



INFINIDAT

STORING THE FUTURE



Letter from the Board:

INFINIDAT's commitment is to profit through the creation of high quality products and services. Quality includes measuring and managing impacts that may affect the greater environment. This is fundamental to reducing risk and assuring long-term profitability.

It is the goal of every business to deliver value and positive results to its customers and shareholders. However, in so doing, every business carries the burden of unintentionally introducing risk to a greater set of stakeholders. These risks, if left unchecked, carry the potential to affect the long-term health of a business, its industry, and society at large. We at INFINIDAT, believe this is the core foundation of corporate social responsibility (CSR) and sustainability.

At INFINIDAT, we recognize that CSR is not a one size fits all proposition. It requires each business to examine its processes and policies in the context of the background of natural and societal environments. To be competitive, our industry demands businesses assure their supply chains are ethical and conflict 'mineral' free. It requires we have well managed waste streams that extend to our customers. It requires that we are energy conscious and mindful of our carbon producing activities such as travel and emissions.

These measurements not only make good social sense, they make good business sense while at the same time facilitating a platform that is more cost efficient. To assure a strategic, unbiased and critical study of INFINIDAT's business systems and

policies, we retained the international sustainability-consulting firm Eco Logical Fox, LLC (ELF). ELF utilizes their United Nations Global Compact compliant approach of 'people, planet, profit' which uses a systemic analysis model to assure we are meeting international standards. In addition, it also ensures that INFINIDAT is creating policies and measured baselines for future improvement and management of their environmental and social impact. INFINIDAT seriously examines how we perform within our industry and moreover, how we can improve and lead. The end result is a pathway that delivers a win for our employees, customers, shareholders, society and the natural environment. Our first CSR study will be the benchmark for an annual reporting metric of our business processes and policies.

In summary, the responsibility of a business in the 21st century is to create value for its shareholders while at the same time driving broader value for society. A business's impact - visible and invisible - serves to cause potential degradation to the natural and social environment in which it operates. INFINIDAT, an emerging leader in the storage industry will move forward setting an example of environmental, social and corporate governance (ESG) centered on the idea of creating shared value.



Setting The Baseline:

With the growth of digitized data outpacing the growth of storage capacity, INFINIDAT has brought to market a new generation of highly reliable, scalable, and efficient storage systems to meet the emerging needs of their customers. INFINIDAT replaces traditional storage paradigms delivering industry leading storage solutions from a unique perspective. With locations in the U.S. and Israel, INFINIDAT is presented with both opportunities and challenges throughout the sustainability model. In such a multi-dimensional business environment and a global clientele, it is critical to mind the metrics of INFINIDAT's impact on its ecosystem.

The definition of CSR and ESG necessarily differ between industries and companies. However, a common measurement criterion assists in creating a measurement matrix.

The Harvard Business School's "three theatre" CSR model (document available upon request) suggests businesses review their processes individually and determine how they can be integrated into a comprehensive sustainability measurement, management and monitoring plan.

The theatres are:

Theatre 1:

activities are primarily motivated by equitable and charitable instincts, even though they may have potential business benefits.

Theatre 2:

represents CSR activities that are symbiotic and intended to benefit the company's bottom line, as well as the environmental or social impacts of one or more of their value chain partners, including the supply chain, distribution channels, or production operations.

Theatre 3:

represents programs that are aimed at fundamentally changing the business's ecosystem. This transformation is intended to enhance the company's long-term business position, but frequently entails short-term risks in order to create societal value.

The coordination of all three theaters can be more simply categorized as encompassing the people, planet and profit metrics of the business. This year, INFINIDAT requested that ELF provide a comprehensive, critical review and further integration of our sustainability metrics, management, and monitoring. We were pleased to find that many of our existing processes met international standards. With an eye to our future growth - we invited programming to further enhance our three-theater sustainability plan.



Sustainability Plan Overview:

PEOPLE:

INFINIDAT is a multi-national and multi-cultural business with offices in the U.S. and Israel. Using the Millennium Development Goals as a guide, INFINIDAT strives to employ and train a talent pool that is gender balanced and culturally diverse. The focus for our internal workforce (and executive team) is to encourage personal development through training and educational opportunities. Our goal is to enable INFINIDAT personnel through internal mobility opportunities. We want our team to be empowered and an integral part of the company's trajectory.

As a manufacturer of software over third party hardware, INFINIDAT integrates its equitable development workplace culture into its external environment. It accomplishes this through a managed and monitored critical selection of the manufacturer's supply chains. All of INFINIDAT's third party component vendors have been reviewed to assure that INFINIDAT, its shareholders and ultimately its customers are not unwittingly engaged in the global conflict arising from the illegal mining of minerals (for circuit componentry) or the unfair or inhumane working supply lines which would utilize slavery or child labor in any of their manufacturing process. Fundamental to INFINIDAT's quality metrics are the expressed, written statements of the manufactures'

unbridled commitment to fair and equitable trade.

As INFINIDAT grows, it will continue to become increasingly involved in the communities where it operates. Investing time and resources in youth (and minority sectors) gains an appreciation and introspection of IT across a broader spectrum. One such example is the recent partnership announcement with "Women Who Code".

WWCode is a global, non-profit association of over 25,000 women in technology. This program helps women gain new skills, hone existing skills for professional advancement and fosters environments where networking and mentorship are valued.

Together, WWCode and INFINIDAT are going to provide great resources and mentoring to women who seek a vocation in technology. INFINIDAT will accelerate outreach to women technologists who might want to join our company and sponsor local events (starting in the U.S. and Israel), where like minded people can get together to learn, network, and talk about technology.

Studies have shown that diverse teams exhibit better decision making and significantly accelerated innovation compared to less-diverse teams. By reaching out to under-represented groups, they are optimizing for success.

INFINIDAT's vendor policies on ethical supply chains, ESG and CSR are available upon request.

PLANET:

Dovetailing its commitment to ethical supply chains is a stewardship to the land. It is here where INFINIDAT's impact is likely to be the greatest. The areas of impact have been determined to be its internal waste streams (marginal) and e-waste stream from end-of-life cycle computer hardware (potentially significant). Strategically, INFINIDAT uses off-the-shelf hardware (brand systems) that is then molded into a highly resilient storage platform via their custom software. In addition, and perhaps more importantly, they also have the added benefit of having recycling, up-cycling, buy-back incentives and waste handling programs that are built into the acquisition costs of the hardware components. In such cases, INFINIDAT assures that the customer is kept informed on the end-of-life waste handling procedures. Due to INFINIDAT's deep and long-term customer relationships, they can oversee the components into the hardware manufacturer's program as part of the regular hardware upgrade process.

INFINIDAT offers its customers guidance on how to manage its hardware packing material, and will often manage the proper handling, reuse and recycling of packing materials on the customer's behalf. Internally, INFINIDAT separates its solid waste and participates in recycling programs at all of its locations. Due to the uniformity of the hardware component platforms it installs, it is able to reuse the same packing material for multiple installations to customer sites. Energy and GHG emissions management and reduction are by definition a matter of environmental impact. However, due to the "new-conventional" holistic and integrated approach to sustainability, we now have direct economic efficiencies that INFINIDAT believes should be highlighted as an example of cost reducing, win-win efficiencies under the following heading of 'Profit'.



PROFIT (Cost Reducing Efficiency)

Energy: INFINIDAT's offices manage and monitor their energy consumption as a matter of overhead. INFINIDAT can have a greater impact on the overall global grid energy consumption by paying attention to the resources (energy) each of their products consumes. Customers that must store large quantities of data are very sensitive to the energy costs associated with that storage. This of course directly affects emissions which is gauged from the running costs of storage and the per hour electricity consumed (Kwh's per year).

A portion of the value proposition of INFINIDAT's business model is a major sustainability metric around the cost of storing data. A lighter load on the grid is a cost savings to customers and consequently a benefit to society (via the reduction in the amount of natural

resources required to produce the energy).

The picture below says it all: in this real life consolidation/replacement exercise, two well-known brands of storage are shown to require multiple 23" cabinets (up to seven) to provide 800 TB of usable data. That is nine floor tiles in a climate controlled data center. These data centers require both high power draws and large chiller/cooling units to maintain operational status. Those seven racks comprise of two engine bays at 3.9 kwh each, and five drive bays at 5.3 kwh each¹. At a USA average cost of 7 cents per hour for power and another 7 cents per hour for cooling, the total energy costs comes out to \$42,066 dollars a year for one of these storage units! These units usually have a 4-5 year depreciation life cycle so that number really represents \$42,066 x 4 = \$168,264.

Vendor Name	Storage Tier	Bin File Changes/Month	Engine Bay Power	# Engine Bays	Drive Bay Power	# Drive Bays	# of Frames	Total KW Power	Total Power Cost/Yr	Carbon Footprint (lbs/Yr)	Floor Tiles Used	DC Real Estate Cost/ 1 Sqft Tile	EOL Migration Per Host	Average # Host Per Frame	Disk Drive Retention Per Disk
EMC	VMAX 1	\$1,000	3.9	2	5.3	5	1	34.30	\$42,066	367171.90	3.00	\$4,000	\$750	300	\$2,500
EMC	VMAX 2	\$1,000	3.9	2	5.3	4	1	29.00	\$35,566	310436.88	3.00	\$4,000	\$750	300	\$2,500
HDS	VSP (001)	\$0	26.7	1	0.0	1	1	26.72	\$32,769	286030.12	7.47	\$1,200	\$750	250	\$2,500
HDS	VSP (002)	\$0	26.7	1	0.0	1	1	26.72	\$32,769	286030.12	7.47	\$1,200	\$750	250	\$2,500
INFINIDAT	F6140	0	8.0	0	0.0	0	2	16.00	\$19,622	171275.52	2.00	\$4,000	\$0	200	\$450

Conversely, INFINIDAT's system (supporting more storage) requires only one 19" cabinet residing on just a single floor tile (width). The total power consumption of any INFINIDAT 'F61' series array is only 8kwh and can provide up to 2000TB of usable storage. Based upon those numbers, the annual power cost for an INFINIDAT storage unit is \$9,811.25 assuming the same 7 cents per hour cost for power and cooling.

INFINIDAT also provides an additional 150% more storage while using a fraction of the power. If the same four-year calculation on power is applied, it yields \$39,245 (less than one year's cost of the competitor). But it does not stop there. If we look

closely, we can see that INFINIDAT is consolidating four, much larger arrays into only two 'F series' frames. This facilitates a significantly greater reduction in emissions and consumption versus a like-for-like replacement.

The power saving costs alone are staggering, with an 84% reduction in spend. Moreover, with a power delta of 26.3kwh, the carbon footprint is reduced by roughly 32.13lbs for each hour the system is in operation. These high availability systems run 24/7/365 and in this model, that represents a total carbon avoidance of 281,694.82lbs or 140.84 tons of carbon for each array, per year².

¹ Based on EMC® Symmetrix® VMAX® published power specs documentation available on their website.

It also does not use the highest power numbers for an 8-Engine bay which this configuration would require.

² Based on EPA's eGRID emission factors 2009 and 2012 data. On average, electricity sources emit 1.222lbs CO₂ per kWh



	CSR Study x (4)	InfiniBox x (2)
Power/Cooling	\$572,680	\$78,490
DC Real Estate	\$463,040	\$32,000
End of Life Migration Costs	\$1,600,000	\$0
³Parts & Drives	\$160,000	\$7,200
⁴Bin File Changes	\$96,000	\$0
Total Opex Cost	\$2,897,720	\$117,690
Total Opex Saving	\$0	\$2,774,030
Opex Cost Per TB	\$1,600	\$44.82
Carbon Footprint (Tons)	2,499	343
Percentage Saving	0.00%	95.93%

³ This assumes 4 drive failures per year, per the number of arrays listed above (4) and not returning the drives to the vendor.

⁴ While most customers do this themselves today, some still pay EMC to do it. This is a conservative cost per month per array if that is the case

A true comparison is on par only when the storage amounts are judged equally and on a per GB cost basis. In such cases, a multiplier of 1.5 must be applied (representing the additional storage INFINDAT brings over the incumbent). These savings potentially enable INFINDAT's patented technology to be

used by customers who are eligible for state tax credits. These are applied for based upon verifiable energy savings compared to conventional costs of delivery with existing equipment. Many states offer these tax credits based on energy efficiencies. Federal concessions are also available in certain areas of industry.

TRANSPORTATION COSTS:

INFINIDAT's business model requires travel to the various customer sites where installation of the hardware, systems, service, repair, troubleshooting and upgrading take place. However, INFINIDAT has recently employed a new tech-enabled standard that analyzes the need for travel based upon the metrics of necessity and critical personnel. Service calls are being minimized by first using an advanced remote support system to solve customer issues. Only after the remote troubleshooting has been exhausted would INFINIDAT resort to physical travel for customer service. They also augment their own support organization with local (in state) resources from a well renowned 3rd party organization. Furthermore, they are the only storage vendor we have encountered that has N+2 redundancy (normally N+1) and can sustain full operational mode with more failures than existing vendors. These new features, in concert with customer replaceable components (drives and controllers), reduce the need to send additional personnel onsite and thereby, contributing to the reduction in environmental impact.

In addition to a better monitored, self management system, the advent of web conferencing software such as Go-To-Meeting, has enabled INFINIDAT's sales and executive staff to virtually

meet with customers and in some cases has led to a 75% reduction in travel. This reduction on the company's need and reliance on fossil fuel based transportation is having a huge impact in the amount of GHG's produce by their team. INFINIDAT intends to begin monitoring via a two-step process.

The company culture on travel is on an "as needed" basis only.

Only "pertinent employees" may travel. This two-step approach not only analyzes the need for travel, but also the number of employees approved to travel. INFINIDAT, hopes to have measured data and savings against historical baselines to track both the cost efficiencies and the environmental 'win-win' created through tech-enabled conscious travel.

INFINIDAT is also reviewing its energy sources to determine where renewable energy can be integrated into the transportation operations and customer relationship matrix. The use of renewable energy and water saving measures are on the corporate agenda to review and assess. The end goal should yield integrated solutions that increase the health and welfare of its employees, decreases the impact of operations on the background ecosystem and have a positive net result in efficiency of operations and sustainability. For INFINIDAT, sustainability is not just an annual review but also an ongoing and cultural initiative that stretches from the newest hire to the C suite.

- Advanced Remote Support
- Local physical assistance through partners
- N+2 design delays need to travel on site
- Pertinent Employees Travel



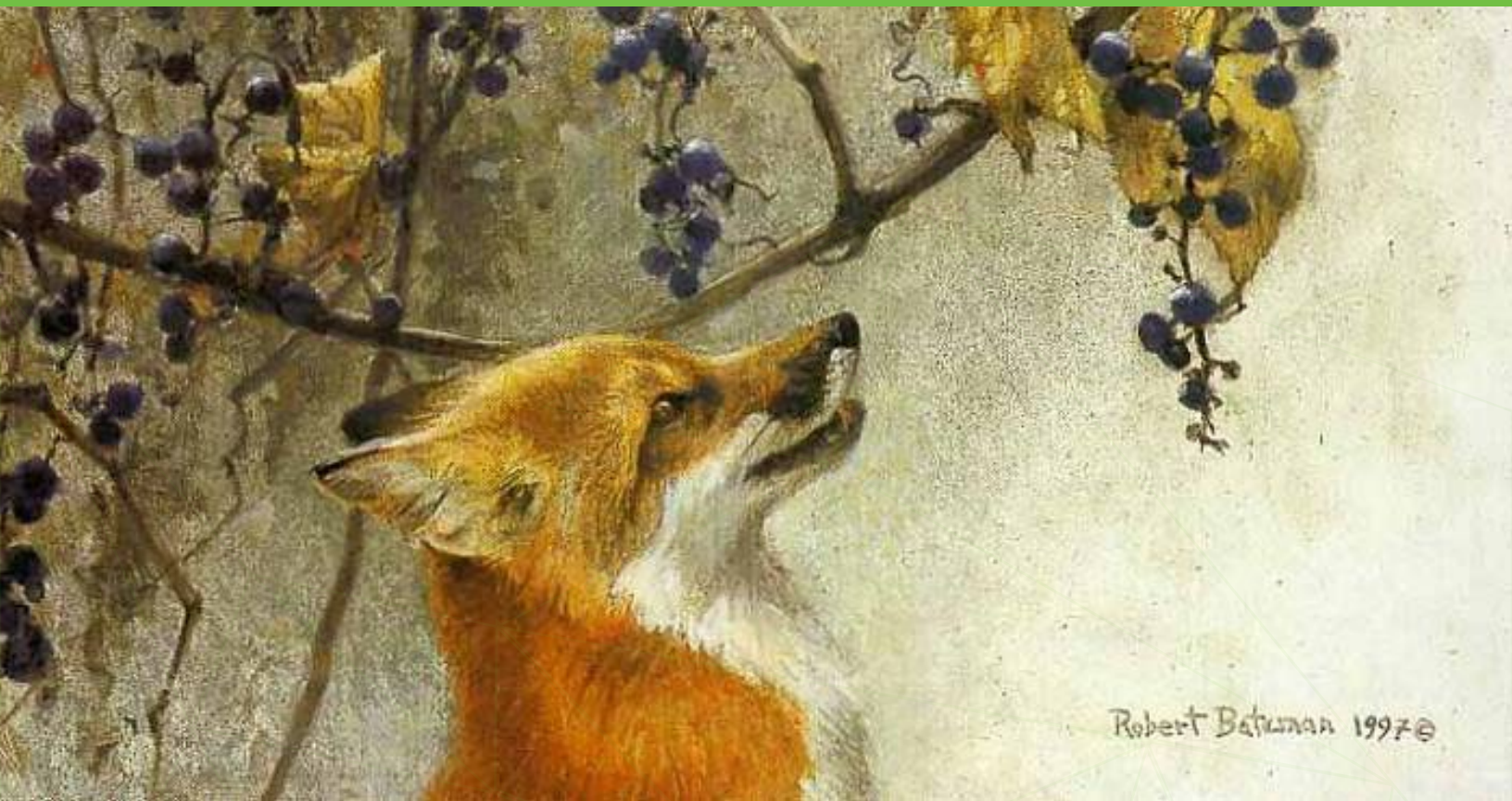
INFINIDAT, ENVIRONMENTAL POLICY STATEMENT

INFINIDAT, is committed to conducting business in an environmentally responsible and socially ethical manner. The intention is to protect the environment, positively impact society, conserve energy and natural resources by:

- Incorporating environmental and social consideration into all stages of their product lifecycle, including development, procurement, production, supply-line, use and disposal
- Complying with environmental laws and regulations that relate to the geographical location of the customer's venue
- Fostering awareness, educating their employees and customers regarding the published environmental management policies and practices
- Communicating to the public and educating customers about their ongoing commitment to environmental responsibility
- Remaining vigilant by ensuring the research, investigation and implementation of programs that may reduce any harmful aspects of our business processes and the impact they may have on the environment. When possible, leverage to create business process efficiency
- Creating a workplace environment open to observation and supports the reporting of environmental infractions. We must continue to monitor and improve environmental management systems and overall performance as a corporate culture through all levels of the organization



Consultant company BIO



Eco Logical Fox (ELF) is a global interdisciplinary network of Analysts, Consulting Professionals and Project Managers. They specialize in the design and delivery of Systems and Business Models that consider the Economic Valuation of Natural Capital and Positive Social Impact. ELF specializes in bespoke Sustainability Communication and content for businesses and organizations that examine, report and explain (to multi-level stakeholders) actions that can and do create genuine business value. This economics based, ethical approach is designed to account for the preservation and protection of natural and social elements as well as capital and service models within the organization. This statement also extends to its supply chains, its consumers and the overall greater social influence. Finding, measuring and managing these metrics has a proven record of inspiring client businesses on how they can improve their practices. This also creates efficiencies and illuminates the true scope of an integrated business ecosystem that can be leveraged to create greater and more equitable profits.

This unique, proprietary approach was born from the experience of ELF's project management subsidiary, Peerless Green Initiatives (PGI). PGI has been working since 2007 in Asia, South Asia and Central America on sustainable development projects. These projects involved innovative, public and private partnerships between governments, conservationists and businesses to encourage equitable and ethical economic development. From 2010 through 2015, PGI has been a registered United Nations Global Compact reporting company. These stringent guidelines require that its practices and procedures encompass fulfillment of the Millennium Development Goals in measurable ways. These projects typically involved the examination of an industry's true realm of influence regarding waste streams, energy, supply chains, social health/equity, fair trade and natural resource management. Often, these projects revealed unchecked development practices and the causal disconnection between industry approved practices; the results led to the degradation of social and natural capital and services. Rather than regulate, sustainable, economically designed adjustments were agreed upon and implemented to alleviate the imbalance. These changes were facilitated through managed public and private partnerships and delivered genuine people-planet-profit outputs that could be managed and (moreover) measured.

Through this broad spectrum of results-driven experiences, ELF has developed its own brand of rigorous criteria for reporting on Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG) metrics. Rather than a passive 'bench' approach, an ELF brand CSR report starts by deeply analyzing the true scope of a business's ecosystem. This field analysis is then examined through the perspective of the "people-planet-profit" economic paradigm. We first start by reviewing the internal workings of the business. Next, we move onto its supply and influence chain, encompassing the sustainability value of the product or service to the consumers, environment and society as a whole. Integrated and balanced analysis yields positive outcomes for all three categories.

The reports inspire change, social impact and greater ethical awareness at the Board level. In addition, these actions demonstrate how CSR/ESG are mediums for positive change and measurable profit for all three bottom lines (business, society and natural capital). ELF has been repeatedly published worldwide and its innovative approach to sustainable business was recently shortlisted by the international think tank 'Monday Morning' for the prestigious Sustainia 100 award.

PROJECT CONSULTANT BIO

ELF's CSR reporting and research is managed by ELF/PGI's co-founder Frank C Connelly. With a twenty-year background in feasibility assessment and risk management in emerging markets, Frank is uniquely equipped to conduct these studies and has become internationally renowned for his ability to develop, liaise and manage innovative, end-use partnerships and sustainability paradigm business practices. As a graduate of the University of Pittsburgh with a bachelor's degrees in psychology and political science ('90) and a juris doctor degree from Ohio's Northern University School of Law (93), Frank has been a consultant to governments and industries in India, Southeast Asia and Central America. Frank is a member of the Natural Capital Coalition for Economics, was the keynote speaker at the 2013 Government of Belize Ministry of Energy, Science & Technology Private Sector Symposium, hosted the 2010 UNEP Symposium on Biodiversity in Kolkata; and from 2012 to present has been the Sustainability and Compliance Director for two town sized mixed use developments in Belize, Central America. These developments include partnerships with the Belize Departments of Energy, Commerce and Education; Audubon International Golf; and Sustainable Harvest International.