

### **Viewpoint Acquires Maxwell Systems**

February 6, 2014

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#### 1. Why did Viewpoint Construction Software (Viewpoint) acquire Maxwell Systems?

The decision to purchase Maxwell is a key part of our product strategy. The acquisition allows Viewpoint to extend our product offerings by providing a comprehensive construction specific solution to contractors and enterprise contractors.

#### 2. How does the acquisition affect Viewpoint's position in the construction software space?

Adding the Maxwell product line allows Viewpoint to support a broad set of contractors who may not need all the functionality of Viewpoint V6. ProContractorMX provides an all-in-one solution for contractors, while also providing the option to purchase the accounting, estimating, and project management tools on a stand-alone basis. Maxwell's Estimation product provides a robust and flexible estimating tool for Mechanical, Electrical and Plumbing Contractors. Viewpoint V6 Software and ProContractorMX will also offer Maxwell customers the option of a technology refresh - selecting a solution that can better address their needs with a more contemporary and flexible software solution.

#### 3. What is going to happen with the Maxwell products? Is Viewpoint committed to continuing and supporting the Maxwell product lines?

Viewpoint is committed to supporting the acquired technology solutions and will collaborate to determine the optimal path forward.

#### 4. Will the acquisition of Maxwell cause Viewpoint to lose focus on V6?

This acquisition is a reflection of Viewpoint's commitment to improving efficiencies for a broader construction market audience. The addition of ProContractorMX allows Viewpoint to focus on the needs of contractors with a variety of solution options instead of trying to scale one product to fit all the varieties and needs of contractors.

#### 5. Does Viewpoint V6 Software and Maxwell product functionality overlap and how do contractors differentiate which solution is right for them?

The merging of Viewpoint and Maxwell provides the construction market a broad selection of technology tools to address a variety of contractor business models. Some contractors may want and need the enterprise functionality of V6, while others are looking for a product with ease of use and simplicity but robust functionality, like ProContractorMX. Viewpoint team members can help ask the right questions to determine which product best fits a contractor's needs.

6. How will support and other services that are provided to customers be impacted?

For the time being, customers should continue to use the same contacts they've always used for Viewpoint and for Maxwell. Should this change, customers will be notified.

7. What is happening to maxwellsystems.com?

We plan on giving the Maxwell public website a slight refresh by March 1st. In late June, we will launch a new version of the public viewpoint.com site to address the entire suite of products and services offered in each of the geographies we serve.

8. What is happening with the Maxwell User Conference?

The Maxwell User Conference will be held April 7 - 9 at Caribe Royale All-Suite Hotel & Convention Center in Orlando, Fla. Viewpoint is excited to be a part of the event and looks forward to learning more about the Maxwell community as well as meeting our new customers. In 2015 we plan on merging the Maxwell User Conference with the Viewpoint User Conference which occurs in September.

9. Where is Viewpoint located?

Viewpoint's worldwide headquarters are located in Portland, Oregon. We also have offices located in Charlotte, Rocky Mount and Wilmington, NC; Brandon, Florida; Markham, Ontario Canada; Melbourne VIC Australia and Newcastle, UK.

10. Will the Maxwell offices remain?

Yes, we currently plan on keeping the Maxwell offices, with the hub being in King of Prussia, Pennsylvania.

11. Tell me a little more about the senior executive team at Viewpoint.

Jay Haladay is CEO of Viewpoint, and has been in the construction industry for more than 30 years. Jim Paulson is the President and brings nearly 30 years of product development, operational, sales, and strategic marketing leadership and experience across North American and International markets. Ben Ertischek is the Chief Financial Officer and Matt Harris is the Senior Vice President of Strategy and Corporate Development. For more information about the entire team, please visit <http://www.viewpoint.com/About-Viewpoint/Management-Team.aspx>.

12. I have an outstanding invoice from Maxwell. Where should I send payment?

Please send your payment to the same location you've used previously.

13. How will the Maxwell brand be impacted by the acquisition?

Generally speaking, the Maxwell brand will not be carried forward. With that in mind, the ProContractorMX product line will be rebranded as ProContractor by Viewpoint. Estimation will be rebranded as Viewpoint For Estimating. All other product branding will remain intact.

14. Viewpoint V6 Software and ProContractor are referred to as a technology refresh option for Management Suites, American Contractor, Colonial and StreetSmarts what does this mean?

There is much more for us to learn about the products Maxwell offers. With that in mind, we know that Viewpoint V6 Software and ProContractor by Viewpoint are built on a contemporary technology stack and provides solutions that will serve our customers well into the future. We plan on exposing customers to a variety of opportunities that will allow them to make informed decisions on the product that best meets their needs.