

Contexture Bill WatchSM Product Updates & Release Notes – Version 1.2 January 17, 2019

In our most recent product release v1.2 for Bill WatchSM, we've introduced a number of product features and enhancements from our product roadmap and additional feedback from customers. We've also taken some of these enhancements and segmented them to create new product levels of Bill WatchSM to make legislative and regulatory monitoring and analysis even easier and more affordable.

User Interface Improvements

Main Dashboard – Bill WatchSM now incorporates a main dashboard for ease of identifying key information that is critical to clients and subject matter experts responsible for curating and maintaining legislative and regulatory tracking. It features the following executive summary graphs –

- A relevancy score graph for recommendations to quickly visualize and assess the volume of highly relevant recommended documents for review and curation;
- A visualization through a “Funnel Analysis” of the size of the relevant bills within the repository that meet the client criteria and how the universe of the total repository is filtered down to a specific population of highly relevant documents; and
- A drillable state map that enables quick navigation to documents within respective states or provinces.

US and Canada Legislation and Regulatory Maps – new UI features include drillable maps of US and Canada that enable quick and easy navigation to policy documents from specific states, provinces or regions. These features will be available in Bill WatchSM and also as embedded UI features that can be called from a client's or a third party hosted web site to enable users to quickly and easily access information. From within the maps, individual document panels enable users to then see summary and detailed information by navigating to Bill Watch and/or relevant state sites.

Content Enhancements – Bill WatchSM will be incorporating select State Regulations in the United States and limited Canada coverage beginning

January 1, 2019, and historical content on an as needed basis. This will expand the utilization of Bill WatchSM to new clients and the content will be available in all of the content delivery and UI features available across our Bill WatchSM Product levels including state/provincial maps, recommendation lists, watch list tracking and semantic search capabilities.

Policy Content Delivery Enhancements – Bill WatchSM now incorporates new content delivery and communication opportunities for clients and channel partners using Real Simple Syndication (RSS) Feeds and enhanced Email and Alerts. Using RSS feeds, clients can now make policy content available at any time and any place of their downstream users choosing. Without having to actually log into the Bill WatchSM portal, downstream users can see policy content tracking results via web portal, desktop RSS reader or on any mobile device including tablets and smart Phones using the RSS reader of their choice. Embedding RSS feeds into corporate websites enables clients to dynamically update information for their down stream users and customize the feed to include calls to action, advertisements or promotional items, custom images and content, etc.

Bill WatchSM also has enhanced email communications and alerts with new regular communications available on new legislative and regulatory tracking alerts, updates to existing watched items and existing full tracking lists for periodic distribution to appropriate client lists.

We expect to have our next product release and related notes available on February 25, 2019 with some exciting further developments around expanding the content available for Bill WatchSM clients and channel partners including relevant policy and regulatory news, media and research information and new content including audio content and guest analysis from industry SME's.

We're also implementing an industry first with legislative and regulatory benchmarking analysis for Government Affairs teams and their advisors to quantitatively assess and compare performance for risk, efficiency and effectiveness in policy and government relations.

More shortly!

New Bill WatchSM Product Levels

The following product configurations are available immediately for implementation –

Bronze - Standard Industry feed directed to customers via RSS.

Silver - Client curated Watch List with custom terms and concepts.

Gold - Client curated Watch List as in Silver and with portal, search, email alerts, RSS and state map integration.

Enterprise - Bill WatchSM with all features in Gold plus recommendation engine access, multiple dictionary access, custom client reporting, client system integrations, client proprietary content ingestion and index

Further detail in each Bill WatchSM level offering follows -

Bronze - Standard Industry feed delivered to clients via RSS. This represents a curated feed of bills that are relative to a broader industry category or issue area. Our industry feeds are sponsored by subject matter expert partners and collaborate with Contexture on curating and maintaining the RSS feed. The Bronze level Bill WatchSM solution provides state legislative and possibly regulatory information and analysis at a price point that is unmatched in the content market. It's an entry-level product for smaller client accounts that either can't afford or don't need a more sophisticated offering in relation to monitoring their policy landscape and changes. Bronze level subscriptions can be as inexpensive as \$750 per client account.

Silver – Our Silver level solution provides a client customized industry feed curated with client specific terms and concepts, with curated content results delivered to clients via alerts, email and RSS feed. Providing our Bill WatchSM Silver level offering, our subject matter expert Channel Partners support client's need for applying their specific profile with industry terms and concepts to capture relevant and important bills that are most specific to their client needs and strategy. Clients would again be able to access these curated content results via alerts, email and RSS feed delivery and would be able to view specific bills via single view within Bill WatchSM and at

respective state sites. The Silver Level offering is suited to those clients and prospects that need a more specific curation of policy and bills that meet their requirements, but is also affordable for smaller and mid sized institutions. Silver level subscriptions can be provided at a range of price points between \$1,500 and \$2,000, depending on client account size, and add on features may be possible on an upgrade basis – such as access to policy maps and other user interface opportunities.

Gold – This Bill WatchSM level provides for a client curated Watch List as in the Silver level offering, and now incorporates the more robust core features contained within the Bill WatchSM application portal and policy search technology. This level also supports a variety of client communication and content result delivery capabilities including email alerts, RSS feed(s), specific client reporting and US and Canada state map integration to embed to client, community or Channel Partner hosted sites. Gold level service provides full access to the Bill WatchSM application, and clients can interact with policy content pipelines, perform their own search and bill content analytics. We would also be able to support the integration to a Higher Logic instance, if desired, for enhanced collaboration and community integration for client stakeholders. The community features of most Association Management Systems providers provide an excellent environment for communication and collaboration around policy and advocacy content and strategies and discussion. Clients subscribing to the Gold level solution are more sophisticated and need a range of tools and capabilities to meet their policy strategy and tactical needs. The Gold level subscription supports those client accounts that also need guidance and feedback on their Government Affairs analysis, and not a directed or fully curated solution, although that is possible with a Gold level implementation also. Gold level subscription pricing ranges from \$6,000 to \$10,000 and is dependent upon the size of the client account and number of users.

Enterprise – represents all earlier features and access to all functions and features within Bill WatchSM including proprietary client content ingestion and “pinning” in the Bill WatchSM repository, access and integration with news, media and research content, multiple dictionary capability across multiple industries, single user profiles with multiple dictionary access, custom reporting, client system integration, etc. The Enterprise level

solution is best suited to large Government Affairs teams that are dealing with a large cross section of industry and policy interests and are managing significant risk and resources for their institution. The nature of these implementations is highly customized to individual client needs and are scoped and priced according to these requirements once specified.

For more information on partnering with Contexture on our Bill WatchSM Legislative and Regulatory Solutions, please contact Pete Fitzsimmons at pfitzsimmons@contexture.ai or visit <https://contexture.ai> for contact and further information.