

Fast-Growing, Global Provider of Cloud-Based SaaS Digital Asset Management & Sales Enablement

FSSN Price & Volume



Key Stats (Source: Company, Yahoo! Finance)

Stock Price: (7/6/17)	\$0.39
52 Week Low-High	\$0.20-\$0.86
Avg. Volume (30 day)	5,383
Shares Outstanding	42.2M
Market Cap	\$12.7M
Public Float (@ 6/30/17)	7.2M
Insider Holdings	41%
Institutional Holdings	<1%
Annual Contract Value ¹	\$1.3M
Investment in Platform R&D	\$5.0M
Cash (@6/30/17)	<\$0.1M
Debt (@6/30/17)	\$1.5M
Employees	9
Fiscal Year End	Dec. 31

65K+ Users
Across
21 Countries

Company Contacts

Mike Brown, Chairman & CEO
Garry Lowenthal, EVP & CFO
Wade Anderson, CTO & CPO
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About FISION Corporation

- ▶ **Powerful, Patented, Cloud-based SaaS marketing technology:** simplifies brand distribution and sales enablement across large distributed enterprises.
- ▶ **Delivers the 'Right' materials at the 'Right' time:** sales teams spend more time selling, while maintaining brand/legal compliance.
- ▶ **Creates actionable "Big Data" for making better marketing decisions:** permits visibility into each user and every asset system wide.

Company Highlights

- ▶ Shifted sales focus to major enterprise mid-2016, creating a **\$17.2M total contract value sales pipeline**
- ▶ **Proprietary SaaS technology:** one granted and three additional patents filed with USPTO, plus international filings
- ▶ **\$5 million R&D** invested in platform to-date
- ▶ Validation by global enterprise customers and partners: **SAP, Marketo, OTIS, Eloqua/Oracle, IRIS – to name a few**
- ▶ **74% recurring revenues; 77% gross margins**
- ▶ Revenue on track for **2.5X growth in 2017**

High-Growth Markets

- ▶ Cloud Application Services (SaaS) market: **up 20% in 2016 to \$37.7 billion,² reaching \$112.8 billion by 2019³**
- ▶ Digital Marketing Software market: growing at 16.8% CAGR to **\$105.4 billion by 2022⁴**

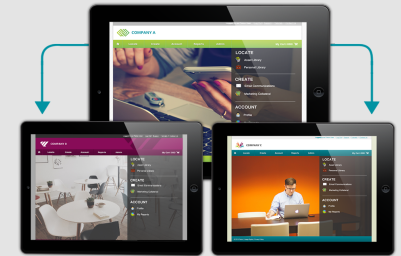
Major Milestones

- ▶ Awarded first U.S. patent for unique cloud-based marketing technology
- ▶ Appointed **Marketo LaunchPoint Partner**
- ▶ Signed three global master license agreements with major tech companies

Recent News Highlights - 2017

- May 31:** Granted first U.S. patent
- Apr 25:** Acquired Volerro, leader in cloud-based enterprise content collaboration; adds top five U.S. bank and \$3.2B U.S. retailer, Shopko
- Apr 27:** Signed Lazydays RV, world's largest RV dealership

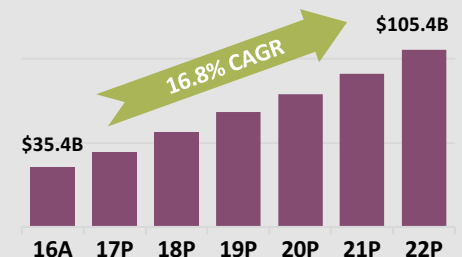
FISION Online SaaS Technology



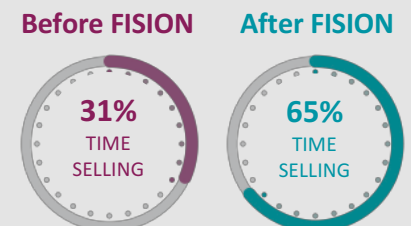
Multi-Tiered, Multi-Tenant Digital Asset Management, Measurement and Analysis

High-Growth Opportunity

Global Digital Marketing Software Market ⁴



What Problems Do We Solve?



FISION delivers the 'Right' materials at the 'Right' time, allowing sales teams to spend more time selling

Channel Partners



Major Enterprise Customers

