

INNOVATION IS THE ONLY WAY TO INCREASE CASH FLOW

Read more how a current customer's investment in the innovative software solution, JOYN, dramatically increased their cashflow.



JOYN INCREASED THE CASHFLOW OF AN OIL & GAS OPERATOR IN MIDLAND BY \$50 MILLION

Here's how:

Revenue Increase: They attended to distressed, high value assets sooner with JOYN's Pump By Exception.

Before JOYN, it took the operator 2-3 days to attend to a distressed well producing 1000 barrels a day.

2-3 days of downtime meant they were losing 3000 barrels of oil every time.

After JOYN they were able to attend to distressed wells in 2-3 hours, there by increasing their oil production.

At \$50/barrel*, their revenue boost was significant.

Cost Savings: JOYN enabled them to do more with less in the field.

Field Operators were able to cover a much wider area more efficiently.

At \$56/hour, this resulted in significant savings on G & A costs.

Each Operator estimated that they saved 2-3 hours a day with JOYN.

For every 4 operators they had running the field, they were saving 8 man hours; essentially a full work day.

INVEST IN NEW, CONSTANTLY UPDATED MODERN SOFTWARE

Benefit now from daily SaaS updates. Don't wait years.

Oil & Gas Operators pay **20-22%** of their budget on average for perpetual licensing fees every year.



That means **every 5 years** you're paying all over again for the same software solution plus a few bug fixes and minor improvements.



20% Maintenance Fee



No New Features & Functionality



Poor ROI and No Innovation



INVEST IN INNOVATIVE SAAS SOLUTIONS, NOT ON-PREMISE ONES WITH DIMINISHING RETURNS

Legacy Oil & Gas Software Providers spend just **10%** of their total gross revenue on new development.



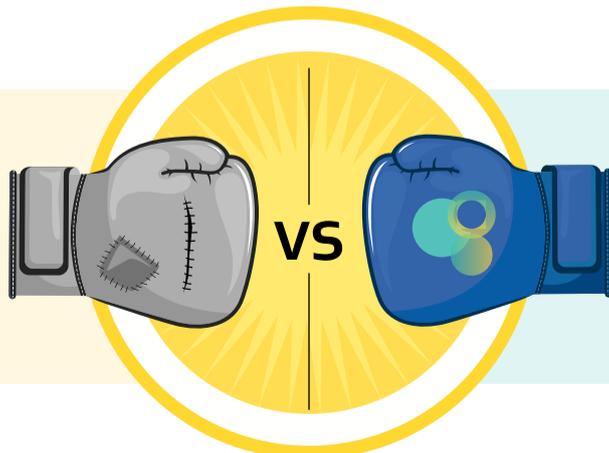
Seven Lakes spends **60%** of their total gross revenue on new product development.

With Legacy, your support dollars are paying for **salespeople**.

With Seven Lakes, you're investing in **developers**.

On-premise (fake SaaS)

Manual updates that rely on you to take your system offline.



True SaaS

New product features are immediately available to you if you want them.



*Cost of barrel of oil at the time