

M  **DIAGRIF**

Business Profiles

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Mediagrif Interactive Technologies

Business Profile

Sector: [Technology](#) | Industry: [Multi \(9\)](#)

Founded: 1996

Public: MDF (TSX)

Employees: 400 (75% Canada, 25% international)

Business Locations: Canada: Montreal, Ottawa
US: Albany, Atlanta
China: Shenzhen

Revenues (2015): \$70.2M

Web properties: 18

Mission Statement:

Our mission is to provide to our customers innovative and efficient technological solutions. In doing so, we seek to create value for our customers, our employees and our shareholders.

Website: <http://www.mediagrif.com>

Value Proposition

- ▶ Grow your global business worldwide
- ▶ Find the right opportunities quickly
- ▶ Network with new business partners

E-Commerce Solutions

1 Marketplaces

Allow buyers and sellers to easily find, purchase and sell products and services.

2 Publishing & Procurement

Help contractors and vendors access information on business opportunities, from the government and private sectors.

3 Business Solutions

Provide professionals with automated and integrated business solutions to streamline the supply chain.

Market Strategy

Target Markets:

Private sector
Public sector
Consumers

Industries:

Automotive Aftermarket
Computer, IT & Telecom
Consumers Solutions
Diamonds & Jewelry
e-Procurement
Electronic Components
Medical Equipment
Supply Chain Collaboration
Wine & Spirits

Competition Types

Multi-industry networks: Alibaba, eBay
Industry-specific networks: Highly fragmented
Software: Ariba, Activant, Rinax

Executive Team

Claude Roy, President and Chief Executive Officer
Richard Lampron, Chief Operating Officer
Paul Bourque, Chief Financial Officer
Hélène Hallak, VP and General Counsel
Mark Eigenbauer, VP, US Operations
Suzanne Moquin, VP, Consumers Solutions
Jean-Michel Stam, VP, e-Business Networks
Stéphane Anglaret, VP, Technology
Camil Rousseau, VP, R & D

Web Properties

Our business members use our e-business networks and solutions to improve their productivity and enhance their competitiveness in today's rapidly expanding global marketplace.

<p>e-Procurement</p>	
<p>Supply Chain Collaboration</p>	
<p>Electronic Components</p>	
<p>Computer, IT & Telecom</p>	
<p>Medical Equipment</p>	
<p>Automotive Aftermarket</p>	
<p>Wine & Spirits</p>	
<p>Diamonds & Jewelry</p>	
<p>Consumers Solutions</p>	



MERX – Business Profile

Industry: e-Procurement

Website: <http://www.merx.com>

Profile

MERX is Canada's largest supplier of electronic tendering solutions and allows a range of international companies to access business opportunities emanating from the public and private sectors in Canada. Procurement professionals rely on MERX tendering solutions to ensure a transparent, fair and effective procurement process. More than 75,000 suppliers and contractors rely on MERX every day to ensure their growth through direct access to procurement projects related to goods, services and construction sector totaling tens of millions of dollars. MERX allows companies to be more competitive, to have a better visibility on industry trends, improve customer relationships and promote their growth. MERX Network Inc. is a subsidiary of Mediagrif Interactive Technologies Inc. (TSX: MDF). For more information, visit www.merx.com.

Target Market

- Public and Private sector procurement organizations and the vendors they do business with
- Construction industry owners
- Property managers
- Professionals and contractors

Customer Value Proposition

Highly reliable platform delivered as Software as a Service (SaaS) for the outsourcing of the entire e-sourcing process which includes; document distribution, electronic bid submission, vendor qualification, performance management and full audit control of the process.

For buyers, access to the 75,000 member supplier community ensures an open fair and competitive environment.

Key Customers

SNC Lavalin Profac, Manitoba Hydro, SaskPower, Suncor, Aéroports de Montréal, GTAA, Metrolinx, Infrastructure Ontario, Via Rail, BC Housing, Defence Construction Canada, Brookfield Johnson Controls, OUPMA, Metro Richelieu, Province of Ontario, Province of Manitoba.

President

Jean-Michel Stam

BidNet – Business Profile

Industry: e-Procurement

Website: <http://www.bidnet.com>

Profile

BidNet has over 25 years of experience as a pioneer in locating and delivering targeted government business intelligence related to opportunities from federal, state, and local agencies. The data is categorized, summarized, and delivered electronically to appropriate client businesses. BidNet offers rich state and local content, a consultative sales process and proactive customer care.

Target Market

- › Vendors to government agencies

Customer Value Proposition

Comprehensive and targeted online solution offering government business opportunities from all levels, featuring rich state and local data, building on more than 25 years of market leadership.

Competitive Differentiators

- › Covers federal, state and local government opportunities
- › Government market intelligence
- › Highly targeted bid segmentation
- › Flexible and easy to use solution
- › Customizable service offering and pricing
- › More than 25 years as an industry leader in researching and delivering key information on government opportunities

President

Mark Eigenbauer

epipeline – Business Profile



Industry: e-Procurement

Website: <http://www.epipeline.com>

Profile

epipeline offers a wide range of business intelligence solutions and research services for federal contracting opportunities in the United States, allowing companies to minimize their business development costs and maximize their federal government-based revenues.

Target Market

- Vendors to the federal government and its agencies

Customer Value Proposition

High-value focused research solution on Federal government contracts.

Competitive Differentiators

- Competitive intelligence on contractors serving government agencies
- Information on new and re-compete contracts
- Current and historical database of FedBizOpps

President

Mark Eigenbauer

Government Bids – Business Profile

Industry: e-Procurement

Website: <http://www.governmentbids.com>

Profile

GovernmentBids.com offers convenient, internet-based access to federal, state, and local government bid information. With simple self-service online registration and value-oriented pricing, GovernmentBids.com offers multiple solutions for businesses of all sizes.

Target Market

- Vendors to government agencies

Customer Value Proposition

GovernmentBids.com is an online solution delivering federal, state and local government business opportunities.

Competitive Differentiators

- Coverage of federal, state and local government opportunities
- Convenient, self-service solution
- Flexible and easy to use
- Multiple service options at competitive rates

President

Mark Eigenbauer

IPT – Business Profile

Industry: e-Procurement

Websites: <http://www.bidnet.com/ipt>

Profile

Interactive Procurement Technologies by BidNet offers government purchasing officials customizable, internet-based procurement solutions, helping develop and manage their bidding process online. IPT's online purchasing networks empower agencies to control the bidding process, while giving suppliers an easy means to obtain bid information that is both accessible and affordable.

Target Market

- U.S. Government agencies
- Vendors to government agencies

Customer Value Proposition

Customizable web-based bid management systems for state and local government agencies and their suppliers.

Competitive Differentiators

- Speed of implementation, offering significant value for both agencies and vendors
- Ease of use
- Options include vendor-paid or agency-paid models
- More than 20 purchasing systems in 12 states, reaching out to 312 government agencies and thousands of buyers in the public sector

President

Mark Eigenbauer

Construction Bidboard – Business Profile

Industry: e-Procurement

Website: <http://www.ebidboard.com>

Profile

Construction Bidboard is a leading bid publishing company in the construction industry in the United States, specifically for the state of California. Its Web-enabled service is focused on improving the bid process in the construction industry, answering the needs of government agencies and industry vendors.

Target Market

- Vendors to government agencies
- Government agencies

Customer Value Proposition

Provides a “high touch” experience to complement its high tech solutions, making CBI the most competitive, flexible and comprehensive publisher of public works bid information in California.

Competitive Differentiators

- Most complete coverage of overall Public Works project content in California
- Best value service
- User friendly format
- Responsive customer service

President

Mark Eigenbauer

InterTrade – Business Profile

Industry: [Supply Chain Collaboration](#)

Website: <http://www.intertrade.com>

Profile

For more than 15 years, InterTrade has been providing innovative B2B e-commerce solutions that facilitate the exchange of business documents and optimize supply chain collaboration. InterTrade solutions enable businesses to quickly connect to their trading partner communities, to easily exchange electronic documents (EDI) and synchronize product information.

Its complete range of EDI solutions include:

- Tier-1 VAN (Value Added Network) and Web applications for exchanging documents
- Hosted data transformation to facilitate the integration of exchanges between partners
- Catalog solution for product data synchronization
- Campaign management services to onboard trading partners
- EDI outsourcing services

Target Market

Retailers, Manufacturers, Distributors

Key Customers

The Neiman Marcus Group, Dillard's, Kohl's, Uni-Select, The ALDO Group, RONA

Featured Industries

- Apparel & Footwear
- Automotive Aftermarket
- Health and Pharmaceutical
- Food & Beverage

Customer Value Proposition

InterTrade offers a complete and scalable suite of EDI solutions allowing businesses to communicate with each other in real time and transact with their trading partners, regardless of their level of familiarity in terms of EDI. InterTrade's turnkey and personalized solutions make B2B collaboration and supply chain optimization easier and more cost effective.

Competitive Differentiators

- Tier 1 VAN provider, not a reseller
- One of only two private data synchronization catalog solutions in North America
- Personal service by EDI experts, from implementation to on-going support
- User friendly tools with advanced capabilities (portal tracking/visibility and rich content)
- Access to the Global Data Synchronization Network

President

Richard Lampron

The Broker Forum – Business Profile

Industry: [Electronic Components](#)

Website: <http://www.brokerforum.com>

Profile

The Broker Forum (TBF) offers an online solution specific to the needs of distributors and brokers in the electronic components industry. TBF holds the largest online parts inventory and offers a commercial platform that generates the highest level of trading activity of the industry, through a suite of transactional tools (escrow funds), as well as parts inspection, third party financial escrow and member vetting services.

Target Market

- Independent distributors
- Franchised distributors
- Brokers

Customer Value Proposition

Premium solution for trading, procurement and networking business activities, specific to the needs of the electronics component industry.

Competitive Differentiators

- No OEMs allowed on the website
- Largest online database of the industry

President

Richard Lampron

Power Source On-Line – Business Profile

Industry: [Computer, IT & Telecom](#)

Website: <http://www.powersourceonline.com>

Profile

PowerSource On-Line (PSO) is the important online community for stocking dealers, resellers and brokers of IT & telecom parts and equipment to easily search, buy and sell products. PowerSource On-Line members use the network as a centralized inventory database where inventory and excess parts can be posted for resale and requirements can be filled. There are over 3 million products available through PSO, ranging from hard drives and server parts to full systems and large telecommunication towers.

Target Market

- Equipment Dealers
- Equipment Resellers
- Equipment Brokers
- Equipment Service Companies

Customer Value Proposition

Leading solution for buyers and sellers of IT and telecom full systems, parts and equipment, specific to their needs of trading, networking within the industry and broadcasting their services.

Competitive Differentiators

- End User access to “in stock” products
- Industry magazine
- Equipment categorization database
- Verified supplier certification program

President

Mark Eigenbauer

Market Velocity – Business Profile

Industry: [Computer, IT & Telecom](#)

Website: <http://www.marketvelocity.com>

Profile

Market Velocity provides equipment manufacturers with complete end-to-end, online trade-in, recycle, donation and promotion solutions that accelerate the refresh to the latest technology offered by its clients.

Target Market

- IT and Consumer Electronics Manufacturers
- IT and Consumer Electronics Resellers/Retailers
- Consumers through the tradeups.com solution

Customer Value Proposition

Compelling end to end solution for trade-in, recycle and donation solutions.

Competitive Differentiators

- Serving the industry's leading manufacturers
- Customized, client branded solutions
- Extensive remarketer network resulting in higher trade-in values

President

Mark Eigenbauer

Medical Equipment Finders – Business Profile

Industry: [Medical Equipment](#)

Website: <http://www.mefx.com>

Profile

Medical Equipment Finders (MEFX) is an online marketplace for dealers, resellers, brokers and end users of medical equipment parts and equipment to easily search, buy and sell specialized products. MEFX members use the network as a centralized inventory database where inventory and excess parts can be posted for resale and requirements can be filled by hospitals, doctors and other end users. The nearly 200,000 products available range from defibrillator parts to MRI machine parts to imaging systems.

Target Market

- Dealers
- Resellers
- Brokers
- Service companies

Customer Value Proposition

Complete solution for medical equipment dealers, resellers and service companies, specific to their needs of trading parts and equipment, networking within the industry and broadcasting their products and services to end users.

Competitive Differentiators

- Parts based service (including complete systems)
- Separate End User and Channel database

President

Mark Eigenbauer



Carrus Technologies – Business Profile

Industry: [Automotive Aftermarket](#)

Website: <http://www.carrustechnologies.com>

Profile

Carrus Technologies offers all-in-one management solutions for the automotive aftermarket industry. Carrus also offers specific business solutions to the industry for franchisors, banners and insurance companies, whether in the field of marketing, business intelligence and transaction management.

Target Market

- Wholesalers and parts distributors
- Automotive service providers
- Body Shops
- Mechanical repair and tire shops
- Glass repair shops

Customer Value Proposition

Our comprehensive software solutions for business management enable our customers to manage all of their operations from a single system. Our software features and tools attached to it have as ultimate objectives of simplifying administrative and accounting processes of our customers and enable them to generate more sales and build customer loyalty.

Competitive Differentiators

- Fully integrated with the automotive service provider's system (SMS)
- One-stop shop solution for software, equipment, e-cataloguing, e-price update and hosting
- A dedicated team with market knowledge and excellent technical and customer service skills. Carrus benefits from the expertise of its parent Mediagrif both in terms of infrastructure, QA and software development.

President

Richard Lampron

Truck Parts Locator – Business Profile

Industry: [Automotive Aftermarket](#)

Website: <http://www.truckpartslocator.com>

Profile

By aggregating offer and demand information, Truck Parts Locator (TPL) helps its members become more efficient in buying and selling second-hand, rebuilt and new parts for medium and heavy-duty trucks. Truck Parts Locator is used as a basic sales tool and is designed to save time and money by freeing up sales staff from making numerous calls looking for parts for their customers. TPL enables members to sell their excess and hard to sell parts to a wider market base.

Target Market

- Heavy truck parts wholesalers
- Rebuilders
- Independent distributors
- Salvage yards

Customer Value Proposition

Internet and fax based solution that enables users to rapidly buy or sell hard-to-find parts.

Competitive Differentiators

- In business for over 18 years
- Considered as the "original" truck parts "locator"
- Options allowing members to customize service
- Simple and accurate parts searching via part number, make/model or description

President

Richard Lampron

Global Wine & Spirits – Business Profile

Industry: [Wine and Spirits](#)

Website: <http://www.globalwinespirits.com>

Profile

In contact with buyers from around the world since 2000, Global Wine & Spirits (GWS) helps wine and spirits producers develop their export markets by putting them in contact with qualified importers through its e-commerce platform. Its partnership with the *Société des alcools du Québec (SAQ)* is a guarantee of quality, reliability and longevity. Since 2000, its qualified account managers have helped thousands of members to expand their presence in key markets.

Target Market

- Producers
- Importers/distributors
- Retailers
- Wholesalers

Customer Value Proposition

GWS provides buyers and wine producers with a global platform enabling them to publish their needs (Call for tenders) and their special offers (Spot Market Place), while offering a networking service with wine professionals. GWS also aims at enhancing the visibility of wine producers by promoting their product catalog, brands, and corporate profile toward end users and professionals.

Competitive Differentiators

- Partnership with SAQ, world's most important wine retailer
- Highest level of commercial activity of all B2B wine platforms
- Brand recognition in the industry

President

Richard Lampron

Polygon – Business Profile

Industry: [Diamonds and Jewelry](#)

Website: <http://www.polygon.net>

Profile

Established in 1984, Polygon is the largest business-to-business (B2B) trading community for qualified professionals in the gem and jewelry industry. Polygon provides an unparalleled trading environment empowering members to buy and sell diamonds, jewelry, coloured stones, precious metals, pearls, watches, and more. Retailers benefit from the efficiency of supply and information capacity available on Polygon, while suppliers use it as cost-effective distribution channel.

Target Market

- Retailers
- Suppliers
- Other (inventory management software company, insurance company, consultants, etc.)

Customer Value Proposition

The largest online marketplace for the jewelry and diamonds industry professionals. Its use allows members to reduce their inventory value and increase sales through a wide selection of products available through a network of professionals working in different spheres of the industry.

Competitive Differentiators

- Diverse value offered to members
- Loyal community of industry professionals
- Comprehensive selection of product inventory available online for resale
- Business networking and information exchange through various discussion forums

President

Richard Lampron

LesPAC.com – Business Profile

Industry: Classifieds, e-commerce

Website: <http://www.LesPAC.com>

Profile

Created in 1996, LesPAC is a leader in classified ads in Québec and attracts both local and national advertisers.

Target Market

- Consumers
- Vehicle, parts and equipment dealers
- Realtors
- Local merchants
- Service companies

Customer Value Proposition

LesPAC offers its members' community (individuals and businesses) a friendly, efficient and safe shopping platform.

LesPAC platform offers:

- Semantic geographical search engine presenting goods and services in the province of Québec by proximity and by keyword
- Strong presence in every city and region of Québec
- Dynamic customer service and efficient technical support
- Technological platform allowing the importation and distribution of available inventory for high volume traders
- A members' community promoting a positive environment for simple and secure transactions

President

Suzanne Moquin

Jobboom.com – Business Profile

Industry: [Labor Market](#)

Website: <http://www.jobboom.com>

Profile

Jobboom is a leader in online recruitment in Québec and an expert in labor market intelligence. Its mission is to match the needs and aspirations of employers, jobseekers, students or freelancers, and to help its members achieve and exceed their objectives. Jobboom also operates under the banners Jobboom Mobile, Jobboom Training, Jobboom Pigistes and Jobboom Advice.

Target Market

- Workers and jobseekers
- Small, medium and large companies from the private and public sectors, recruitment agencies

Customer Value Proposition

Jobboom provides recruitment solutions to employers for them to find candidates with the perfect profile where they are. Jobboom offers to jobseekers a variety of job search tools and information on the labor market in Quebec through the web platform.

Jobboom offers to its recruiting customers (B2B offers):

- Multiplatform job posting solutions
- Targeted email and mobile distribution of job postings
- Self-management of their recruitment package
- Employer-trademark exposure
- Personalized customer service

Jobboom offers its member (B2C offers):

- Job search by keyword, by employment sector and region
- Job Alerts and Training Alerts subscription
- Contracts search for consultants and self-employed

President

Suzanne Moquin

Réseau Contact – Business Profile

Industry: [Online Dating](#)

Site Web: <http://www.reseaucontact.com>

Profile

Specialized in online dating, Réseau Contact contributes to the development of sustainable relationships while creating meeting opportunities through interactive tools.

Target Market

- Consumers, singles Quebecers

Customer Value Proposition

Réseau Contact offers Internet or mobile devices platforms, allowing its members to meet, interact and have fun safely. Focusing on the user experience, it offers service and ongoing support to its community to maximize the dating aspirations of its members.

Réseau Contact offers:

- The largest community of active singles in Québec
- An efficient and accurate search engine to find new people by location, interests and affinities
- Communication tools allowing its member to safely exchange via chat, text messaging or webcam
- Ongoing support provided by an experienced customer service and moderation team
- Activities section where events are offered by both members and Réseau Contact to allow in-person meetings
- Dynamic blog that discusses issues and problems with interpersonal relationships from single to married life
- Mobile application to stay connected everywhere with the community at all times

President

Suzanne Moquin