

# Company Fact Sheet

March 2017  
NASDAQ: ANY

Sphere 3D Corp. (NASDAQ:ANY) delivers containerization, virtualization, and data management solutions via hybrid cloud, cloud and on-premises implementations through its global reseller network and professional services organization. Sphere 3D, along with its affiliates Overland-Tandberg, HVE ConneXions, and UCX ConneXions, has a strong portfolio of brands dedicated to helping customers achieve their IT goals.



## Key Statistics, as of March 31, 2017

Founded:	2009	Global Sales Channel:	Resellers in 90 countries Strategic partnerships with industry leaders
Headquarters:	San Jose CA	Proven Technologies:	Over 1 million units installed globally
Business Segment:	Virtualization / Hybrid-Cloud / Enterprise Data Storage Technologies	NASDAQ Listing:	ANY (since July 2014)
Patents:	87 issued and 37 pending	52-week Price Range:	\$0.18 - \$1.42 (US)

## Highlights

- Transformative and innovative technology portfolio
  - Enterprise Cloud Infrastructure complete solution for application containerization, workspace virtualization, software defined network, storage, backup/archive
- Containerized native Windows applications, native non-windows applications and legacy applications in the public Cloud, private Cloud environment
- Hybrid Cloud Application and Data Delivery Architecture delivers and manages ANY application on ANY device, on ANY network, on ANY Cloud, ANYwhere

## Recent Initiatives and Results

- Strategic acquisition of HVE and Unified Connexions in January 2017
  - Accretive with over \$7m in revenue in 2016 (NON-GAAP, unaudited)
  - Hyper converge and converge infrastructure
  - Virtualization and software defined data center solutions - SDNetwork, SDCompute, SDStorage, virtual workspace
  - Professional Services - Architects, design implementation and managed services
- Significant improvements in cost and operational efficiencies
  - Operating expenses reduced by 22% since Q2'16 (includes stock compensation)
  - Cash used in operations improved 73% when comparing 1st half 2016 of \$13.8m vs. 2nd half 2016 of \$3.7m

## Three Dimensions To The "Complete Cloud"



### Converged / Hyperconverged infrastructure and virtualization solutions

Provides next generation high-performance converged and hyperconverged virtual appliances and solutions that are Manageable, Scalable, Reproducible, and Predictable ("MSRP")



### Enterprise storage and backup via Hybrid Cloud

Provides the trusted safety and security your enterprise requires at every price point and every use case, whether delivered on-premise, via public cloud, or Hybrid Cloud.



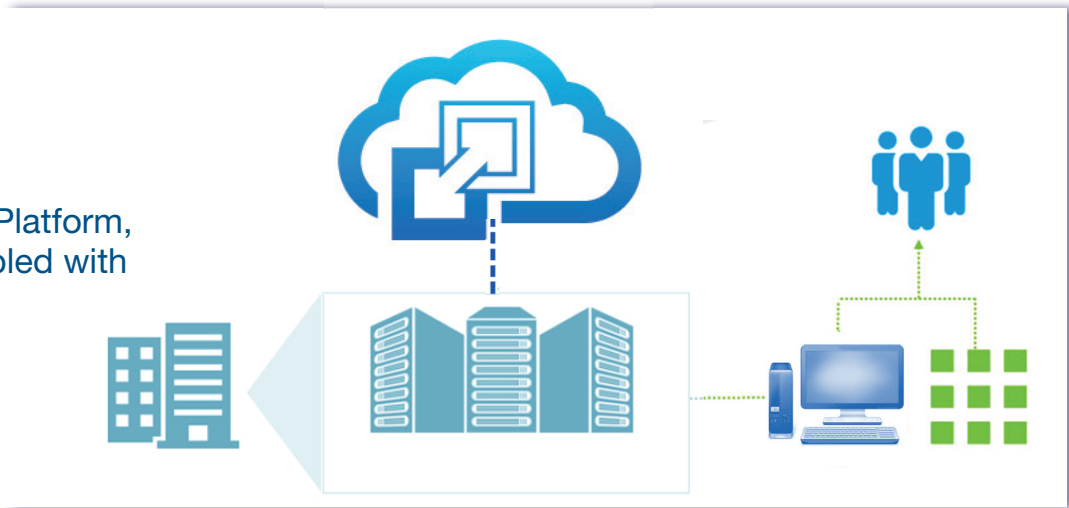
### Architects, Design, and Implementation Services

Professional services, Data Center architecture, design, deployment and monitoring

# Creating a Complete Cloud Experience for Everyone

## Sphere 3D takes an innovative approach

Converged Infrastructure, Software Defined Storage Platform, Virtualized Workplace coupled with Private and Public Clouds



## Go To Market Strategy

The company deploys an indirect sales model through OEMs and Value Added resellers (VARs), and currently has partners in over 90 countries with varying proficiencies, including direct market resellers like CDW and SHI plus large system integrators such as Entisys. Collectively, Sphere 3D's partner ecosystem has deployed over a million units worldwide and manages over 100,000 virtual desktops daily. This install base also provides significant opportunity for repeat or upgrade business moving forward.

Numerous technology and go-to-market agreements have been forged with technology bellwethers such as Microsoft, VMware, NVIDIA, Intel, Huawei, and Supermicro.

Key Market Focus Areas	Unique Position To Grow And Expand Rapidly
Cloud (PAAS) partnership with leading Cloud (IASS) partners	Microsoft, VMware
Vertically focused system integrators	Healthcare, Education, Financial Services, Government
Direct strategic accounts	Fortune 500 (i.e. Multi-nationals, Government, etc...)
Leverage established relationships <ul style="list-style-type: none"> <li>• Channel</li> <li>• OEMs</li> <li>• ISVs</li> </ul>	Global channel network in 90 countries HP, Dell, Lenovo, Fujitsu, NEC, Hitachi, Microsoft, Adobe...etc.
Cross sell to installed base	Over 1 million units shipped worldwide from Fortune 500 to SMB

Management Team	Corporate Headquarters	Investor Relations
Eric Kelly Chairman & CEO  Peter Tassiopoulos Vice Chairman & President  Kurt Kalbfleisch SVP & CFO	125 S. Market Street, Suite 1300 San Jose, CA 95113 408.283.4700	Mike Bishop The Blueshirt Group 415. 217.4968 mike@blueshirtgroup.com

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