



## **Subscribe Technologies Launches bContact.com Cloud Based CRM**

Vancouver, British Columbia – January 23, 2017 – Subscribe Technologies Inc. (the “Company”), (CSE: SAAS) is pleased to announce the Company has officially launched its flagship product bContact.com in beta.

bContact.com, a cloud based Software as a Service (SaaS) business offering small and medium sized companies access to a fully integrated set of business management tools including a Contact management system (CRM), accounting, basic bookkeeping, invoicing, billing, quotations and many other useful features to help companies manage and grow their businesses.

bContact was created as an alternative to other CRM services on the web such as Salesforce.com (NYSE: CRM) which dominates market share by over 18% of the business segment. According to analyst firm Gartner, the CRM software market reached \$26.3B in 2015, up from \$23.2B in 2014, representing a 12.3% annual growth. Gartner forecast the CRM market reaching \$36.5 billion in 2017.

Salesforce is the clear CRM software market share leader. The data shows that Salesforce has approximately three times the market share as compared to the vendors vying for the number two position. This growth however has opened up a new market segment with customers whom enjoy the flexibility of cloud based software services, but encounter difficulties with the skill level and training required to use some systems and the price point which in some cases is hundreds of dollars per user per month.

bContact is unique in that it reduces the learning curve of new users by offering a simpler solution to managing customers, based on the habits of actual sales. Additionally, less time is spent on data-entry so that sales personnel can focus on new client acquisition and follow-up. Meanwhile, management can track corporate activity and finances in real-time from the administrative dashboard.

Following new user registration, a business owner receives a full featured administrative account enabling them to manage bank accounts, log activity with customers; process accounts receivable as well as a plethora of other typical day to day business operations. Additional sub-accounts for sales personnel and administrative staff can be added for a monthly fee of \$9.95 per license.

Subscribe Technologies is using various online marketing platforms to promote bContact.com throughout the year. In addition, bContact is launching a sales referral program whereas any qualified person can receive commissions on new accounts and recurring commissions on renewing accounts.

President & CEO of Subscribe Technologies Inc. Paul Dickson states “We are delighted to make bContact available to the public and are determined to make a profitable business out of it. While bContact is our first product to market, our team of developers are working to deliver innovative cloud based business tools that help companies evolve with the times and stay competitive.”

## About Subscribe Technologies Inc.

Subscribe Technologies Inc. develops and acquires SaaS (Software as a Service) businesses and in turn operates, manages and markets the service. Subscribe Technologies' flagship product is bContact.com, a cloud based SaaS business offering small and medium sized companies access to a fully integrated set of business management tools including a CRM, accounting and banking, invoicing and billing, quotations and many other useful features.

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#### Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business and trading in the common stock of Subscribe Technologies Inc. The forward-looking information is based on certain key expectations and assumptions made by the company's management. Although the company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the company can give no assurance that they will prove to be correct. These forward-looking statements are made as of the date of this press release and the company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

The CSE has not reviewed, approved or disapproved the content of this press release.