



## Quorum Announces New Sales CRM Mobile App

**Placing the full power of Quorum's Sales CRM solution in dealership sales team's hands**

**CALGARY, Alberta, January 19<sup>th</sup>, 2023** - Quorum Information Technologies Inc. (TSX-V: QIS) ("Quorum" or the "Company"), a North American SaaS Software and Services company providing essential enterprise solutions that automotive dealerships and Original Equipment Manufacturers ("OEMs") rely on for their operations, is pleased to announce the release of its new mobile Sales Customer Relationship Management ("CRM") application.

The mobile Sales CRM application allows dealership sales staff to have the full power of the DealerMine branded Sales CRM solution in their hand. The full Sales CRM solution uncovers sales opportunities, manages all customer communications, and provides a comprehensive view of a dealership's sales operations in a single sign-in platform. It focuses on maximizing outreach, managing leads, and driving sales.

"The new mobile application is a significant enhancement to our complete Sales CRM solution. Our Sales CRM solution, together with our industry leading Service CRM solution, provides a complete CRM solution set to any dealership," stated Maury Marks, President and CEO of Quorum. "These two products are also part of Quorum's uniquely integrated product suite of 12 essential software solutions used in whole or in part by 1,459 dealership customers throughout North America."

### **About Quorum Information Technologies Inc.**

Quorum is a North American SaaS Software and Services company providing essential enterprise solutions that automotive dealerships and Original Equipment Manufacturers ("OEMs") rely on for their operations, including:

- [Quorum's Dealership Management System \("DMS"\)](#), which automates, integrates, and streamlines key processes across departments in a dealership, and emphasizes revenue generation and customer satisfaction.
- [DealerMine CRM](#), a sales and service Customer Relationship Management ("CRM") system and set of Business Development Centre services that drives revenue into the critical sales and service departments in a dealership.
- [Autovance](#), a modern retailing platform that helps dealerships attract more business through Digital Retailing, improve in-store profits and closing rates through its deskings tool and maximize their efficiency and CSI through Autovance's F&I menu solution.
- [Accessible Accessories](#), a digital retailing platform that allows franchised dealerships to efficiently increase their vehicle accessories revenue.

Quorum Information Technologies Inc. is traded on the TSX Venture Exchange ("TSX-V") under the symbol QIS. For additional investor information, please visit [www.QuorumInformationSystems.com](http://www.QuorumInformationSystems.com).

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### **Forward-Looking Information**

*This press release may contain certain forward-looking statements and forward-looking information ("forward-looking information") within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "expect", "may", "will", "project", "should" or similar words suggesting future outcomes. Quorum believes the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon.*

*Forward-looking information is not a guarantee of future performance and involves a number of risks and uncertainties some of which are described herein. Such forward-looking information necessarily involves known and unknown risks and uncertainties, which may cause Quorum's actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking information.*

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