

Board of Directors Meeting – Q1 2019

April 23, 2019



Monthly Operating Review Meeting Agenda

- **⊙ Executive Summary**
- Financial Review
- Governance Reporting
- Appendix

Executive Summary



Hits

- March bookings were \$3.1M and invoiced sales were \$3.8M, compared to target of \$2.9M. Q1 invoiced sales of nearly \$9M exceeded target of \$8.2m.
- MTD EBITDA \$294k compared to target of (\$259k), QTD EBITDA (\$111k) compared to target of (\$576k)
- Strong Solstice subscription renewal results \$292K against a target of \$265k.
- Record upfront solstice invoiced sales of \$371k compared to budget of \$275k.
- Overall Q1 Solstice subscription sales (renewal + upfront) was \$1.6m against a target of \$1.4m
- Strong month for order volume 770 (trending up from Feb-19)
- New customers 198 (trending flat for month)
- Large orders for Wework (\$260k), Bradley University (\$235k) and Booz Allen Hamilton (\$165K).
- Office remodel planning has begun architectural plans have been formalized, next step is contactor bid request
- Organization/Key Hires
 - Staffing by geo Denver (84), US field (24), international field (12) = 120
 - Staffing by function Tech (44), Sales (43), Marketing (12), Finance/Ops/HR (21)
 - Chief People Officer Michelle Anastasi start date of 4/22
 - Sales Ops Director Craig Creuziger start date of 4/30
- Customer Adoption
 - Continued strong sales from existing customers WeWork \$260K, Bradley University \$234K, Booz Allen Hamilton \$164K, Mercy Health \$75K, ETH Zurich \$40K, Mastercard \$61K, Capital One \$35K, Proctor & Gamble \$32K
 - New deals Unum Group \$40K, PLMJ \$34K, University of East Anglia \$21K, Brinker Group \$21K

Executive Summary (Continued)



Misses

Staffing – Mat Pols – sales ops – terminated, Faith Atkins – Director of HR – resignation (still working part time under contract)

Key Go-Forward Actions

- Ongoing culture development with focus on effective new hire onboarding and assimilation with tenured staff, support of
 monthly employee team building gatherings and onsite wellness activities. Exploring initiative for Mersive University for internal
 product training.
- Investigate phantom stock program
- With 4.0/G3 released we are reexamining a low cost Enterprise version of Solstice based on the G2i HW platform
- Flexera need to update version based on subscription and maintenance data reporting requirements
- Revisit thinking around offering Solstice license software as part of a subscription pricing model

Executive Summary – Risks and Challenges



Description	Potential Impact	Plan to Address
G3 transition VP Engineering hire	Customer trade-in cost impactInventory shortageDistributor inventory	number of changes including role/responsibility,
AV industry	 Competitors lowering prices, financial issues at Barco, Plantronics/Polcom looking for buyer, Logictech pulls back bid on Plantroncis - \$2B Continued competitive pressure from Zoom Working on room system integration with Zoom 	 Marketing programs and resources targeted at IT end users Target Zoom with specific marketing resources such as video, topic specific webinars and position papers Solstice Room Link (aka VTC integration) underway = objective is to have a prototype running at Infocom in June
Improve margin/EBITDA while continuing to invest and grow	 Failure to take advantage of market timing and growth 	 Terminate BTX and move to direct reseller model in US (\$1.5M) - done, repackage/reprice software subscription services (maintenance) (\$1.2M) - done, take renewal subscriptions direct – done Reduce BOM by making PS optional, or charging where applicable (now that we have POE) - done
HR/Staffing/Comp	tactical/admin to strategic initiatives	 Hire VP HR in Q1 – done MBO program – done 401K match – done Phantom stock - investigating
Sales Team Productivity	 Failure to hit FY target, exploit competitors weaknesses, leverage market growth and timing 	Hire Sales Ops Director - done
Recurring revenue	 Impact on enterprise value Target incremental business with Opex model 	 Investigate whether there are additional ways to increase current subscription attach rates Examine whether a subscription model for license software is viable given channel constraints and end user budget and firewall constraints

Executive Summary – Q1 OKR



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	2019 Corporate Priorities	Corporate Quarterly Objectives - Q1 2019	Key Result - As measured by	Owner	% Achieved	Status
1	Successfully Launch Gen3 Product	Launch Gen3 Product - port SW	Solstice 4.0 completed in February with HDMI-in, 4k, POE, dual-HDMI-out mirroring/span/extend, top bug fixes, Ink, OpenControl API extensions, 10 new languages, security testing complete	Jon	100%	4/15: 100% features delivered with justified delay to schedule in order to address stability and quality.
	1	GTM Launch of Gen 3 / 4.0	Execute on content creation for product email campaigns, web pages, and video per launch plan	Martin/Chris		Completed
	1	Meet supply chain timging & target for Gen3 Pods	2,500 pods in Jan; 5,000 pods rec'd in Feb & Mar	Dan/Rob/Chris		Rec'd 6,500 of appr. 10,000 expected
	1	Develop & communicate sales plan for Gen3	Finalize/socialize messaging by launch date	Rick/Troy	100%	
2	Scale Sales Organization	International hires	Hire to plan and/or exception hires identified	Rick	75%	Nordics RSM role still open but have 2 candidates. Offer pending for UK channel manager
	<u>'</u>	Hire Sales Operations Director	Employee hired by 3/31	Rick	100%	Offer accepted mid April with start date on 4/29
3	Ensure Product Roadmap Drives Market Adoption		Deliver the following scope features to market by end of Q1: HDMI-in, Dual-HDMI-out mirror/span/extend, 4k, POE, Ink, Custom Instructions, Internationalization, Kepler maintenance renewal workflow. Releases go live within 7 days of target dates.	Chris/Jon	100%	4/15: 100% features delivered by end of Q1 with justified delay to schedule in order to address stability and quality.
	1	Hire VP of Development	Executive hired by 3/31	Rob	100%	,
		Improve Solstice Quality	10 P1 tech debt bugs fixed by end of Q1 (existing stability, automation, escalations, etc)	Jon	100%	3/14: 100% complete (3 time-based issues, 2 memory leak, 1 stability, 4 support escalations)
		Create new brand assets	Create custom photo library by 1/31, create brand architecture and messaging by 3/31, create custom video library by 3/31, complete Gartner Peer Insights page with 25 reviews by 3/31	Martin		All completed except 1) Gartner Peer Insights where we achieved 7 of 25 reviews and 2) brand architecture which is about two-thirds complete.
4	Scale Marketing and Support		Finalize lead gen plan by 1/31, launch 4 EMEA microsites by ISE, launch 2 APAC microsites by Feb 28, start reporting lead conversion to new accounts by 2/28, launch redesigned corp site by 3/31	Martin		All completed.
	1	Scale field marketing internationally	Successful ISE execution Feb 5-8, EMEA Engage event plan finalized by 2/28	Martin		All completed.
		Scale product marketing / support processes	Launch improved support dashboard by 1/31, refactor / launch updated battle sheets by 2/28, implement new prod doc process as part of Gen 3 launch, move to account-based support model by 3/31	Martin		All completed.
		Impliment Company wide MBO Program	Communicated MBO program; developed Q1 dept objectives aligned with Corp objectives	Dan	100%	Complete
5	Invest in our people	Hire VP of HR	Executive hired by 3/31	Rob		Several candidates interviewed by Rob. Hire date anticipated in April.
	<u> </u>	Implement Q1 OKR Program - depart only	Depart level OKRs created and communicated	Dan	100%	·
		Develop Recurring Revenue Reporting	Monthly rolling recurring revenue report created	Dan	75%	RSM developing Contract Management Module functionality. Mersive preparing SF data for upload.
6	Improve business intelligence reporting	Implement Contract Management in NetSuite	Contract management module live in NetSuite	Dan	75%	Expected go live is now April due to customer development requirements necessary to meet Mersive functional requirements.
		Develop key operating metrics report - P vs A	Create/report weekly budget related ops metrics	Dan	25%	On hold pending RSM developing functionality it Netsuite. Departure of Controller has set us back.

Executive Summary – Q2 OKR



	2019 Corporate Priorities	Corporate Quarterly Objectives - Q2 2019	Key Result - As measured by	Owner	% Achieved	Status
	Successfully Launch Gen3 Product	GTM Launch of Gen 3 / 4.0		Martin/Chris		MP: I'm assuming this whole priority (rows2-4) goes away since we have already launched
	•	Meet supply chain timging & target for Gen3 Pods	Finalize international certifications, silkscreening	Dan/Rob/Chris		CJ: Added certification work as it's still partially underway
		,	Implement initial set of email workflows for			, , , ,
		Optimize Lead/Cash Workflow	inbound touchpoints 5/6; Augment contact	Martin/Rick		
		•	database with 3rd party data service 5/31			
_	Scale Sales Organization	Hiring - ANZ, inbound sales, Sales Ops Coordinator, Inside Acct				
2		Mgr, Nordics RSM, UK Channel Mgr, EMEA Support tech	Hire to plan and/or exception hires identified	Rick		
		Hire Mid Atlantic RSD replacement	Hire to plan	Rick		
			Release 4.1 at designated scope within 7 days of			
			target release date of 5/29. Achieve RoomLink			
	Form Book of Book on British Administra	Fulfill Q2 release milestones at agreed upon scope and timing	alpha milestone for Infocomm, no later than 6/7.	Chris/Jon/Tae		CJ: Added the launch of overlook to customers for testing purposes.
3	Ensure Product Roadmap Drives Market		Launch and evalute Overlook (occupancy) accuracy			JB: updated corporate objective and added key result language, adde
	Adoption		with at least 3 enterprise customers.			Tae
		Incorpora Calabina Ovalibu	10 P1 tech debt bugs fixed by end of Q2 (existing	Ion/Too		
		Improve Solstice Quality	stability, automation, escalations, etc)	Jon/Tae		JB: added this KR, added Tae
		Charles I and I and I and I am a state of	Complete brand architecture and messaging 5/31;	N.A aki		
		Standardize branding / messaging	Launch brand campaign 6/17	Martin		
			Launch revamped social strategy 4/1; Launch			
		Scale digital marketing	segment-customized website copy for account-	Martin		
4		Scale digital marketing	based marketing 5/31; Refresh content on partner	Marun		
			websites 5/31			
	Scale Marketing and Support		Execute 5 field events in April; Execute 7 field			
	Scale Marketing and Support	Scale field marketing internationally	events in May including Solstice Engage Germany;	Martin		
		Scale field marketing internationally	execute 3 field events in June including Solstice	ividitili		
			Engage Italy			
			Scale up competitive campaigns 5/20; Launch			
		Scale product marketing / support processes	customer success process 6/1; Decide on	Martin		
		scale product marketing / support processes	recommendation on low-cost edition to present to	ividitili		
			BOD 6/28			
		Rollout 401K matching program	All company presentation	Dan		
5	Invest in our people	Hire VP of HR	On Board new VP of HR	Rob		
		Implement Q1 OKR Program - depart only	Continue with Q2 OKR program	Dan		
		Develop Recurring Revenue Reporting	Include monthly reporting in MOR & Board deck	Dan		
6	Improve business intelligence reporting	Implement Contract Management in NetSuite	Complete and refine processes, procedures & policies	Dan		
			Impliment non-financial reporting metrics in			
		Develop key operating metrics report - P vs A	Netsuite	Dan		

Big Wins, Key Deals and Losses



Upcoming Key Deals

- QBE Pilot went well. Waiting on final decision. 500+ rooms
- Accenture Contract complete. POCs ongoing. Miracast fix req
- General Dynamics Initial 35 units expected in April
- FDIC awaiting order in Q2 \$100K+
- Expedia HQ Evaluation for inclusion in new HQ met at ISE
- P&G In negotiation with procurement. Pricing will be issue
- CIBC 1,200+ rooms over 3 years in Canada tender out
- Altria 150 room potential for new building Q2
- MLB 150 units in NY HQ Q2
- TJX came back to Solstice after selecting Cisco
- Phoenix Union dumped Unite. Bidding on 1,700 rooms
- CBRE 500 room potential in Q2 require vlan tagging/Realtek fix
- Comcast \$155K maintenance renewal + 70 Rooms
- McDermott 200 rooms in Q2
- Northern Trust 300+ rooms by Q3
- Shell in the lead for standardization project 10K rooms over time
- LDS Church Negotiating pricing. 200+ units over 2 years
- Conoco AirMedia proving problematic VTC reg for 300 rooms
- LA Rams 300 units opportunity for new stadium in Q4
- EDF finalizing evaluation and appears we've won

Key Losses/Delays

- · Microsoft on hold until Miracast fixed
- Stanford Main Campus on hold pending new CIO evaluation
- Bed, Bath and Beyond sticking with cables for now

Big Wins

- WeWork \$259K
- Bradley University \$234K
- Booz Allen \$164K
- Mercy Health \$74K
- Swarthmore College \$74K
- Santa Rosa JC \$70K

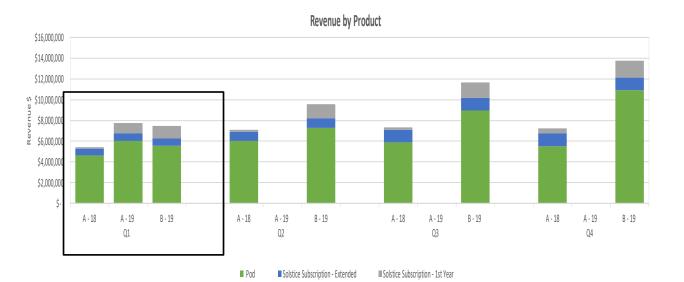
- Mastercard \$61K
- Laurentian U \$42K
- Independent Bank \$42K
- ETH Zurich \$40K
- Unum Group \$40K
- Capitol One \$35K

Product Sales Metrics - Q1





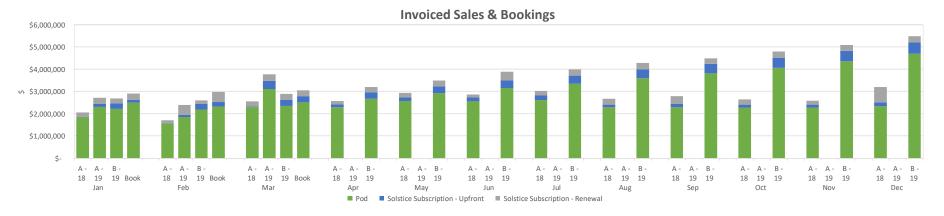
Q1-19 invoiced sales of \$8.9m is \$700K (9%) above budget of \$8.2m and \$2.8M (46%) above same period in 2018.



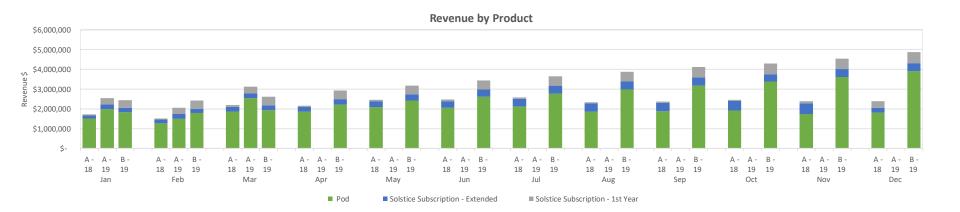
Q1-19 revenue of \$7.7m is \$254K above budget of \$7.5m.

Product Sales Metrics – Monthly Trend





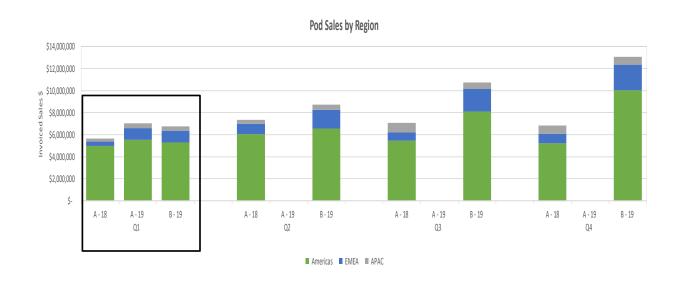
- Graph shows monthly comparatives for invoiced sales and bookings of '18 Actual, '19 Actual, '19 Budget, Bookings actual for Jan & Feb. Future months show '18 Actual and '19 Budget
- Invoiced sales were \$3.8m compared to target of \$2.9m. Bookings were \$3.1m.



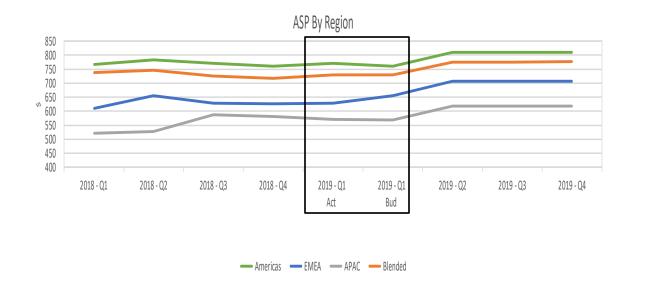
Graph shows revenue comparatives by product type of '18 Actual, '19 Actual & '19 Budget.

Pod Sales Metrics - Q1





Q1 Pod sales were above budget primarily because of strong performance in the Americas region.

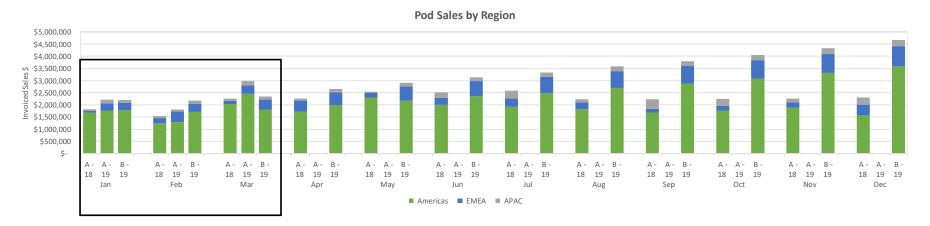


Overall ASP across all regions was \$730, which is consistent with plan of \$729. EMEA and APAC have an overall lower ASP than Americas due to all sales are through distributor channel.

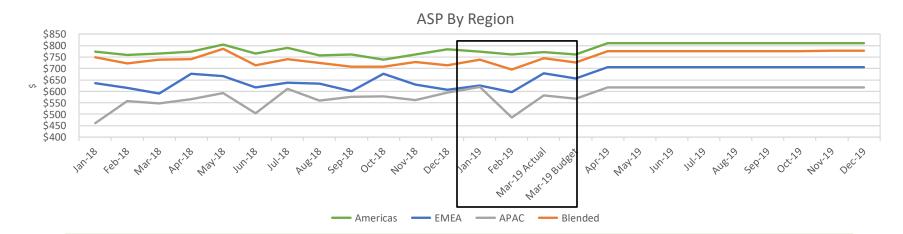
Americas ASP was \$770 vs budget of \$761 during Q1.

Pod Sales Metrics – Monthly Trend





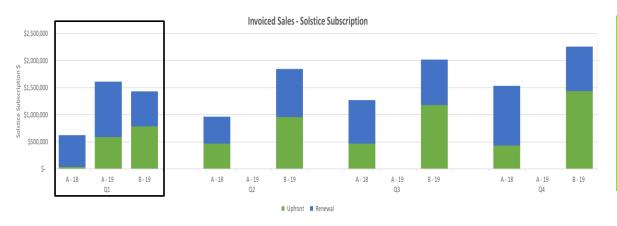
- Graph shows pod invoiced sales only by region comparing Americas, EMEA and APAC comparatives for '18 Actual, '19 Actual & '19 Budget.
- March Pod sales were above budget primarily because of strong performance in the Americas region.



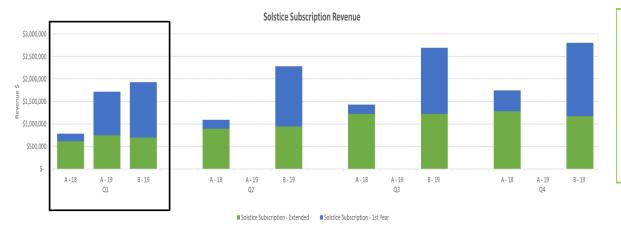
- Graph shows ASP by region historically and planned for remaining 2019
- Overall ASP across all regions was \$746, which is ahead of plan of \$727 due to product and geographical mix. EMEA and APAC have an overall lower ASP than Americas due to all sales are through distributor channel.
- Americas ASP was \$772 vs budget of \$761 in March.



Solstice Subscription Metrics – Q1



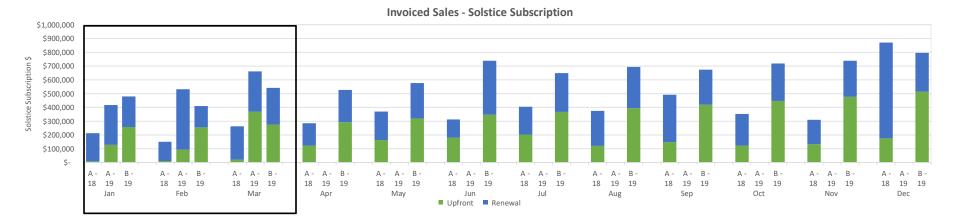
Overall Q1 invoiced sales for Solstice subscriptions was \$1.6m vs. budget of \$1.4m are greater than budget due to renewals exceeding plan.



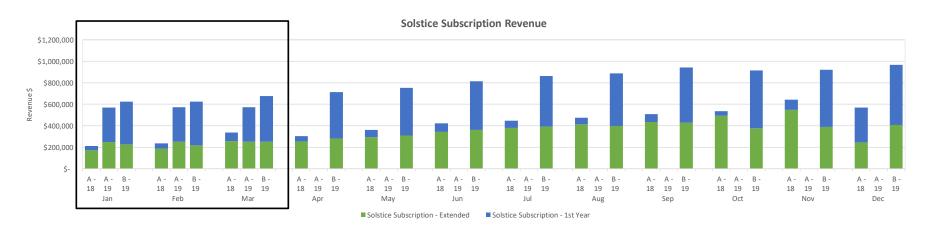
Revenue in Q1 is slightly below budget. Note there is no direct correlation between invoiced sales in a particular month and revenue. Revenue begins upon activation of pod following sell-through from distributor to end user.



Solstice Subscription Metrics – Monthly Trend



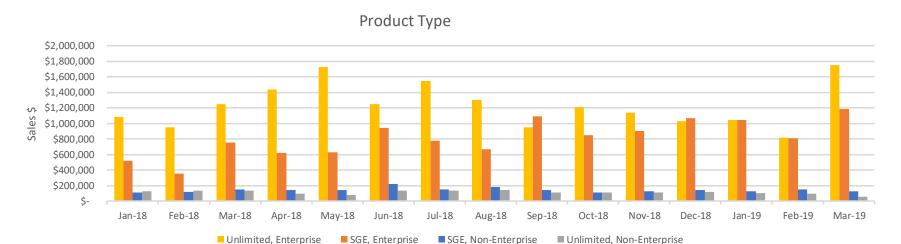
- Graph shows Invoiced Solstice subscription (AKA Maintenance) comparing Upfront versus Renewal comparatives for '18 Actual, '19 Actual and '19 Budget.
- March invoiced sales for Solstice subscriptions was \$662k vs budget of \$541k significantly greater than budget due upfront sales with large orders from Booz Allen and Bradley University.

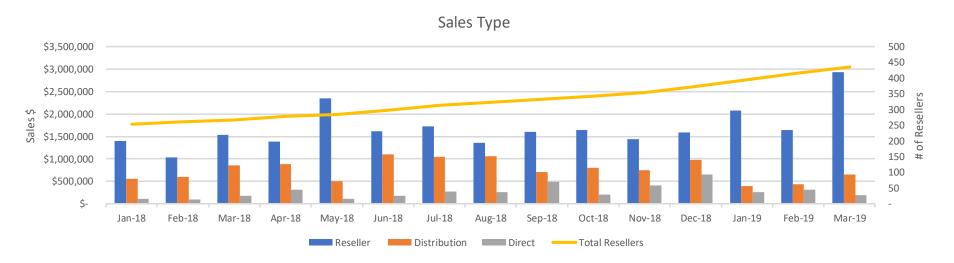


- Graph shows revenue from Solstice subscription (AKA Maintenance) comparing Upfront versus Renewal comparatives for '18 Actual, '19 Actual and '19 Budget.
- Revenue in March is slightly below budget. Note there is no direct correlation between invoiced sales in a particular month and revenue. Revenue begins upon activation of pod following sell-through from distributor to end user.

Product Type & Channel Metrics

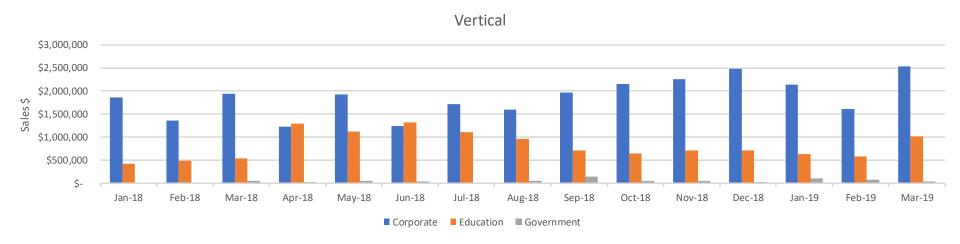






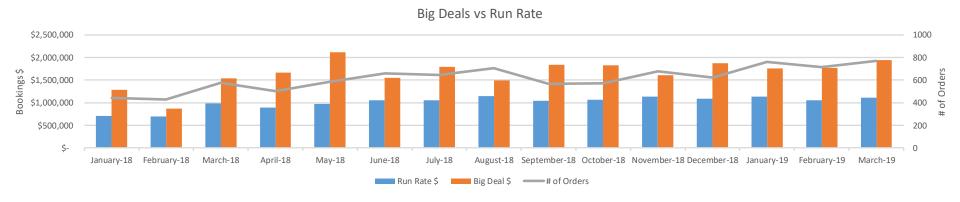
Customer Segment Metrics

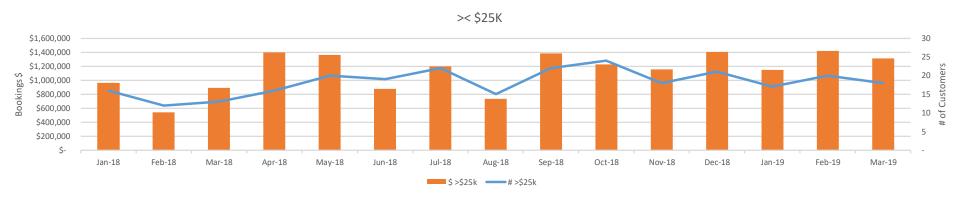




Big Deals and Run Rate Metrics

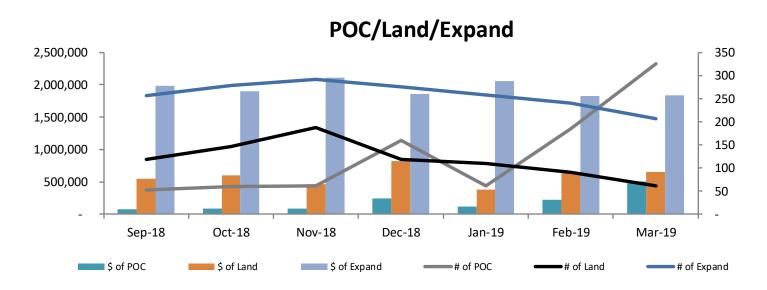












Lifecycle									
	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Total	%
POC	78,454	98,798	82,215	248,107	118,912	226,336	503,914	852,821	5%
Land	545,622	639,324	469,375	824,995	381,964	630,944	650,960	3,492,223	22%
Expand	1,979,358	1,896,181	2,112,443	1,854,519	2,055,559	1,829,387	1,837,827	11,727,447	73%
Total	2,603,434	2,634,303	2,664,032	2,927,621	2,556,435	2,686,667	2,992,701	16,072,491	100%



Top Customer Metrics

End User	LTM Amount	% of Total
WeWork	2,872,373	8%
Comcast	747,522	2%
Nike	453,904	1%
Time Warner	442,177	1%
Penn State University	395,124	1%
Charter Communications	362,452	1%
University of Illinois at Urbana-Champaign	333,010	1%
Booz Allen Hamilton	317,700	1%
Mastercard	308,853	1%
The University of Manchester	308,185	1%
Other Customers	27,802,714	81%
Total	34,344,013	100%

End User	Mar Amount	% of Total
WeWork	259,316	8%
Bradley University	234,725	8%
Booz Allen Hamilton	164,497	5%
Mercy Health	74,802	2%
Swarthmore College	74,622	2%
Santa Rosa Junior College	70,445	2%
Mastercard	61,197	2%
Laurentian University	42,418	1%
Independent Bank	41,828	1%
ETH Zurich	40,482	1%
Other Customers	1,997,859	65%
Total	3,062,189	100%



Solstice Subscription – Attach Rate

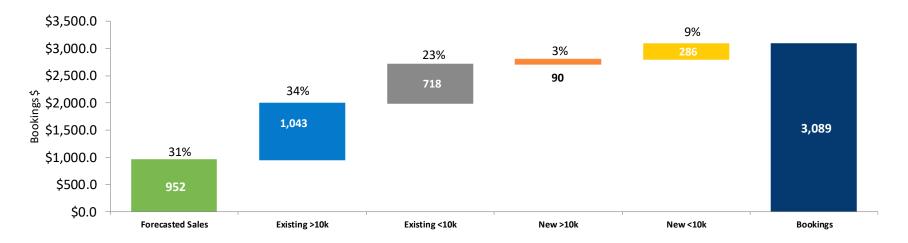
Upfront															
	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Total Upfront Units Sold	76	142	203	616	873	954	848	597	801	853	648	682	549	355	1,395
Total Unit Sales	2,281	1,865	2,945	2,970	3,425	3,034	3,151	2,934	3,142	3,677	3,374	3,297	3,096	2,592	4,467
Upfront Rate	3%	8%	7%	21%	25%	31%	27%	20%	25%	23%	19%	21%	18%	14%	31%

Renewal															
	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Pods w/ Paid solstice subscription	6,485	6,756	6,992	7,411	8,072	8,628	9,852	9,125	10,319	11,588	12,734	16,809	18,930	21,552	22,042
Total Pods, post-free solstice subscription	12,088	12,764	13,593	14,551	16,009	17,814	19,060	20,733	22,409	28,731	30,182	32,633	36,845	44,360	47,171
Renewal Rate	54%	53%	51%	51%	50%	48%	52%	44%	46%	40%	42%	52%	51%	49%	47%

- Upfront attach rate increased in March to 31% below the target of 40%
- Renewal rate decreased during March to 47% consistent with the LTM average of 48%

Bookings Attribution Analysis







- 31% of total bookings for the month were included in forecasted sales by the sales team for the month of March.
- Another 34% of bookings were from orders over \$10K from existing customers but were not included in forecasted sales for the month.
- 23% of bookings were from orders under \$10K from existing customers and which are not part of forecast.
- Remaining 12% of bookings were from new customers and not included in forecasted sales for the month.

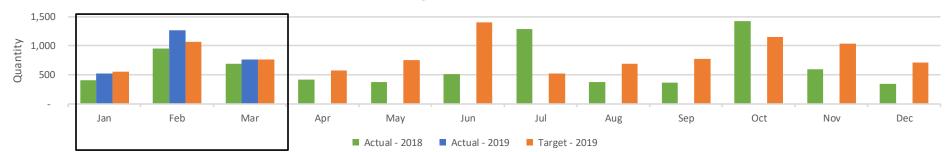
Marketing Metrics







Marketing Qualified Leads (MQLs)



- MQLs are defined by a HubSpot Score greater or equal to 75
- Web traffic is slightly ahead of plan on a YTD basis mainly due to strong performance in SEO and Digital advertising.
- MQL conversion rates on the whole are ahead of plan with particular strength in Direct Traffic and improvement needed in SEO.
- MQLs are slightly ahead of plan on a YTD basis due to web traffic and conversion rates both being ahead of plan.

New Customer Metrics





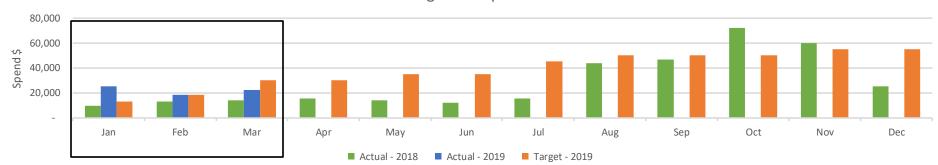


- Net new accounts (NN) have remained flat during Q1-2019 (611) when compared to Q4-2018 (623) but are up 18% on a YOY basis.
- The number of net new accounts grew 21% YOY from 2016 to 2017 and then 44% from 2017 to 2018 (more than half of the 2017-18 growth was marketing-attributed).
- Marketing-attributed NN accounts is at 107% of plan YTD / 57% YOY growth; despite being on plan, lower than expected close rates have dampened performance in Feb / Mar (new websites, email workflows, and additional inside sales reps will help with future close rates).
- New and Existing customers are calculated as bookings excluding stocking orders and including sales out.

Marketing Spend







Field Marketing Spend

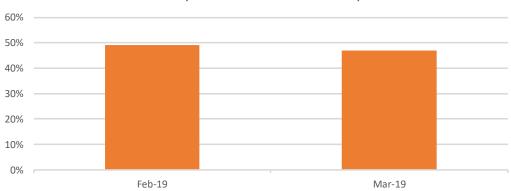


- Digital ad spend was slowed to start the year while we added international websites, redesigned corporate website, and added account-based-marketing automation.
- Field marketing spend spiked in Feb due to ISE and in general has been more efficient than expected YTD.

Kepler - Adoption





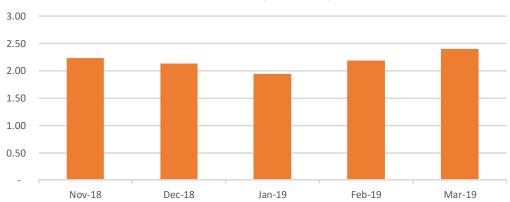


- % of top 100 customers (based on # of pods) with Kepler.
- Although Kepler adoption in general continued at its normal pace, a handful of new customers that have not tried Kepler made it in the top 100 report, thus dropping the percentage.

Kepler - Engagement





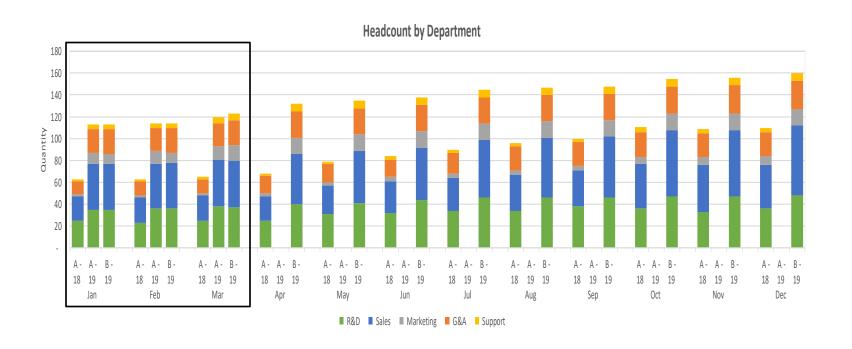


Management Discussion

• Number of sessions per active user per week using Kepler.

Staffing Analysis





Management Discussion

• Staffing is behind plan through March 2019, due to G&A and Marketing.

2019 Hiring Schedule



									Requisitions Status Total Regs: 55
									Open Reqs: 17
Department	Not active	Sourcing Resumes	Phone Screen	In Person Interview	Offer Sent	Offer Accepted	Hired	Candidate Name/DOH	Inactive Reqs: 4
									Filled Regs: 34
									Fill Rate: 66.7%
	SDET (Replacement)								Hold
	Agile Coach (Replacement)								Hold
	Dev Ops								Hold
		•		Sr. Software Engineer C++/Network Engineer Expert]				Interviewing
				Sr. Frontend Engineer (Replacement)	1				Interviewing
			Sr. QA Engineer		- -				Interviewing
				Sr. Product Manager (Replacement)					Interviewing
				Sr. Software Engineer C++/Architect (VTC)				•	Interviewing
							Sr. Product Manager (replacement)	(Halley Coplin (DOH 4/29/19)	Filled
							UX Designer	Tim Ortiz (DOH 4/15/19)	Filled
Engineering								Mathew Norby (DOH 1/7/19)	Filled
								Greg Newman (DOH 1/14/19)	Filled
							Fullstack/Frontend Engineer	Tim Arsenault (DOH 1/28/19)	Filled
						ŀ	(Replacement) Sr. Software Engineer Android OS	Steven Tang (DOH 2/11/19)	Filled
							(Replacement)	Present rank (DOU 5/11/19)	rilled
						ŀ		Spencer Brigham (DOH 2/18/19)	Filled
							(Replacement)	(501.2,10,13)	
						j	Software Engineer (QT/QML Front End)	David Ward (DOH 3/4/19)	Filled
							VP, Engineering	Tae Kim (DOH 3/11/19)	Filled
							Sr. Software Engineer (Rust)	Cayle Stickler (DOH 3/25/19)	Filled
				RSD - Mid Atlantic (Replacement)					Interviewing
			Channel Sales Mgr- Southeast (Replacement)						Interviewing
					Sales Ops Coordinator (Replacement)				Interviewing
				RSD - Netherlands					Interviewing
				RSD - Australia					Interviewing
				Channel Sales Mgr - UK					Interviewing
				Business Development Director	-				Interviewing
		Customer Technical Support - EMEA	1	Sales Operations Director	ı				Interviewing Sourcing
		Customer recrimical support - EIVIEA	_			ſ	RSD- Germany	Rosario Marseglia (DOH 1/1/19)	Filled
Sales							Channel Manager - Outside (Atlanta)	Bruno Pasquali (DOH 1/2/19)	Filled
								Megan Paul (DOH 1/21/19)	Filled
							SE - MEA	Ramez Alam (DOH 1/7/19)	Filled
							Inside Sales Rep - EMEA	Simone Oberti (DOH 2/1/19)	Filled
							SE - Rocky Mountain Region	Steve Whitehurst (DOH 3/4/19)	Filled
								Arthur Tsui (DOH 3/26/19)	Filled
							RSD - China	Jeff Liu (DOH 4/1/19)	Filled
							SE - Germany	Klaus Paetzold (DOH 4/1/19)	Filled
							SE - Nordics	Monica Lozano Cruz (DOH 5/1/19)	Filled Filled
	Content Marketing Manager						SE - France (Replacement)	Laurent Garcia (DOH 5/14/19)	Filled Hold
	Content ivial keting ivianager	Support Engineer II	1						Interviewing
		Support Engineer if	J		Support Engineer I (Replacement)				Interviewing
					, ,	'	Media Specialist	Trevor Peach (DOH 1/1/19)	Filled
						İ	Field Marketing Manager	Helena Schliefman (DOH 1/14/19)	Filled
Maukatina						ļ	Product Marketing Manager	Kimberly Ronsse (DOH 1/17/19)	Filled
Marketing							Digital Marketing Manager	Graeme Rothe (DOH 2/4/19)	Filled
]		Trevor Rawls (DOH 2/20/19)	Filled
						Į.	Graphic Designer (Temp To Hire)	Amber Rich (Start Date 3/7/19)	Filled
						ļ	Support Engineer III	Joel Underwood (DOH 3/25/19)	Filled
						ļ	Support Engineer II	Kevin Webb (DOH 3/25/19)	Filled
				110.110			Customer Success Manager/Director	Shawn Braldey (DOH 4/15/19)	Filled
				VP, HR	J	ı	Logistics Clark	Evily Milkologue (DOLL 4/45/40)	Interviewing Filled
G&A							Logistics Clerk Staff Accountant	Erik Mikelsons (DOH 4/15/19) Ani Moore (DOH 2/19/19)	Filled
GQA						ŀ	Jr. Systems Administrator	Sam Lunny (DOH 3/11/19)	Filled
						ŀ	Operations Coordinator (Replacement)		Filled
							, and the second		



Monthly Operating Review Meeting Agenda

- Executive Summary
- **→** Financial Review
- Governance Reporting
- Appendix

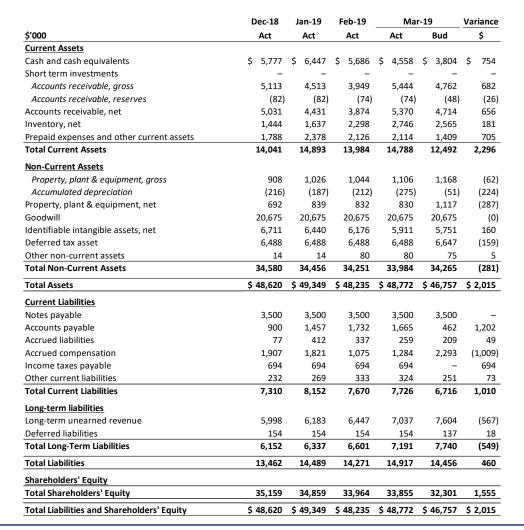




\$'000	M	TD	Va	riance	PY MTD	Va	riance	YT	D	V	ar	PY YTD	Vari	ance
	Act	Bud	\$	%	Act	\$	%	Act	Bud	\$	%	Act	\$	%
Gross Revenue	\$ 3,140	\$ 2,615	\$ 525	20.1%	\$ 2,161	\$ 979	45.3%	\$ 7,770	\$ 7,490	\$ 280	3.7%	\$ 5,372	\$ 2,398	44.6%
Adj. to Gross Revenue	(16)	-	(16)	N/A	(7)	(8)	115.3%	(26)	_	(26)	N/A	(19)	(7)	35.8%
Net Revenue	3,124	2,615	510	19.5%	2,154	971	45.1%	7,744	7,490	254	3.4%	5,353	2,391	44.7%
Material	848	467	381	81.5%	465	383	82.3%	1,693	1,338	355	26.5%	1,107	586	53.0%
Labor	50	56	(6)	(11.5%)	34	15	44.5%	147	154	(6)	(4.0%)	110	38	34.4%
Total COGS	898	523	374	71.6%	499	398	79.7%	1,841	1,492	349	23.4%	1,217	624	51.3%
Gross Margin	2,227	2,091	135	6.5%	1,654	572	34.6%	5,903	5,998	(95)	(1.6%)	4,136	1,767	42.7%
Gross Margin %	71.3%	80.0%			76.8%			76.2%	80.1%			77.3%		
R&D	537	522	15	2.9%	284	253	88.9%	1,441	1,505	(64)	(4.3%)	882	559	63.3%
Sales & Marketing	949	1,172	(223)	(19.0%)	595	354	59.5%	3,007	3,163	(156)	(4.9%)	1,618	1,389	85.8%
Administrative	446	642	(196)	(30.5%)	232	214	92.2%	1,567	1,893	(326)	(17.2%)	691	876	126.8%
Other Opex		14	(14)	(100.0%)	_	_	N/A	_	14	(14)	(100.0%)	_	_	N/A
Total Opex	1,933	2,350	(418)	(17.8%)	1,112	821	73.9%	6,015	6,574	(560)	(8.5%)	3,191	2,824	88.5%
EBITDA	294	(259)	553	(213.4%)	542	(249)	(45.8%)	(111)	(576)	465	(80.7%)	946	(1,057)	(111.8%)
EBITDA %	9.4%	(9.9%)			25.2%			(1.4%)	(7.7%)			17.7%		
Net Income (Loss)	\$ (109)	\$ (651)	\$ 542	(83.3%)	\$ 201	\$ (309)	(154.2%)	\$ (1,303)	\$ (1,798)	\$ 495	(27.5%)	\$ (84)	\$ (1,219)	1449.3%
Сарех	\$ (62)	\$ (205)	\$ 143	(70.0%)	\$ (15)	\$ (46)	306.9%	\$ (198)	\$ (257)	\$ 59	(23.0%)	\$ (32)	\$ (166)	525.7%

- Invoiced sales were \$3.8m compared to target of \$2.9m, including \$663k of solstice subscription invoice sales recorded. Bookings were \$3.1m, resulting in backlog of \$92k at month end. QTD invoiced sales of \$8.9m is \$700K above budget of \$8.2m.
- Revenue of \$3.1m includes approximately \$2.5m of pod revenue and \$574k of deferred solstice subscription revenue from prior months amortized into net revenue. Pod revenue of \$2.5M is 132% of budget of \$1.9M with as we shipping Gen3 pods during March. QTD revenue of \$7.7m is \$254K above budget of \$7.5m.
- Pods sold for the month were 4,467 vs target of 3,228. Pod ASP across all regions was \$746, which is higher than budgeted ASP of \$727. Overall ASP variance to budget is largely driven by geographical and product mix. QTD COGS is \$350K over plan (23%) due to higher volume of pod unit sales compared to plan.
- Renewal solstice subscription licenses sold were 1,771 compared to target of 1,834 resulting in invoiced sales of \$292k compared to budget of \$265K, driving improved ASP. QTD renewal invoiced sales of \$1.0m is \$377K above budget of \$642k.
- Upfront solstice subscription licenses sold were 1,395 compared to target of 1,223 resulting in invoiced sales of \$371k compared to budget of \$275k. Upfront attached rate was 31% compared to a budgeted 40%. QTD upfront invoiced sales of \$592k is \$196K below budget of \$788k.
- Gross Margin % was below budget due to shipping out Gen3 during March rather than budgeted ship date of April.
- YTD OpEx remains below budget due to being behind on hiring plan and marketing spend.
- Capex was lower than expected due to timing of furniture and computer additions relative to budgeted dollars.

Balance Sheet





- AR increased due to increase in invoiced sales, especially due to shipping Gen 3 pods.
- Inventory balances are in line with target.
- Prepaid and OCA balances are higher than expected due to receivable from landlord, trade show prepaids, prepaid commission related to 606 and additional prepaids from various vendors.
- Increase in payables driven by timing of in inventory payables and timing of other payments to other vendors.
- Accrued Compensation is below budget due to paying 80% MIPs during February compared to budgeted payment in May.
- Income taxes payable was larger than expected due to taking a conservative approach with tax liabilities related to taxable income associated with invoiced solstice subscription. The liability will likely decrease significantly as we complete our corporate tax returns in March.
- Deferred revenue is below budget primarily due to a change in deferred revenue assumptions related to ASC 606 revenue recognition. We need to reforecast deferred revenue using the revised FMV allocations recently computed for 2018 & 2019.



Cash Flow Statement

of Flow Statement	 N	/ITD)	 Var	P١	Y-MTD	Var			ΥT	YTD		Var		P١	YTD		Var
\$'000	Act		Bud	\$		Act		\$		Act		Bud		\$		Act		\$
Cash flow from operations								_										
Net Income (Loss)	\$ (109)	\$	(651)	\$ 542	\$	201	\$	(309)	\$ (1,303)	\$	(1,798)	\$	495	\$	(84)	\$	(1,219)
Depreciation, amortization and other	301		288	13		278		22		902		849		53		834		68
Deferred income tax	_		_	_		_		_		_		(159)		159		-		-
Change in operating assets and liabilities:																		
Accounts receivable	(1,496)		(1)	(1,495)		(870)		(625)		(339)		265		(603)		(563)		224
Inventory	(448)		(392)	(56)		(249)		(199)	(1,302)		(1,175)		(126)		(399)		(903)
Prepaid expenses and other current assets	12		101	(89)		151		(138)		(326)		431		(758)		260		(586)
Accounts payable	(67)		(14)	(53)		(229)		161		765		(192)		957		(126)		891
Accrued expenses	132		194	(62)		75		57		(440)		514		(955)		(125)		(316)
Accrued income taxes	0		_	0		_		0		(0)		(694)		694		_		(0)
Other changes in operating assets and liabilities	590		300	290		379		211		1,039		693		346		906		133
Other cash flow from operations	30		(5)	35		13		16		9		(410)		419		31		(22)
Total Cash Flow from Operations	\$ (1,056)	\$	(181)	\$ (875)	\$	(251)	\$	(804)	\$	(996)	\$	(1,676)	\$	680	\$	734	\$ ((1,730)
Cash flow from investing																		
Additions to property, plant and equipment	\$ (62)	\$	(205)	\$ 143	\$	(15)	\$	(46)	\$	(198)	\$	(257)	\$	59	\$	(32)	\$	(166)
Investment in intangibles	(11)		(82)	71		_		(11)		(26)		(40)		14		-		(26)
Total Cash Flow from Investing	\$ (72)	\$	(287)	\$ 215	\$	(15)	\$	(57)	\$	(224)	\$	(297)	\$	74	\$	(32)	\$	(192)
Cash flow from financing																		
Total Cash Flow from Financing	\$ -	\$	_	\$ _	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	\$ -	\$	-	\$ _	\$	-	\$		\$	_	\$	_	\$	-	\$	-	\$	_
Net change in cash	\$ (1,128)		(468)	\$ (660)	\$	(266)	\$	(861)	\$(1,220)	\$	(1,973)	\$	754	\$	703	\$ ((1,922)
Beginning cash	5,686		4,272	1,414		3,519		2,166		5,777		5,777		-		2,550		3,227
Change in cash	(1,128)		(468)	(660)		(266)		(861)	(1,220)		(1,973)		754		703	į	(1,922)
Ending cash	\$ 4,558	\$	3,804	\$ 754	\$	3,253	\$	1,305	\$	4,558	\$	3,804	\$	754	\$	3,253	\$	1,305

Management Discussion

• Cash is \$750k over budget due primarily to significant increase in payables related to timing of inventory receipts and other vendors and state and federal taxes netted with increase in AR due to Gen3 sales as well as \$500K positive variance in EBITDA for the Qtr.



Monthly Operating Review Meeting Agenda

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- Full Year Financial Outlook
- **⊙** Governance Reporting
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Management Governance Report



Board of Directors

- Andrew Nikou
- Rob Young
- Chris Jaynes
- Rob Balgley
- John Case
- Paul Bridwell

Audit Committee

- Dan Hudspeth
- Paul Bridwell
- Shawn Haghighi
- Andrew Martinez

2018 Year End Auditors

Deloitte

Anonymous Hotline

Navex implementation complete; hotline is now live

Internal Control & Authority Matrix

Adopted effective 2/27/18



Management Governance Report (Continued)

A)	Requests for waivers or out-of-the-	Hiring of VP of
	ordinary course approvals under the	Engineering and VP of HR
	Internal Control and Corporate	
	Governance Matrix, Code of Ethics	
	or any internal control:	
B)	Any conflicts of interest or the	None
	appearance of any such conflict or	
	potential conflict:	
(C)	Any actual or apparent weakness or	None
	inadequacy in the Company's	
	policies of internal controls and	
	financial reporting:	
D)	Any reports or complaints regarding	None
	accounting, internal accounting	
	controls or auditing matters.	





Milestone			Activity	Status
ID	Description	Risk	Description	Description
1	Account Management and Security	High	Utilize JumpCloud for Directory	JumpCloud deployment is at 80% all critical systems are now manageable via
	Account Management and Security		Services	JumpCloud with password resets and MFA.
2	Account Lockout	High	Implement lockout for VPN and Email	Bad password lockout has been implemented for Email and VPN.
3	Business Continuity & DR	High	Purchase infrastructure to allow for	Infrastructure purchased and installed. Backups and DR processes in place for all
<u> </u>	Busiliess Continuity & DN		proper BC & DR	critical Infrastructure.
4	Cuborcocurity Training	High	Engage a partner to perform training	Training begins week of 4/15.
<u> </u>	Cybersecurity Training		and testing	
5	Vulnerability Management	High	Engage partner to perform pen test	Currently engaging Vendors to work with on Network pen tests. Completion by end
<u> </u>	Vulnerability Management		on Network	of Q2.
6	Two Factor Authentication	High	Implement Two Factor Authentication	VPN Two Factor Authentication has been added. Once JumpCloud reaches 100%
i			for Email and VPN	Two Factor will be put in place for Email and Gdrive.
7		High	Determine best practice for hard	Hard drive encryption is still under review as there are concerns for the
	Hard Drive Encryption		drives that are not encrypted and	development infrastructure with adding encryption. Looking at possibly encrypting
I			develop plan to implement.	just certain business units, Accounting and HR specifically.
8	Patch Management	High	Once Milestone 3 is complete this will	Patch Management now implemented on all Infrastructure servers and machines.
i	Patch Management		be implemented.	
9	Mahila Davisa Managamant	Med	Office365 Deployment gave us this	Completed with O365 deploy.
i	Mobile Device Management		ability.	
10		Med	Still being reviewed for	Removable media controlled on Infrastructure machines. Use of removable media
	Removable Media		_	required for many users.
1	Removable ivieura		implementation possibilities, will need	
ı			Milestones 3 and 8 to implement.	



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YTD Opex Analysis



\$'000

	YTD			Explar	nation of	Variance	Variance Impact			
			Variance	One-Time /		Change in	Total Variance	YoY Impact	Annualized	
	Act	Bud	B / (W)	Non-recurring	Timing	Run-rate Other	B / (W)	B / (W)	Impact B / (W)	
Payroll	\$ 3,045	\$ 3,332	\$ (287)	\$ -	\$ (287)	\$ - \$ -	\$ (287)	\$ -	\$ -	
Benefits	371	435	(64)	\$ -	\$ (64)		(64)	_	-	
Bonus	393	402	(9)	\$ -	\$ (9)		(9)	_	-	
Commissions	341	303	37	-	37		37	_	-	
Marketing	654	807	(152)	-	(152)		(152)	_	-	
Travel and Entertainment	366	238	128	-	128		128	_	-	
Rent and Facilities	305	233	72	_	72		72	_	_	
Insurance	12	13	(0)	-	(0)		(0)	_	-	
Professional Fees	183	184	(0)	_	(0)		(0)	_	-	
Utl., Repair, Maint., & Sec.	81	105	(24)	_	(24)		(24)	_	_	
Office Expense	119	233	(115)	-	(115)		(115)	_	-	
IT	119	238	(119)	-	(119)		(119)	_	-	
Other Expenses	26	52	(25)	_	(25)		(25)	_	-	
Total Opex	\$ 6,015	\$ 6,574	\$ (560)	\$ -	\$ (560)	\$ - \$ -	\$ (560)	\$ -	\$ -	

- Payroll is under budget due to employee turnover and being behind plan on a \$ and quantity basis.
- Marketing is under budget due to underspending primarily in field marketing, as well as digital.
- Office Expense is under budget due to timing of office equipment purchases.
- IT is under budget due to timing of data related IT projects.



Operating Expenses Summary

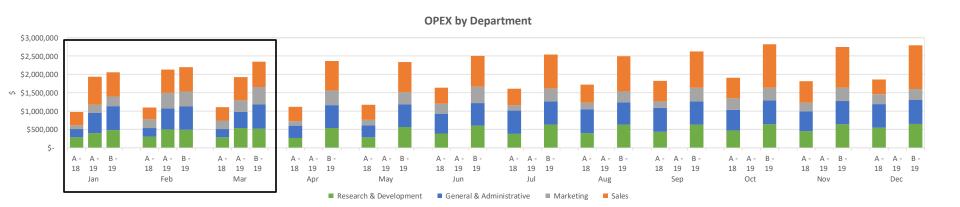
\$'000	М	ITD	Vai	riance	PY MTD	Va	ariance	YT	D	Va	ır	PY YTD	Vari	ance
	Act	Bud	\$	%	Act	\$	%	Act	Bud	\$	%	Act	\$	%
Opex Overview:							_							
Payroll	\$ 1,026	\$ 1,159	\$ (133)	(11.5%)	\$ 510	\$ 516	101.1%	\$ 3,045	\$ 3,332	\$ (287)	(8.6%)	\$ 1,512	\$ 1,534	101.5%
Overtime	_	_	_	N/A	_	_	N/A	_	_	_	N/A	_	_	N/A
Benefits	132	151	(20)	(13.0%)	94	38	41.0%	371	435	(64)	(14.7%)	319	52	16.1%
Bonus	121	138	(18)	(12.8%)	29	91	313.2%	393	402	(9)	(2.3%)	82	311	381.1%
Commissions	115	109	6	5.5%	96	20	20.5%	341	303	37	12.3%	260	80	30.8%
Marketing	195	338	(142)	(42.1%)	202	(6)	(3.1%)	654	807	(152)	(18.9%)	484	171	35.3%
Travel and Entertainment	132	81	50	61.7%	44	88	199.7%	366	238	128	53.8%	113	252	222.9%
Rent and Facilities	112	78	34	44.1%	55	57	102.5%	305	233	72	30.8%	144	161	111.8%
Insurance	4	4	0	1.2%	9	(5)	(51.9%)	12	13	(0)	(0.1%)	10	3	25.6%
Professional Fees	53	61	(8)	(13.3%)	17	36	203.8%	183	184	(0)	(0.2%)	67	117	174.9%
Utl., Repair, Maint., & Sec.	21	35	(14)	(40.5%)	14	7	50.3%	81	105	(24)	(23.0%)	56	25	44.5%
Office Expenses	13	88	(75)	(85.7%)	23	(10)	(45.2%)	119	233	(115)	(49.2%)	55	63	113.9%
IT	1	90	(89)	(99.4%)	7	(6)	(91.7%)	119	238	(119)	(50.1%)	38	81	215.7%
Bad Debts	_	_	_	N/A	_	_	N/A	_	_	_	N/A	(3)	3	(100.0%)
Other Expenses	8	17	(9)	(52.1%)	13	(4)	(35.1%)	26	52	(25)	(49.4%)	54	(28)	(51.4%)
Total Opex	\$ 1,933	\$ 2,350	\$ (418)	(17.8%)	\$ 1,112	\$ 821	73.9%	\$ 6,015	\$ 6,574	\$ (560)	(8.5%)	\$ 3,191	\$ 2,824	88.5%
	-							l —						

Management Discussion

• Please see previous slide on expense analysis.





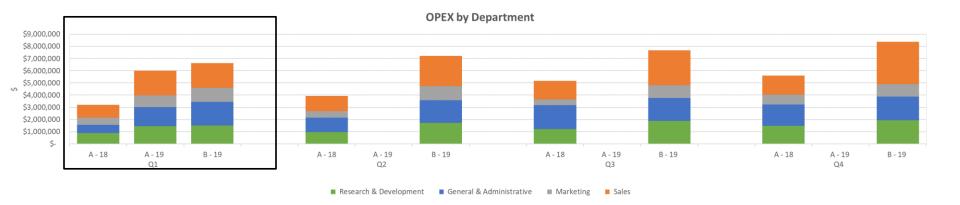


Management Discussion

• Graph shows departmental spend comparatives for '18 actual, '19 actual and '19 budget.







Management Discussion

• Graph shows departmental spend comparatives for '18 actual, '19 actual and '19 budget.





\$'000

AR Aging						
Jan-19			Feb-19		Mar-19	
\$	3,519	\$	2,995	\$	4,851	
	640		396		206	
	189		279		283	
	164		279		104	
\$	4,513	\$	3,949	\$	5,444	
	(82)		(74)		(74)	
\$	4,431	\$	3,874	\$	5,370	
); \$	Jan-19 \$ 3,519 640 189 164 \$ 4,513 (82)	Jan-19 F \$ 3,519 \$ 640 189 164 \$ 4,513 \$ (82)	Jan-19 Feb-19 \$ 3,519 \$ 2,995 640 396 189 279 164 279 \$ 4,513 \$ 3,949 (82) (74)	Jan-19 Feb-19 N \$ 3,519 \$ 2,995 \$ 640 189 279 164 279 \$ 4,513 \$ 3,949 \$ (74)	

	AP Aging										
Days	Jä	an-19	F	eb-19	Mar-19						
0-30	\$	1,303	\$	1,578	\$	1,190					
30-60		130		68		323					
7% 60-90		0		60		67					
>90		24		26		84					
Total	\$	1,457	\$	1,732	\$	1,665					

- AR increased due to increase in invoiced sales, especially due to shipping Gen 3 pods. Drop in >90 was due to three over due accounts paying down their balance
- Increase in >30 AP is due to increase in inventory payables and timing of other payments to other vendors.





Invoiced Sales	s by	Region					
	9						
Region	Annual Target		Budget	Actual	Var	%	
Europe	\$	850,000	152,586	206,836	54,250	136%	
Midwest	\$	7,650,000	1,374,726	1,860,706	485,980	135%	
TOLA	\$	2,550,000	458,242	615,793	157,551	134%	
UK	\$	2,762,500	496,429	626,573	130,144	126%	
Northeast	\$	6,375,000	1,145,605	1,307,001	161,395	114%	
Southeast	\$	4,675,000	840,111	946,495	106,385	113%	
Mid-Atlantic	\$	3,825,000	687,363	630,372	(56,991)	92%	
Canada	\$	1,700,000	305,495	226,779	(78,716)	74%	
APAC	\$	2,550,000	458,242	310,954	(147,288)	68%	
New England	\$	2,550,000	458,242	304,323	(153,919)	66%	
Rocky Mtn.	\$	1,487,500	267,308	169,015	(98,293)	63%	
West	\$	3,400,000	610,990	368,267	(242,722)	60%	
Northwest	\$	1,912,500	343,682	200,152	(143,530)	58%	
Germany/Italy	\$	1,275,000	179,297	90,909	(88,388)	51%	
France/Spain	\$	1,530,000	274,945	79,291	(195,654)	29%	
MEA	\$	1,275,000	179,297	34,925	(144,372)	19%	
Global		N/A	N/A	921,968	921,968	N/A	

