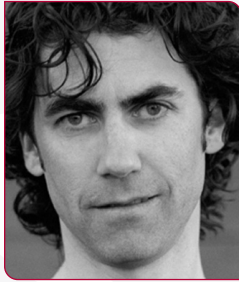


Executive Team indicee



Mark Cunningham

CO-FOUNDER, CEO AND PRESIDENT

Mark is a thought leader and passionate entrepreneur who's committed to using technology for good, not evil. Over the years, he's had to create (and deliver) countless data-driven spreadsheets, reports and presentations. He's deeply familiar with the pains of pulling together and analyzing business data. That's what initially motivated his family business, The Cunningham Group, and his brother Terry to begin building the world's first Windows-based reporting tool, Crystal Reports in 1991.

Crystal was acquired by Seagate Software (which in turn was acquired by Business Objects and SAP) and Mark went on to launch several new ventures, including Symmetrics, a producer of contact center productivity software, where he is now chairman, and the Symmetrics Pro Cycling Team, once North and South America's top-ranked cycling squad. Along the way, he's built an enviable customer list that includes Nike, Pfizer, Xerox, Microsoft, Veritas, Nortel and the U.S. Postal Service.

When he's not working, Mark is a competitive cyclist, surfer and kite surfer. He has completed the Hawaii Ironman twice, and has been known to take the post position while racing with his cycling team. Mark is an avid pilot and flies both a Cessna 185 and Turbine Beaver to remote destinations in the British Columbia back country.

Mark has a Bachelor of Applied Science in Civil Engineering from the University of British Columbia.



Fred Tummonds

CO-FOUNDER, CTO

Fred is a seasoned technology professional who's led product and R&D teams to success at Fortune 500s and start-ups. Before Indicee, he was the CTO at Symmetrics. Prior to that he was VP of Enterprise Reporting at Crystal Decisions (acquired by Business Objects; now part of SAP), and Product Director, where he oversaw three releases of Crystal Reports, generating \$80 million annually over 11 years.

Fred holds a Bachelor of Engineering degree in Electrical Engineering from the Royal Military College of Canada.

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Graham Ross

VP OF BUSINESS DEVELOPMENT AND MARKETING

Graham is a fierce customer advocate who combines 8 years of leadership experience in technology with 10 years of manufacturing expertise in roles ranging from operations manager to plant manager to software engineer.

At Deloitte Consulting's San Francisco high tech manufacturing practice, he helped clients develop technology adoption strategies for their product development process. At Teleflex Inc., he led a "bet the company" project, winning and delivering on a \$100 million contract with the US Army. No stranger to business intelligence, he helped define market, business and product strategies for the core Business Objects product line which generated over \$500 million annual business.

An avid mountain biker, Graham and partners launched a retail bicycle business in 2005, which has grown to three stores in Vancouver, BC. He speaks fluent French and loves to sail and ski.

Graham has an MBA from the Kellogg School of Management at Northwestern University, and a Bachelor of Science in Mechanical Engineering from Queen's University.



Craig Todd

DIRECTOR OF PARTNER DEVELOPMENT

Craig is a veteran of the business intelligence and software industry, most notably working with over 600 software partners as head of PreSales for the OEM division of Crystal Decisions. While at Crystal, he helped grow the OEM channel by almost 10 times. Prior to joining Indicee, he was Worldwide Director of Presales at 90 Degree Software where he spent 2 years developing sales and marketing strategies with enterprise customers and partners to promote Radius90, a new report writing platform designed to enhance Microsoft SQL Server Reporting Services, culminating in a successful acquisition of the company by Microsoft in 2008.

In addition, Craig has spent several years in the CRM community, as PreSales Director with GaleForce Solutions, working with financial services industry leaders to develop and implement customer information management solutions using Microsoft CRM. Craig is an outspoken partner champion, helping to shape product development and design by working directly with Product Marketing and Management teams to provide direct insight into partner requirements to ensure they meet the needs not only for the partner community but, more importantly, for the customers they serve. Craig is a respected and invited speaker at many software industry events, holds several industry accreditations and is a Computer Systems Management graduate of Capilano University. When not shaping new markets, Craig can be found skiing or competing in the swimming pool with his 2 children.

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Luke Evans

VP OF ENGINEERING

For nearly 20 years, Luke has been one of the leading architects in the business intelligence industry, helping to design and develop some of the world's leading BI products. Luke started his career in 1991 in the UK at Holistic Systems, pioneers of multidimensional modelling and reporting. After Holistic was acquired by Seagate Software, Luke relocated to his current home of Vancouver and continued in various leadership roles with the company. Throughout the company's multiple mergers and acquisitions as it became Crystal Decisions, Business Objects and now SAP/Business Objects, Luke led major technology and product advancements in roles such as Chief Architect and Chief Scientist, VP of Research.

Luke combines a wealth of BI experience, a drive for innovation and a pragmatic, hands-on approach to software development management. His passion is to build software systems that support all information needs in an organisation by improving system comprehension and automation of incoming data, data flows and capturing the information and presentation requirements of specific consumers.

When not visualising and creating the next big SaaS BI product, Luke enjoys skiing and spending time with his wife and three children, while continuing to expand his many scientific and technical interests.

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Board of Directors indicee



Terry Cunningham

FOUNDER CRYSTAL DECISIONS, FORMER PRESIDENT / COO VERITAS

A Terry Cunningham, an entrepreneur and seasoned technology business leader with over 25 years experience, brings to Indicee his vast knowledge of strategic planning, and mergers and acquisitions. As the founder of Vancouver-based Crystal Decisions in 1984, Cunningham grew the company over ten years into a global software business around its flagship product, Crystal Reports. Responsible for the strategic partnership with Microsoft and over 200 other OEMs, Cunningham made Crystal Reports the world's number one reporting tool.

After Crystal Decisions was acquired in 1994 by Seagate Technology, Cunningham became President of the newly formed subsidiary Seagate Software, undertaking eleven acquisitions in five years valued at more than \$300 million, and building Seagate Software into a leader in the storage management industry. The result was a high growth, extremely profitable software company with 1,800 employees in 22 countries. In 1998, Cunningham put together a merger, combining Seagate's Network and Storage Management Group with VERITAS Software. He became the President and Chief Operating Officer of the new VERITAS, with approximately 3,500 employees and close to \$700 million in revenue.

Since VERITAS, Cunningham has also acted as CEO of Coral8, Inc., an enterprise event-processing software company; and president and CEO of InfoGenesis, a maker of consumer-focused, guest experience management software for the hospitality and food service industries.

In March 2009 Cunningham rejoined Seagate as senior vice president of its Consumer Solutions Division and services organization (i365™).

Terry holds a Mechanical Engineering degree from the University of Waterloo, and is an avid recreational pilot.

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Tom Furlong

GRANITE VENTURES

Tom Furlong joined Granite Ventures in July 2000, after a successful career in Silicon Valley that most recently saw him as Vice President and General Counsel at Zhone Technologies, a communications equipment provider.

Prior to Zhone, Tom was a partner with the leading emerging growth company law firm of Gray Cary Ware & Freidenrich, where he spent 13 years counseling technology companies, venture capitalists and investment banks. His clients included Adobe, Applied Signal, Ascend Communications, Datapath, Network General, Silicon Spice, SynOptics, Vantive, and Visigenic. While at Gray Cary, Tom was also a manager of their investment partnerships and sponsored several profitable investments. Tom began working with Granite Ventures in 1988 and worked closely with Adobe Ventures. His many years spent working with a wide variety of technology companies gives him a diverse industry network and makes him a strong and trusted advisor to his portfolio companies. He focuses his investments in software.

Tom currently serves on the Boards of Directors for Animotion, Biz360, Indicee, Skytide and TuVox. Prior investments include Digital Fountain (acquired by Qualcomm), Five Across (acquired by Cisco) and Kinecta (acquired by Stellent).

Tom holds a B.A. in economics and an M.B.A. with a concentration in finance from the University of Chicago, and a J.D. from Northwestern University.



Mike Satterfield

YALETOWN VENTURE PARTNERS

Mike has over 25 years of entrepreneurial and senior operating experience in the software industry. Mike leads Yaletown investments in Thetus and Zeugma Systems, which was recently named one of Light Reading's Top Ten New Start-Ups in the world. Mike has built product development and management teams in Canada and the US, devised and executed business plans, established strategic partnerships, raised venture capital from US and Canadian investors, and participated in the sale of two companies he founded.

Prior to co-founding Yaletown, Mike was CEO of Simba Technologies (acquired by Pivotal). Prior to that he co-founded Paradigm Development, a Vancouver-based contract software development firm whose client roster included Microsoft, Adobe and Symantec. Mike is on the advisory board of technology CEO mentoring organization, "AceTech Emerging", is the Scientific Advisory Board chair of Neil Squire Society, and is a director of the Vancouver Aquarium. Mike has a Bachelor of Science from the University of British Columbia.

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