YOUR DATA CAN SAVE YOU MONEY

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Recipients of this Memorandum should direct any questions or requests for additional information to;

Jane Glendon
President & CEO
HotButton Solutions Inc.
Calgary, AB CANADA

Telephone: 403-604-6680
Email: jglendon@hotbutton.ca

www.hotbuttonsolutions.com

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Opportunity Highlights

- HotButton Solutions Inc. is a privately owned Calgary, Alberta software company incorporated in 2001, specializing in providing field data capture solutions. The current owners are the Glendon family. The contact person is Jane Glendon, who founded and started the company.

- HotButton has both a USA and Canadian patent for how unique the software is in the handheld mobility market. The software is in use today by NorthRiver; which is a midstream company operating in both B.C. and Alberta.

- Some former Canadian clients are Encana (now Ovintiv), Cenovus, Nexen, Devon Canada, Harvest Energy, Penn West, and Pengrowth. Former clients from the USA were St. Mary's, Energen, Tema and other USA oil and gas companies as HotButton Solutions had partnered with Production Access to facilitate the mobility component to their production software. HotButton Solutions also partnered with CGI in Canada and the USA as well as Detection to facilitate their mobility component.

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Our Story

Tool for your Field Operators

Operators are able to collect daily, weekly, monthly and yearly readings for many different end applications all in one program. Data recording is controlled by having checks and balances, alarms that are triggered while on site, and even previous graphical history to make the mobile device a tool right in the field.

Tool for Administrators

Allow the mobile management to be done by your own people. HotButton Solutions is happy to provide this service or be a support to your existing staff. From the tool OrgAdmin an administrator can create runs, sites, assets, templates, alarms, and even calculated fields. This allows for any 'sheet' currently being used in the filed to be made into a digital form for standardization and ease of use.

Tool for Head Office

All data is sync'd to a database that can either be directed to existing applications that are currently used or data can be brought into Excel or other BI analytic programs using the tool Bullseye

Technology Application

- The key to HotButton Solutions is the unique way in which the technology segments and assigns the mobile data collection from a back-end legacy application. This allows the user to interface with only their data required to do their job. Field data entity groups are defined by the application and not the other way around.

- This feature of delivering a portion of an application allows a company to distribute multiple applications on a handheld or laptop that synchronizes back to the in-house client legacy database. The HotButton Solutions adapts to meet the mobile business and technology needs of existing databases' legacy applications. Utilizing the staging table allows for data to be pushed into multiple on or off site legacy applications.

- Through OrgAdmin users have the ability to allow a desktop administrator, or many administrators, to organize who gets what on each handheld, assign routes (work order), re-assign routes, create/copy/edit templates for Field Data Capture (FDC) and synchronize the changes to the field person/handheld. The program can be installed on a flash card so almost any number of assets can be assigned to a single user. The hardware used today by the active client is an Intrinsically Safe handheld.

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Clients and Partners

- HotButton Solutions Inc. primary focus has been on oil and gas, but the system is designed for all kinds of field data capture and allows for the creation of internal templates whether regulatory or corporate created. Market conditions in the oil and gas industry mean that reducing operating and lift costs is a clear priority for operations. It is interesting to note that in the oil and gas patch that there is a substantial savings for data to be gathered digitally rather than on paper.

- One of the major oil and gas companies did an internal white paper which showed that the savings from paper reporting to digital reporting on a handheld saves the company at least $550 per well per year.

- A major oil and gas company did a chemical measurement pilot (on same handheld) and saved about $1.2 million dollars on 144 high producing wells (the chemical company had been over injecting). Standard in the industry to date is the chemical companies do an estimation on the amount of chemicals to be injected and continue to err on the high side. The pilot to production that was completed, showed a chemical savings of over 30%, chemical costs are in top 3-5 line items for every company. The project also immediately showed the under injected wells, which are a high maintenance cost if a pipe gets corroded and causes a leak. Chemicals should be measured to assure that injection is not over or under. On site measurement is still a need to effect substantial chemical savings as most injection pumps at each well are non-automated. A chemical audit service could be an immediate revenue stream with little up-front cost. The chemical cost savings hole is a massive pit that goes unnoticed year after year, all due to lack of actual measurement.

- Some other applications that are cost saving targets in this industry are compressor optimization, asset management, inventory control, monitoring safety regulations, inspections, and environmental services. These applications would also be more efficient and competitive if integrated with a mobile computing solution such as HotButton software.

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Market Advantages

- HotButton software could also work for other industries. HotButton in the early 2000s worked with General Dynamics for a worldwide support system for asset tracking/logistics for tank radios.

- A major advantage of HotButton software is that it can be implemented much faster and at a fraction of the cost than a company can develop for themselves. HotButton allows you to capture data points (non-automated data points) and store them in a central location (think of the cloud) for further analysis.

- Using the "cloud" means low project startup cost barriers: Servers can be created for just a small monthly cost and no upfront cost and no commitment. This means pilot sites can be added and removed with little need to commit significant resources until there is justification for them. Once the site begins to gain traction then the server is easily scaled up to handle the new load.

- Flexible technologies: Web services, firewalls, security. All these technologies are maturing to the point where they can be deployed effectively with smaller commitment to expensive resources (human and hardware). This does not mean they do not need to be considered, it just means they are more interoperable with existing corporate infrastructure and more flexible to adapt to the varied architectures that will be encountered when you create a system that deals with so many different sources of data.

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Future Growth

- Data Accessibility: One of the features of the technology is that that there will be more sources and consumers of this data than has been considered at the outset. This system is all about integrating the data that comes from shop floors, plants, and the field/satellite offices. Being accessible to all these potential sources will be a key factor for success. It is the beginning of capturing data for an Artificial Intelligence (AI) aspect.

- The HotButton software is built around the premise that it needs to be simple to start collecting data. It has a very flexible data structure that is designed to allow users to adapt it to their needs quickly. Attaching HotButton software to a cloud-based system like this is a natural fit. The low-cost start-up and flexible data definition matches with the cloud-based capabilities well.

- One basic limitation with using the flexible architecture is that it is cumbersome to extract the data directly from the HotButton software database for reporting. With the cloud layer acting as a data staging area for reporting, the limitation is removed. There is a great fit between the two architectures, HotButton software and "the cloud". HotButton also allows you to create integrations of this data into other analytical products and solutions.

- HotButton software should be updated to HTML5. The cost that has been estimated to accomplish this is about or under $250,000. The cost of the software to build was $7 Million, it is capable, robust and it is certainly flexible software.

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The Ideal Buyer for HotButton Solutions

1. An Oil and Gas Service Company provider that wants to get into an immediate lucrative chemical measurement space (currently not heavily automated) to provide immediate savings to existing and then new Oil and Gas clients. An existing oil and gas client is more receptive to proven strategies from their trusted service providers. The oil and gas client would be impressed that service provider will immediately provide software to save them significant money on major budget item. Service Company can start immediately as an Isafe handheld is required. Utilize current employees to do ongoing measurement as an immediate chemical audit revenue stream.

   - Enables an Oil and Gas Service Company provider to move immediately into the mobility space. The HotButton software is well designed underneath to allow for building other mobility field/shop non automated data capture over top.

   - Oil and Gas Service Company could resell a one-time single use license or yearly single use nonexclusive license to Oil and Gas Companies to allow them ownership of the chemical measurement software application while retaining ownership of the software to continue a reseller arm as well as a yearly licensing arm of the business. A few nonexclusive sales could enable immediate significant cash flow.

2. A Technology Company that wants capability to move into the mobility space (including digitizing nonautomated data for AI) with a proven software that requires an update which is a faster than starting from scratch uptake. Technology Company could enhance the software with minimum cost into a leading non-automated field/shop mobility software that works on multiple platforms and multiple mobility devices for multiple industries.

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Transaction Value

HotButton Solutions Inc. Intellectual Property - The Software

Historical financials and transaction value is subject to negotiation.

Valuation discussion available for qualified buyer.