalesChoice Board of Advisors.

August, 2018 - SalesChoice wins the 2018 Digital Transformation award for AI Disruption in Canada on account of its explainable AI solution

September, 2018 - Malay Upadhyay, Director of Marketing & Strategic Alliances, promoted to the Chief Marketing Officer role

October, 2018 - Anastasia Valentine, CMO at Versature, joins the SalesChoice Board of Advisors

October, 2018 - Thomas Burghardt, Director of Engineering, promoted to the Chief Technical Officer role

October, 2018 - Zoltan Lorantffy (HBA, and former MD (Canada & EMEA) at PlanetPro) joins as Chief Growth Officer

October, 2018 - Dr. Cindy Gordon wins the Wise 50 over 50 Awards for entrepreneurship from Wise Senior in Business

November, 2018 - SalesChoice launches the Trusted AI Executive Breakfast series in Toronto

SalesChoice Insight Engine™ is an Artificial Intelligence (AI) driven sales forecasting platform that predicts sales outcomes reliably at up to 95% accuracy.

Benefits

In an age where 40%-60% of sales professionals are wrong in predicting accurate sales forecasts, driving huge negative impacts on a company's financial performance, our software reduces your forecasts risks by predicting sales much more accurately.

Insight Engine™, SalesChoice's Artificial Intelligence (AI) forecasting solution for your CRM, tells sales leaders whether they are at risk of not meeting the numbers in any chosen time period while allowing them to run a What-If analysis to explore how the prediction changes with change in target quota. The software forecasts which opportunities are most likely to be won or lost with up to 95% accuracy, while guiding account executives on accurate close date estimates and on controllable and uncontrollable factors determining sales outcomes, to help them take corrective action and ensure more efficient forecasting.

Targeted Users

The solution is geared towards sales leaders and account executives in both mid-market B2B organizations and large B2B enterprises using Salesforce or NetSuite. SalesChoice has an open API and can work on other CRMs too.

More Resources:

<http://www.saleschoice.com/resources/>

Book a Demo:

<http://www.saleschoice.com/contact-us/>

See Our Product:

https://www.youtube.com/watch?v=jsbss1_eFMM



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ISV PARTNER
Einstein Analytics
Certified



SI PARTNER