

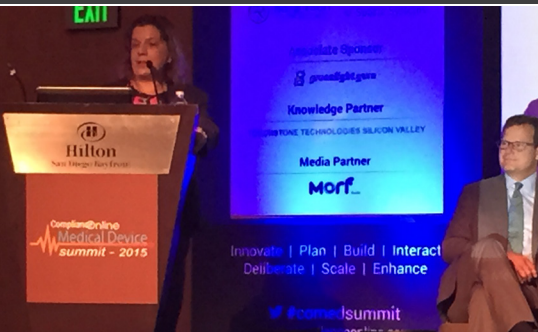


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# NEWS

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Angela Bazigos, Chief Compliance Officer at Morf Media Inc.

## Morf Media Inc., ComplianceOnline and MetricStream Host Medical Device Summit with Keynotes from FDA, Investors and Medical Device CEOs

Morf Media Inc., developer of Morf Learning™, and the soon to be released, Morf Playbook™ and ComplianceOnline, a division of MetricStream, hosted an innovative Medical Device Summit 2015 in San Diego, California, September 17-18, 2015 at the Hilton San Diego Bayfront. The sold-out conference was designed exclusively for regulatory compliance, risk, QA, audit functions, top management and investors interested in gaining training the best practices and future trends of medical device regulation.

Attendees gained insight into leading-edge strategies from FDA and industry experts for risk management, unique device identification (UDI), recall, compliance, and Medical Device Single Audit Program (MDSAP) management. The summit afforded an opportunity for attendees to preview the latest digital compliance training capabilities offered by Morf Media Inc. and ComplianceOnline.

“The Medical Device Summit was a great success and we look forward to gathering again next year to deliver the innovative blend of quality metrics training, leadership in medical device development and

investor insights,” said Angela, Bazigos, Morf Media Inc. chief compliance officer. “Attendees said they have not experienced such a unique blend at any other conference...it was best opportunity of the year to be in one place with their colleagues from around the world. “

The Medical Device Summit presented an opportunity for attendees to discuss trends and brief each other on best practices related to their respective industries. The expanded training format is designed to maximize learning, networking and discovery—all in one place with a relevant and thriving community.

“The Medical Device summit is an extraordinary gathering of regulators, ex-regulators, industry veterans and policy influencers,” Priyabrata Sahoo, director of ComplianceOnline. “Together we will share ideas and training on key compliance challenges. We are excited to offer this platform which will help attendees gain a 360 degree perspective of regulatory compliance while networking and sharing best practices with colleagues.” ◦



Eduardo Cervantes, CEO of Morf Media Inc.



Preview of Morf Playbook™ at Medical Device Summit 2015

FOR MORE INFORMATION ABOUT MORF PLAYBOOK™ VISIT [morfmedia.com](http://morfmedia.com)





## Global Enterprise Looks to Morf Media for an Effective Training Delivery Platform

Morf Media is preparing for an aggressive expansion into the world of enterprise training, in a market valued at \$130BN across North America and abroad. The company is organizing a dedicated enterprise sales force focused on meeting the needs of global companies doing business in the European Union.



Eduardo Cervantes, CEO of MorfMedia Inc. USA

Three months after unveiling its first generation platform, Morf Learning™, with the goal of attracting leading content partners in the financial services and life sciences industries, Morf Media is seeing an unprecedented push from companies across industry to deliver data protection and risk management training on mobile devices and the Internet of Things (IoT). The patented Morf Media cloud platform, with game-like, three minute courseware and a personalized digital coach, offers staff, partners and consumers a simpler way to get business done, fill out detailed forms and accomplish sales, customer service and compliance training on the fly.

Partners are leveraging their content via Morf Media Inc. patented parsing technology (text, speech and video) with the latest brain science learning principles (drip learning) and brief training sessions to create audio books and other media that enhance both engagement and retention. Hundreds of morfed courses, to be released this month on the mobile social cloud platform, include the following:

- European Data Protection Reform
- Regulatory Compliance in the Cloud
- FDA Inspection Program Overview
- General Principles of Clinical Vaccine Development
- Export Certificates for Medical Devices

“Momentum continues to accelerate,” said cofounder and early stage investor Axel Von Schubert, president of J.P. Capital Investments Ltd., “With ever more stringent regulations coming into effect, more

than 350 million mobile workers traveling between the U.S and Europe this year, need to get up to speed on the new laws. Companies doing business abroad—especially life sciences firms—are turning to Morf Media for a more effective way to provide training to their mobile workforce. These companies are serious about transparency and meeting their goals. In fact many are bringing compliance training to the boardroom to ensure they are meeting compliance at every level while ultimate delivering safe life enhancing products to patients.”

“Simplifying company-wide risk management is now at hand, literally, said Eduardo Cervantes, CEO of Morf Media Inc. “Morf Media takes the boring out of training... for new hires and Millennials, customers and partners — we all want a fast, fun and easy way to make training payoff.”

“Companies of all sizes like Merck and Touchstone Technologies Silicon Valley, biotech leaders and medical device start ups and leaders in governance risk and compliance (GRC) solutions like Metric-Stream and Compliance Online are looking to Morf Media for a more effective way to reach the global mobile workforce,” said Roy Hanif, co-founder and chief revenue officer at Morf Media Inc. “With the rise of the mobile workforce, many of which are new hire Millennials, we’re ramping up our enterprise focus to provide the right solutions for companies that do business around the world.” ◦



AMERICA'S MORTGAGE INSTITUTE  
BUILDING A BETTER MORTGAGE PROFESSIONAL

## New Mortgage Master™ Online Program from the America's Mortgage Institute and Morf Media Inc. Levels Up New Hire Training

Just an App Away, Mortgage Bankers and Lenders Get Fast, Fun and Easy Onboarding Program with Morf Media Training Delivery Platform and AMI Expert Training Content



Andrea Gagliardi,  
Director AMI

Morf Media Inc., developer of the fast, fun and easy to use training delivery platform for mobile professionals announced a new partnership this month with the America's Mortgage Institute (AMI) — a leading provider of mortgage education services. This partnership will allow mortgage bankers and lenders to provide their new hires with AMI's **Mortgage Master™ Online Program** — a comprehensive onboarding and compliance education program — online and via their mobile devices. For the first time, quality digital training for the mortgage industry is now just an App away.

Mortgage Master™ is an innovative and broad introduction to the mortgage industry designed for new career entrants. Unlike any other program on the market, Mortgage Master's digital, game-like mini lessons on the Morf Media training delivery platform, include mortgage terminology, loan products, ethics, sales techniques and more. Mortgage Master imparts the fundamental mechanics vital to every mortgage loan originator, including mortgage math, prequalification, loan program guidelines and compliance as it pertains to mortgage originations and leverages the unique, active learning strategies on Morf Learning state-of-the-art gamification platform. The courseware offers text-to-voice technology to keep learners engaged and enthusiastic about the content. Mortgage Master fills a definitive need for

fundamental education to serve as a base for pre-licensing education, sharpen skills of existing loan originators and enhance the proficiencies of even seasoned loan originators.

"With regulations constantly changing, we are partnering with industry experts, like AMI, to morf training content with our training delivery platform that's fast, fun and easy to do for partners and their customers," said Eduardo Cervantes, president and CEO of Morf Media Inc. "The Mortgage Master Program offers recognizable, high quality training and certification so that originators can produce with confidence from day one."

Better training leads to better service delivery, enhanced customer experience, and lower levels of loan default. The Mortgage Master Program delivers a level of training expertise that can lead to lower default rates, higher loan packages and, in turn, lead to higher yields in secondary markets for companies and investors.

"AMI is excited to team with Morf Media Inc. on this project," said Andrea Gagliardi, director, America's Mortgage Institute. "The combination of our comprehensive educational programming along with the cutting edge Morf platform will prove to be revolutionary for the industry. ◦"

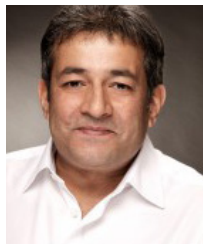
## INSIDE Morf Media

**Morf Media, Inc.** is shaping the future of enterprise compliance training for the mobile workforce. For the first time, a digital compliance training system, Morf Playbook™, provides one to one training to millions on a smart phone or tablet. Now in pilot with more than 100 major companies in the financial services and life sciences industries, Morf Playbook™ is proving to be cost-effective and engaging. Morf Playbook™ delivers three-minute mini lessons with a personalized Virtual Coach using the Octalysis framework designed by world-renowned gamification designer, Yu-Kai Chou. The platform empowers professionals to train, reference policy details and get compliance training reminders on the go. Morf Playbook™ offers secure centralized reporting on an individual's progress, course completion and other behavioral data. The platform includes a library of certified enterprise compliance courses, and offers an easy to use built-in authoring solution for rapid development and deployment of custom, company-specific policies and alerts. Founded in 2013 by a seasoned management team, the company is based in San Francisco. For more information, please visit [www.morfmedia.com](http://www.morfmedia.com).



**Mr. Eduardo Cervantes**  
**CEO AND PRESIDENT**

Eduardo has led three successful exits. He has managed large and small Cloud and Mobile companies in the US and Europe and provided excellent return to his venture investors. He started his career in M&A with Goldman Sachs and has led technology companies for 18 years.



**Mr. Roy Hanif**  
**CHIEF REVENUE OFFICER**

Roy, Chief Revenue Officer, is an entrepreneur who has launched numerous ventures in Silicon Valley and elsewhere. He has been a part of many successful enterprises, including such notable companies as Oracle Corp., Cisco Systems, PeopleSoft, NC International, Telenor M2M, and most recently, exiting OneDrum, which was acquired by Yammer.



**Ms. Ginger Bell**  
**SVP OF eLEARNING**

Ginger is a renowned education specialist in the mortgage banking industry with more than 25 years experience delivering mission critical training and compliance training. Ginger has been awarded the Presidential Award by both the California and the Oregon Association of Mortgage Professionals for her commitment to bringing quality education to the banking industry.



**Mr. Rudiger Diezmann**  
**CHIEF TECHNOLOGY OFFICER**

Rudi, Chief Product Officer, is one of the top software technology experts in the Silicon Valley, having served as Director of Development for Apple Corporation, CTO at Success Factors, Development Director at Adobe Systems, VP of Engineering at CyberArts, and head of technology at several successful Silicon Valley start-ups.



**Ms. Angela Bazigos**  
**CHIEF COMPLIANCE OFFICER AND HEAD OF LIFE SCIENCES**

Honored by Stanford Who's Who Registry for contributions to the Life Sciences Industry, Angela has more than 35 years of experience working with life sciences companies around the world. Most recently Bazigos was CCO for Prime Genomics, and held executive roles at Incyte Genomics, Roche and Counsyl among others.



**Ms. Heidi Wieland**  
**VP OF MARKETING**

Heidi is an established tech marketing pro with start-up and blue chip experience with companies including Thomson Higher Education Publishing, Softbank, AOL (in partner marketing with HP and Apple), start ups 3Scale, Mesagraph (acquired by Twitter Europe) and DataPop (acquired by Criteo), Expertcity (GoToMyPC, GoToAssist, GoToMeeting, GoToWebinar and Citrix Online). She is a strategist who gets things done with metrics-driven brand, customer-focused, eco-system and analyst relations, PR, social and leadership marketing.