

## Quarterly Investor Fact Sheet

### Q2 2017

Founded in 1996 by President & CEO, Maury Marks, Quorum Information Technologies Inc. is a Canadian company with over 20 years of experience providing dealer management systems (DMS) to auto dealerships.

Quorum has developed its own state-of-the-art proprietary enterprise management software for dealerships called **XSELLERATOR™**, a comprehensive solution that automates, integrates, and streamlines every department in a dealership (sales, service, parts, accounting), and includes full integration with Original Equipment Manufacturer (OEM) data (GM, Nissan, Ford, etc.)

Quorum develops, markets, sells (through a SaaS pricing model), and implements and supports **XSELLERATOR™** across a wide customer base of franchised automotive dealerships throughout North America, as well as other independent auto (pre-owned) and non-automotive dealerships.

Unique to Quorum's solution is that **XSELLERATOR™** is more than just a DMS. The tools and processes within allow dealers to not only enhance the sales process, but also provide dealerships with a platform for increasing the service and parts revenues that they generate from their own customers.

Quorum serves a diverse base of dealerships across North America. As of Q2 2017, 336 "rooftops" use **XSELLERATOR™** and these customers range from small single-point dealerships to multi-store operations with hundreds of users.

The company trades on the TSX Venture Exchange under the symbol QIS and employs over 115 people based in offices in Calgary, Alberta, St. John's, Newfoundland, and Detroit, Michigan (USA).

### Market Data at August 17, 2017

- **Director control/ownership: 36.8%**
- **Dealership ownership: 15%**
- Symbol: QIS
- Stock Exchange: TSX Venture Exchange
- Closing price per share: \$0.68
- 52 week price range: \$0.45 - \$0.94
- Shares outstanding: 52,045,594
- Market capitalization: \$35,391,004
- Last Capital Raised: \$3,105,518 in Dec. 2015  
(8,872,909 shares at \$0.35/share)
- Selected in 2016 for the TSX Venture 50™

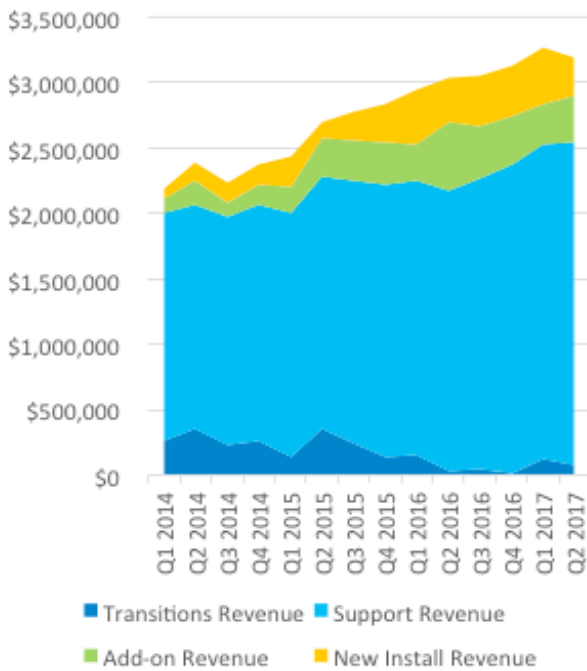
### Q2 2017 Financial Highlights (in \$CAD)

	Q2 2017	Q2 2016	Change	H1 2017	H1 2016	Change
<b>Revenue</b>						
Support	2,463,888	2,140,660	15%	4,871,868	4,237,016	15%
Add-On	364,809	524,847	-30%	670,143	804,936	-17%
New Installations	283,332	342,176	-17%	722,938	765,389	-6%
Core Revenue Sub-Total	3,112,029	3,007,683	3%	6,264,949	5,807,341	8%
Transitions Revenue	75,673	36,720	106%	194,740	184,261	6%
<b>Total Revenue</b>	<b>3,187,702</b>	<b>3,044,403</b>	<b>5%</b>	<b>6,459,689</b>	<b>5,991,602</b>	<b>8%</b>
<b>Direct Costs</b>	1,505,301	1,436,926	5%	3,073,402	2,870,002	7%
<b>Gross Margin</b>	1,682,401	1,607,477	5%	3,386,287	3,121,600	8%
<b>EBITDA*</b>	<b>553,847</b>	<b>435,999</b>	<b>27%</b>	<b>923,116</b>	<b>945,793</b>	<b>-2%</b>
<b>Income before deferred income tax expense</b>	258,829	179,963	44%	335,622	431,056	-22%
<b>Net Income</b>	<b>266,212</b>	<b>174,234</b>	<b>53%</b>	<b>308,853</b>	<b>302,929</b>	<b>2%</b>
<b>Comprehensive income</b>	217,681	178,649	22%	249,868	186,471	34%
<b>Weighted average number of common shares</b>						
Basic	52,045,594	51,296,294	1%	52,045,594	51,296,294	1%
Fully Diluted	52,045,594	51,296,294	1%	52,045,594	51,296,294	1%
<b>Net income per Common Share</b>						
Basic	\$ 0.0051	\$ 0.0034	51%	\$ 0.0059	\$ 0.0059	0%
<b>Fully Diluted</b>	<b>\$ 0.0051</b>	<b>\$ 0.0034</b>	<b>51%</b>	<b>\$ 0.0059</b>	<b>\$ 0.0059</b>	<b>0%</b>

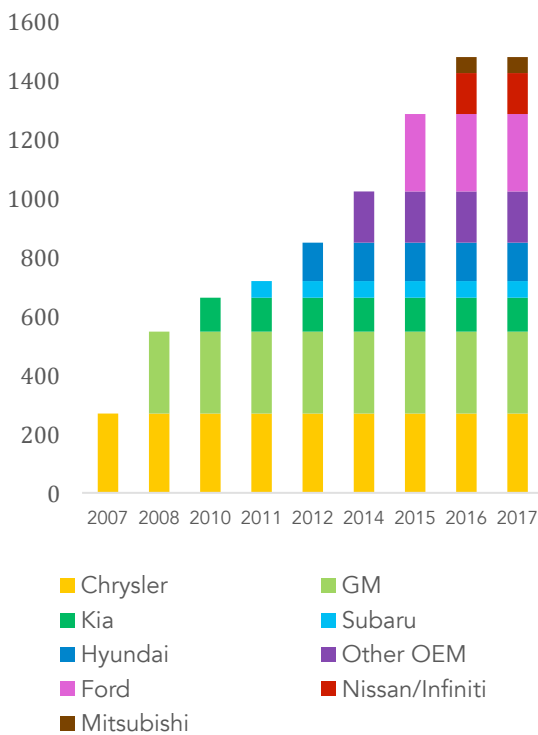
\*EBITDA refers to earnings before interest, taxes, depreciation, amortization, foreign exchange gains and losses and stock-based compensation.

\*EBITDA refers to earnings before interest, taxes, depreciation, amortization, foreign exchange gains and losses and stock-based compensation.

## Quarterly Revenue Growth



## Growth in TAM (Total Addressable Market)



For more information you can find us at:  
[www.quorumdms.com](http://www.quorumdms.com)

Or email us at:  
[investors@quorumdms.com](mailto:investors@quorumdms.com)

## Investment Essentials

### Dealership Rooftops

The primary driver of growth for Quorum is the number and size of dealership rooftops that implement **XSELLERATOR™**. Sales to new dealership rooftops drive the New Installations revenue stream. At the end of Q2 2017, Quorum had a customer base of 336 rooftops with approximately 78% of those located in Canada and the remainder located in the USA.

### Total Addressable Market (TAM)

The main driver of dealership rooftop growth is the size of Quorum's total addressable market, or TAM. The main driver of TAM expansion is integration with the various automobile manufacturers (OEMs) as any dealer management system (DMS) must provide full integration with the auto dealership's OEM (Nissan, Ford, GM, etc.). Since 2007, Quorum has integrated with a number of OEMs, expanding its TAM by 449% from 269 rooftops in 2007 to over 1476 at the end of Q2 2017. Quorum has plans for integrating with 8 more OEMs into 2017 and beyond.

### Average Recurring Revenue per Rooftop (ARRPR)

Quorum collects recurring revenues from its Support Revenue stream and its Add-On Revenue stream. Once a dealership has installed **XSELLERATOR™** recurring Support Revenues are earned from the SaaS (software as a service) nature of the **XSELLERATOR™** software solution, and recurring Add-On revenues are earned for additional services such as on-site training. These two revenues streams combined are measured to come up with Average Recurring Revenue per Rooftop (ARRPR). Quorum's ARRPR has grown by 21% over the past two years.

### Dealer Utilization

Unique to Quorum's solution is that **XSELLERATOR™** is more than just a DMS. The tools and processes within allow dealers to not only enhance the sales process, but also provide dealerships with a platform for increasing the service and parts revenues that they bring in from their own customers. The more a dealer utilizes all of the processes and tools within **XSELLERATOR™**, the more complete a solution it becomes for that dealer.

### Dealer Satisfaction

Dealership satisfaction is a key driver for to continued strong growth. Quorum reports on the consistently high dealership satisfaction ratings it achieves in its quarterly financial reports.