



We began as a little software company for startups, but we're not that little company anymore. In the past 15 years Pandell has supported hundreds of entrepreneurial companies including several that have grown into billion dollar enterprises with more than 1,600 properties and production rates in excess of 50,000 BOE/day. Today, in addition to startups who repeatedly select our software for their businesses, many larger E&P companies now rely on our software systems for mission-critical operations.

It's always been our mandate to consistently push our products and technology forward to provide increasing business value for our clients. We've been delivering on this objective through constant investment in four areas: our products, our technology, our people, and our client services. Looking at a few key growth markers over several years, you can see that strategy unfolding.

	Pandell in 2006	Pandell in 2013	
Pandell Staff	20	58	
O&G Software Products	2	7	
Product Installations	180	470+	
O&G Clients	130	350+	
Client Production Rates	Up to 10,000 BOE/day	Up to 100,000 BOE/day	
Client Number of Wells	Up to 500	Up to 5,000	
Client Support	1 person for sales, installation, training, phone support & email support Basic product manual	Live support call-center Email support service Group training sessions Free lunch & learns Online product resources library Detailed product manuals	Tips sheets Video tutorials Detailed version release notes Dedicated account manager Flexible service level options
Client Services	None offered	Application Hosting Services Training services team Financial accounting services	Production accounting services Product implementation team Data conversion team

Today, Some of Our Larger E&P Clients Include

- Murphy Oil Corporation
- Petrobakken Energy Ltd.
- ConocoPhillips Canada
- Twin Butte Energy Ltd.
- Barrick Energy Inc.
- Tourmaline Oil Corp.
- BlackPearl Resources Inc.
- Harvest Operations Corp.

Our Goals for the Next 5 Years

► Provide the Best Support in the Software Industry

- Enrich our support services by expanding our free end-user resources, providing free version upgrades, offering group training opportunities, and supplying professional data conversion services.
- Drive our customer-centric service model by delivering positive, easy to manage, end-user experiences.

► Deliver the Most Functionally-Rich and Technologically-Advanced Software

- Implement innovative product features and functionality that will drive greater value for our clients.
- Ensure our products are highly scalable to meet the operational needs of our largest clients.
- Rigorously develop and deploy Pandell's advanced Lithium Technology into our products. This R&D investment is paving the way for development of future client conveniences including web-based product access from smart phones, tablets, and other mobile devices.
- Continue to be recognized for our technology leadership. In 2012 we were named a *TechRev Innovator* in Calgary, a *Branham300 Top Technology Company* in Canada, and a *Fast Growth 50 Company* in Alberta.

► Continue to Build our Team of Experienced Staff

- Currently we have 58 employees based in Calgary. We expect to double this by 2018.
- Continue to hire top industry experts to support a corporate culture that's focused on the pursuit of excellence.
- Retain the best people by continuing to offer an "Alberta's Best Workplace".

"We will invest heavily in areas where our clients benefit the most."

~ Pandell Operations Management Team