

OUR HEALTHCARE CAPABILITIES

Investor Relations from Every Angle

Your Partner in Growth, Visibility & Value Creation

We work with public and private companies across all healthcare subsectors to implement custom-designed, strategic investor relations programs.

Leveraging modern IR tools and sector best practices, we build awareness, credibility, and long-term support among target audiences to maximize shareholder value.

OUR PRESENCE

NEW YORK / LOS ANGELES / BUFFALO / TORONTO / VANCOUVER / MONTREAL



Our team is situated across North America, expanding our reach and visibility in key markets.

In this relationship-driven business, our presence where it matters most ensures we stay connected and deliver results.



Our Healthcare Practice is one of the most established in the industry

- ✓ Trusted by 550+ life sciences companies since 1997
- ✓ Deep expertise across biotech, pharma, medtech, services, and diagnostics
- ✓ Clients range from microcaps to S&P 500, Fortune 500, and NASDAQ 100
- ✓ Global footprint supporting U.S. and international companies
- ✓ Long-tenured senior team focused solely on healthcare
- ✓ Multiple re-engagements by client executives, up to 4x

SELECT CURRENT
AND PAST CLIENTS



Proven Expertise in Complex Situations

NEW
LISTINGS

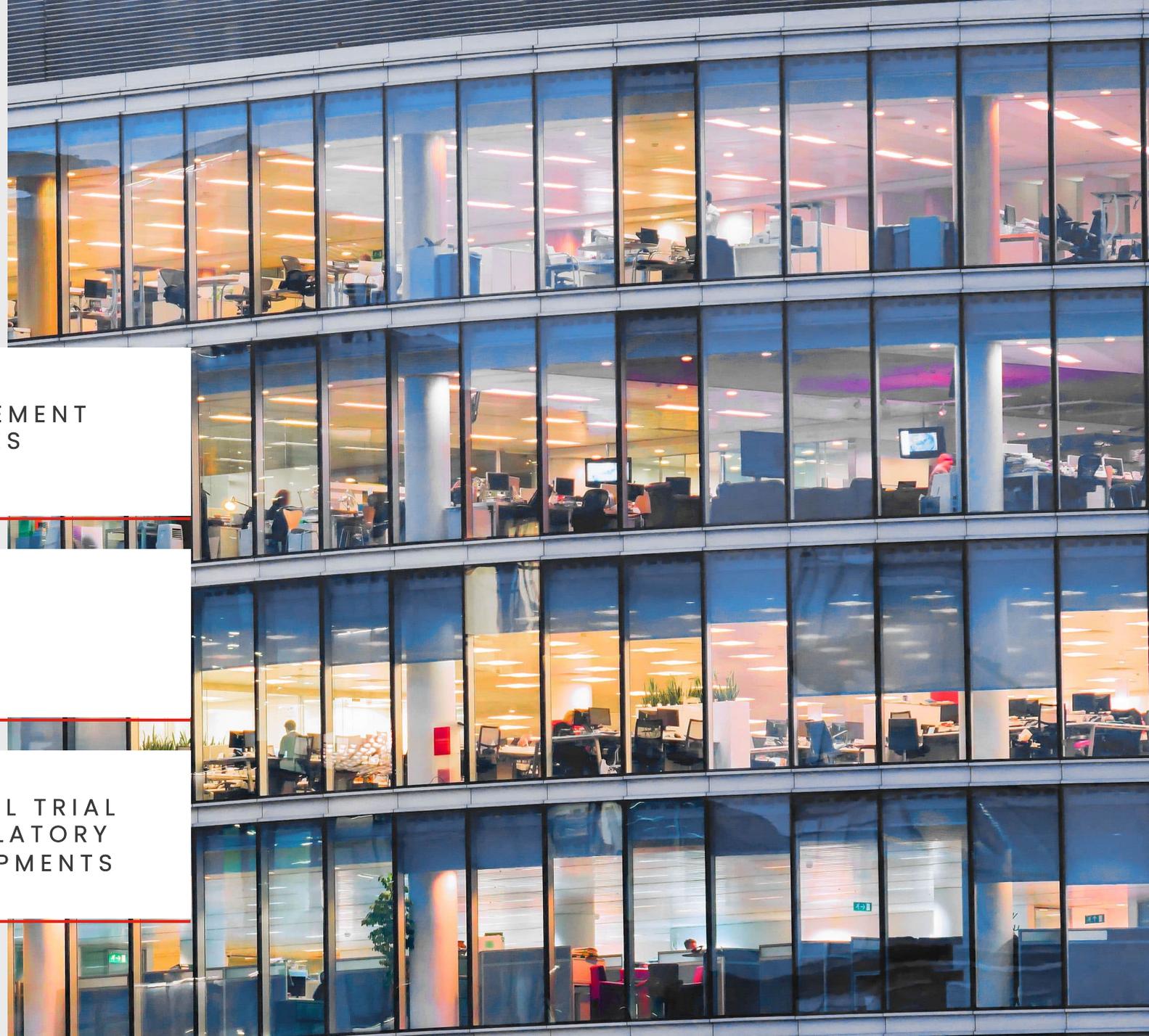
MANAGEMENT
CHANGES

REPOSITIONING,
ACTIVISM,
PROXY SUPPORT

M&A

ISSUES
MANAGEMENT

CLINICAL TRIAL
& REGULATORY
DEVELOPMENTS



OUR HEALTHCARE TEAM



Bruce Voss
Managing Director

Bruce leads Alliance's global healthcare IR practice, bringing over 35 years of experience advising more than 500 life sciences companies. He specializes in strategic counsel for high-impact events and has helped raise over \$5B in capital. Bruce holds an MBA from NYU.



Yvonne Briggs
Senior Vice President

Yvonne brings 20+ years of healthcare and finance experience, including roles in investment banking and corporate development. She advises clients on investor communications and strategy. Yvonne holds an MBA from NYU and a BS from Pepperdine.



Emily Barker
Vice President,
Corporate Access
& Development

Emily has over 20 years of experience in investor relations, marketing, and corporate access. She connects clients with institutional investors, family offices, and analysts through high-impact events. Emily has held leadership roles at Freedom Capital Markets, Three Part Advisors, and BioSafe Systems.



Jody Cain
Senior Vice President

With over 30 years in communications and 20+ in healthcare IR, Jody counsels clients on corporate messaging, transactions, and crisis situations. She has degrees in Communications from the University of Washington.



Tirth Patel
Vice President

Tirth has over a decade of IR experience across biotech, MedTech, and pharma. He helps healthcare companies with capital markets strategy, fundraising, and messaging. He holds degrees from Emory and Columbia University.



Lianna Santiago
Associate Account
Executive

Lianna Santiago brings over 6 years of experience in administration experience in Investor Relations. In her short tenure at LHA, she has been twice promoted—first to Account Coordinator and then to Associate Account Executive.

01 Plan

In collaboration with key members of your team, we develop a comprehensive IR program that includes detailed timelines, action items, deliverables, and budgets.

02 Integrate

We immerse ourselves in your business. We meet with members of your management team and quickly transition to become an integral part of your organization.

03 Execute

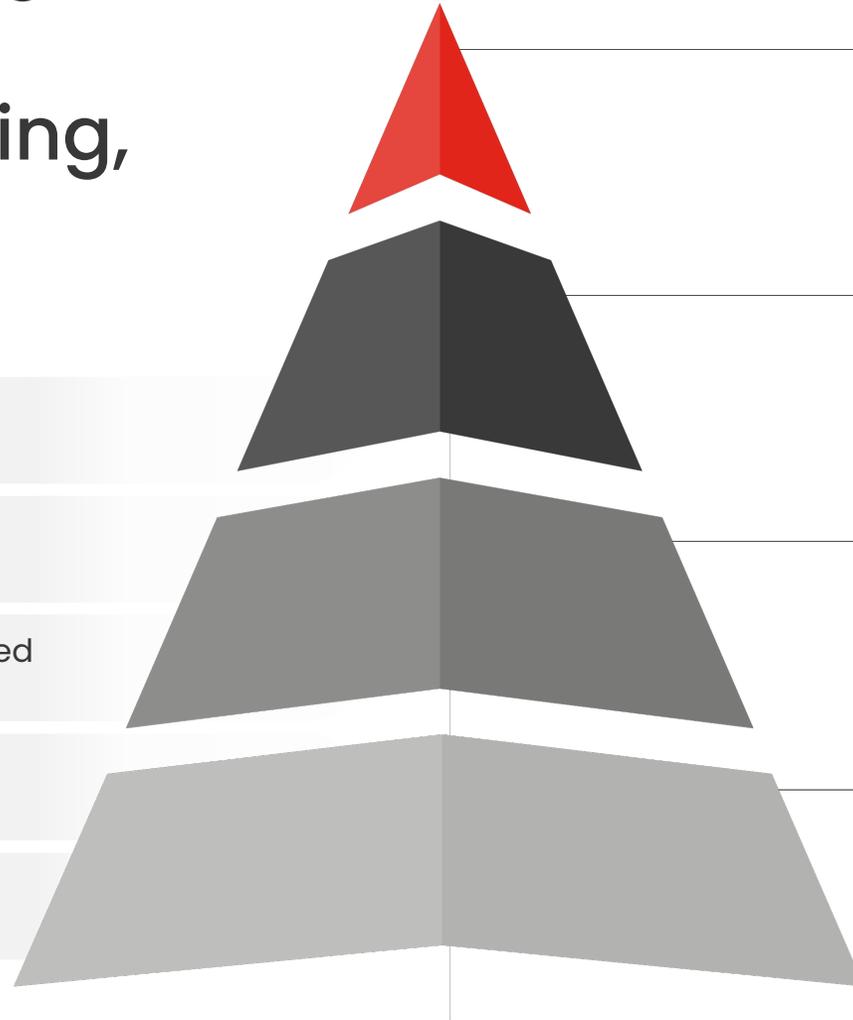
We deliver exceptional IR services using innovative strategies and proven solutions. We are passionate, diligent, and relentlessly focused on your success.

04 Measure

We maintain seamless communication with your team, regularly reporting on progress to ensure our work is always aligned with your goals.

A Proven Process that Combines Finance, Marketing, & Strategy

- ✓ Increased management credibility
- ✓ More long-term investors & higher relative share values
- ✓ Lower cost of capital & improved access to new capital
- ✓ Strengthened internal buy-in
- ✓ More time for management to run business



- **04 Strategic Investor Relations**

Globally Oriented, Value-Enhancing Governance, Board-Approved Communication Plan, Integration with Corporate Strategy & Culture

- **03 Progressive Investor Relations**

Crisis Plan, Measurable Objectives, Industry Benchmarking, Balance +/-, Perception Studies, Board Reporting, Sophisticated Forecasting

- **02 Active Investor Relations**

Teleconferences & Webinars, Expanded Data Metrics, More Frequent Disclosure, Increased Interaction, Shareholder & Peer Analysis

- **01 Basic Investor Relations**

News Releases, Annual Reports, IR Website, Disclosure Policy, Corporate Communications, Quarterly/Interim Reports

A Comprehensive Approach to Investor Targeting that Sets Us Apart

INVESTOR SOURCING

- > Our established and expanding network of investor relationships
- > Our industry partnerships
- > Independent research
- > Multiple third-party investor databases and purchased institutional investor lists
- > Analyst coverage reports
- > Industry/M&A/fund holding reports
- > Conferences & investor events
- > Social media connections
- > Inbound investor calls and email subscribers
- > Shareholder engagement



01 Client Relationships

Investors, prospects, and previous contacts

02 Alliance Advisors IR Relationships

Investors in our network matched based on their interest

03 New Prospects

Investors not known to a client who are identified through our targeting approaches

→ Direct Peers

- Identifies direct competitors and comparable companies in terms of market cap, focus, and stage of development

→ Sector Targeting

- Further segments into primary and adjacent sectors and indications
- Funds with a relevant investment thematic are also used to reveal peers and investor targets

→ Profile Targeting

- Analyzes company characteristics to identify other relevant deeper-dive peers

Messaging, Storytelling & Writing

- > **We craft compelling, actionable narratives** that translate complex science into clear, compelling messaging that flows through all IR collateral and communications.
- > **We build investor confidence** through setting milestones and strategic messaging once achieved, including clinical, regulatory, and other high-impact announcements.
- > **We create and maintain management credibility** through a commitment to transparency; for clinical trial readouts, we define “what success looks like” in advance.



**Your story
starts
here.**



Medical, Scientific & Investor Conferences

Presentations

We collaborate with clients to leverage investigator presentations at high-profile medical and scientific conferences around the world.

Announcements

We maximize the impact of presentations, from acceptance to the podium, while upholding sponsor embargoes and other restrictions. We market one-on-ones for presenters with attending investors and analysts, and leverage particularly important presentations with a hosted event and a conference call.

Event Invitations

We secure invitations to investment conferences through ongoing targeting, screening, and outreach to gatekeepers, and support participation in bank-sponsored and commercial conferences.

Meeting Prep

We complement the sponsor's meeting marketing and solicit post-meeting feedback, as appropriate, and prep management with background on all meeting participants and past conversations.

Each January since 2002, we have arranged group dinners and private meetings for client executives with investors, analysts, bankers, and business-development professionals in San Francisco during the annual J.P. Morgan Healthcare Conference.



Leveraging a Premier Industry Gathering: Our J.P. Morgan Offsite Event

The high-profile, well-attended J.P. Morgan Healthcare Conference is held each January in San Francisco. In 2005 we began the formal offsite initiative, connecting healthcare executives with investors and industry participants from around the world..

Program Metrics

Year	No. of Clients	~ No. of Meetings
2005	6	40
2006	17	110
2007	18	170
2008	26	350
2009	20	260
2010	18	250
2011	24	310
2012	26	355
2013	25	375
2014	18	271
2015	20	350
2016	25	460
2017	24	540
2018	20	450
2019	24	515
2020	21	460
2021 (virtual)	12	100
2022 (virtual)	12	120
2023	18	390
2024	16	320
2025	14	260



Media & Public Relations

- > Serve as your key media contact
- > Provide media training
- > Coordinate media interviews, editorials and television appearances as appropriate and timely
- > Track media mentions
- > Secure top-tier earned media coverage in trade publications, financial media, podcasts and editorials
- > Leverage our influencer network for targeted, unique and niche appearances specific to your target audiences
- > Earned, owned and paid media strategies tailored to each client
- > Utilize our media partners and vendors to expand impressions in North America
- > Identify opportunities for podcast appearances and thought leadership pieces for LinkedIn

OUR CLIENTS ARE FEATURED IN



Email Marketing & Social Media

- > Work with your marketing team to develop a social media calendar
- > Share ideas for posts that tie into your strategy and impact
- > Develop drip and nurture email marketing campaigns to investors

PRESERVATION IN AFFORDABLE HOUSING
A Fireside Chat with Jonathan F.P. Rose

Wednesday, March 16, 2022 at 11 AM ET

Join us for a fireside chat with Jonathan F.P. Rose, President of Jonathan Rose Companies, Alfredo Herrero, CEO and Founding Partner of JH Properties and Praveen Varshney, Co-Founder, Advisor and Investor of JH Properties, as they share why preserving affordable housing plays a critical role in solving the housing crisis.

Jonathan F.P. Rose is a thoughtful and progressive developer and his firm is one of the largest acquirers of affordable and mixed income housing in the United States.

[Register now](#) [Submit your questions in advance](#)

As more low-income households struggle to find affordable homes, it is critical to supplement new developments through the preservation of existing housing as it prevents displacement and is an exercise in sustainability. Preservation is not a one-time construction project; it requires continuous understanding, adaptability and flexibility as communities and needs evolve.



Jonathan F.P. Rose



Alfredo Herrero



Praveen Varshney

Did you know? >>	30% In Canada, housing is considered "affordable" if it costs less than 30% of a household's before-tax income.	20% About 20% of renters spend more than half their income on rent, which housing advocates say puts them at high risk of becoming homeless.	283K There is someone waiting on a list for affordable housing in more than 283,000 households across Canada.
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RAKOVINA THERAPEUTICS INC. TSX-V: RKV



TOP 10 **THE GLOBE AND MAIL**

UNDERVALUED BIOTECHNOLOGY INDUSTRY STOCKS
By the Globe & Mail



↑ 20%

Omni
Quality Living

May 2024 Newsletter



CEO Update

Happy May! With spring in full swing and the weather inviting us outdoors, I hope everyone had a chance to enjoy a lovely Mother's Day last weekend, celebrating the special women in our lives. It's a wonderful time to step outside and soak in the sun with family and friends. At Omni Quality Living, we're also making the most of this vibrant time by enhancing our community engagement and enjoying the outdoors with our residents.

While we continue to make progress in our projects like the redevelopment of Country Terrace, Pleasant Meadow Manor, Almonte Country Haven, and the construction of Village Green, we're also reminding our team to take time to appreciate the beauty of spring.

Thank you to everyone at Omni for your hard work and commitment. Let's enjoy the season and embrace all the opportunities it brings for joy and renewal!

— Raheem Hirji,
President and Chief Executive Officer

[Visit our Website](#)

Karnalyte
RESOURCES

PDAC 2024
TORONTO
March 3-6



Book a Meeting with our CEO!
info@karnalyte.com



Welcome to the Family!



you've picked a good one.

Here at The Fresh Factory, we are experts in the plant-based and clean-label sectors. We work closely with innovative brands, helping them develop fresh, clean products and guiding them through successful launches.



BONE BIOLOGICS

Regenerative Medicine for Bone

NASDAQ: BBLG

Breaking Barriers in Orthopedic Surgery

A major clinical challenge in orthopedic surgery is effective bone regeneration, especially in hard healers. Bone Biologics' NELL-1 is designed to address this challenge with faster healing and better outcomes, while reducing surgical time and lowering costs.

- Preclinical studies demonstrated successful spine fusion across multiple animal models including rodents, sheep and non-human primates. In a pivotal sheep study, NELL-1 demonstrated a 37.5% improvement in fusion compared with the control group.
- Safer healing by acting later in the bone formation pathway. As such, NELL-1 minimizes risks such as inflammation and tissue growth in non-osseous areas.
- No adverse reactions in two sheep studies where NELL-1 was shown to promote bone fusion without complications.
- Target bone regeneration with NELL-1 addresses unwanted rapid, uncontrolled bone growth that causes a weak structure and unintended bone formation.
- Comprehensive validation of NELL-1 through advanced imaging and biomechanical testing.
- Supporting validation of NELL-1's efficacy through more than 45 peer-

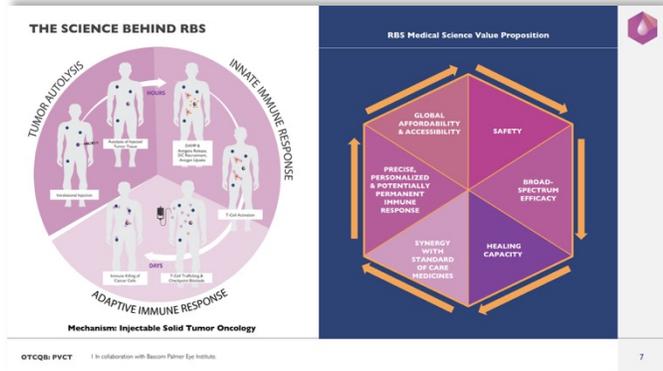
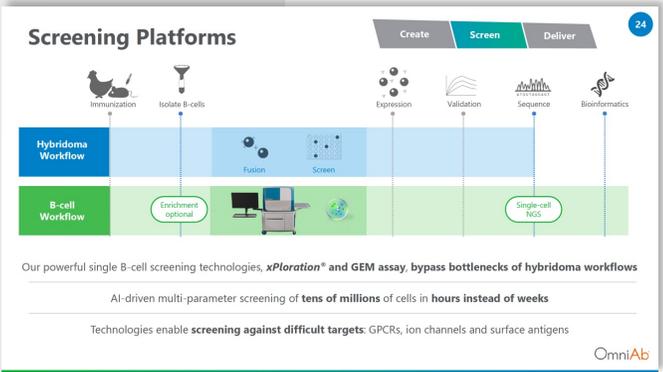
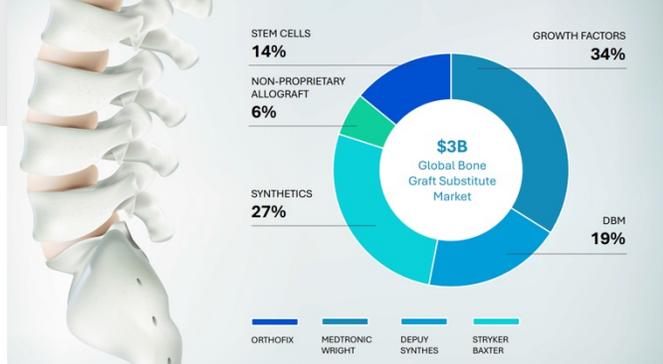
For Patients
Patients benefit from an intuitive virtual care platform powered by a 50-state provider network, lab work partnerships, nationwide pharmacy, and AI-powered tools.

For Providers
Streamlined workflow optimization with proprietary EHR and scheduling capabilities allow providers to focus on patient interactions that ensure the highest quality clinical care.

For Partners
Flexible partnerships with unique offerings are enabled by sophisticated de-identified data analytics, custom dashboards, and telehealth capabilities.

For Industry
Life sciences companies who partner gain access to robust direct-to-patient capabilities across marketing, medication adherence and compliance.

LifeMD



The Solution: TAEUS®

- Thermo-Acoustic (TA)**
Technology uses RF source with ultrasound reception for enhanced tissue penetration
- Precise Measurement**
Quantitative, accurate results delivered at point-of-care setting, real time
- Robust IP Portfolio**
84 global patents issued with 24 pending applications worldwide
- Automated Results**
Direct & immediate quantitative output without radiological interpretation
- Patient Inclusive**
Obese and fibrotic patients are not excluded
- Economic Advantage**
Significantly lower costs than MRI: 100x less for both equipment and exam

DEEP DOCKING™ AI PLATFORM: REAL-WORLD IMPACT ON COVID-19

"The team behind Deep Docking partnered with Nvidia, Dell and UBC Advanced Research Computing (ARC) to identify potential COVID-19 therapeutics from large libraries. Even with a supercomputer, it would take years to screen 40 billion compounds with traditional methods; with Deep Docking™ we did it in 20 days. It is a paradigm shift."

3.5 Weeks → **11 Months**

1.3B Drug Candidates Screened

JANUARY 25 COVID 19 first reported in Canada

FEBRUARY 19 1,000 most promising structures published online by UBC

MARCH 11 WHO declares global pandemic

DECEMBER 22 PAXLOVID granted emergency use authorization

Source: 1. UBC, Nipah Interorganism Lab, online methodology enables screening of billions of compounds to identify potential covid-19 drugs. TSX: RRV / 8

UNLOCKING THE CHEMISTRY AND BIOAVAILABILITY OF CANNABINOIDS

Radically evolving precise plant-derived therapeutics at the molecular level for disease-targeted medicines.

01 Leveraging advances in biosynthesis and chemical synthesis to produce novel plant-based pharmaceutical compounds

02 A biosynthetic platform for plant-derived therapeutics and enzymatic production of novel cannabinoid-derived drug candidates

AN UNTAPPED RESOURCE
Only about 6 cannabinoids are commonly used, but the cannabis plant contains approximately 120 cannabinoids, over 23,000 terpenes and over 10,000 flavonoids.

ModeX Proprietary Technologies

Since OPKO's acquisition in May 2022, ModeX has further validated its core technologies and advanced 3 pipeline assets to clinical stages

MULTISPECIFIC ANTIBODIES

- Designed to bind to 2 T cell antigens and 2 tumor antigens
- Offers greater specificity than existing I/O treatments
- Broad potential applications across I/O, immunology and viral diseases

IMMUNO-ONCOLOGY IMMUNOLOGY

Investor Presentations & Fact Sheets

- > Develop a customized and captivating investor presentation to reflect your brand's personality and messaging
- > Create a 2-page Fact Sheet that summarizes the investor deck

A Complete Customized Digital Investor Marketing Campaign

- > Building out landing pages
- > Developing email marketing drip campaigns
- > Running targeted social media paid ads

The image displays a comprehensive digital marketing campaign for VisiRose, centered around their eye care technology. The main website landing page features the title "Why VisiRose" and highlights key selling points: "Strong Market Potential" (Global addressable patient markets with significant unmet need) and "Clinically Validated" (Backed by independent, consistent, global multi-center data). The page details the "PROBLEM: Infectious Keratitis" and the "SOLUTION: Rose Bengal PDAT", which uses the bioactive molecule Rose Bengal, activated by light, to treat eye infections. It also lists benefits such as "Broad-Spectrum Efficacy", "Rapid Resolution", and "Safety & Accessibility".

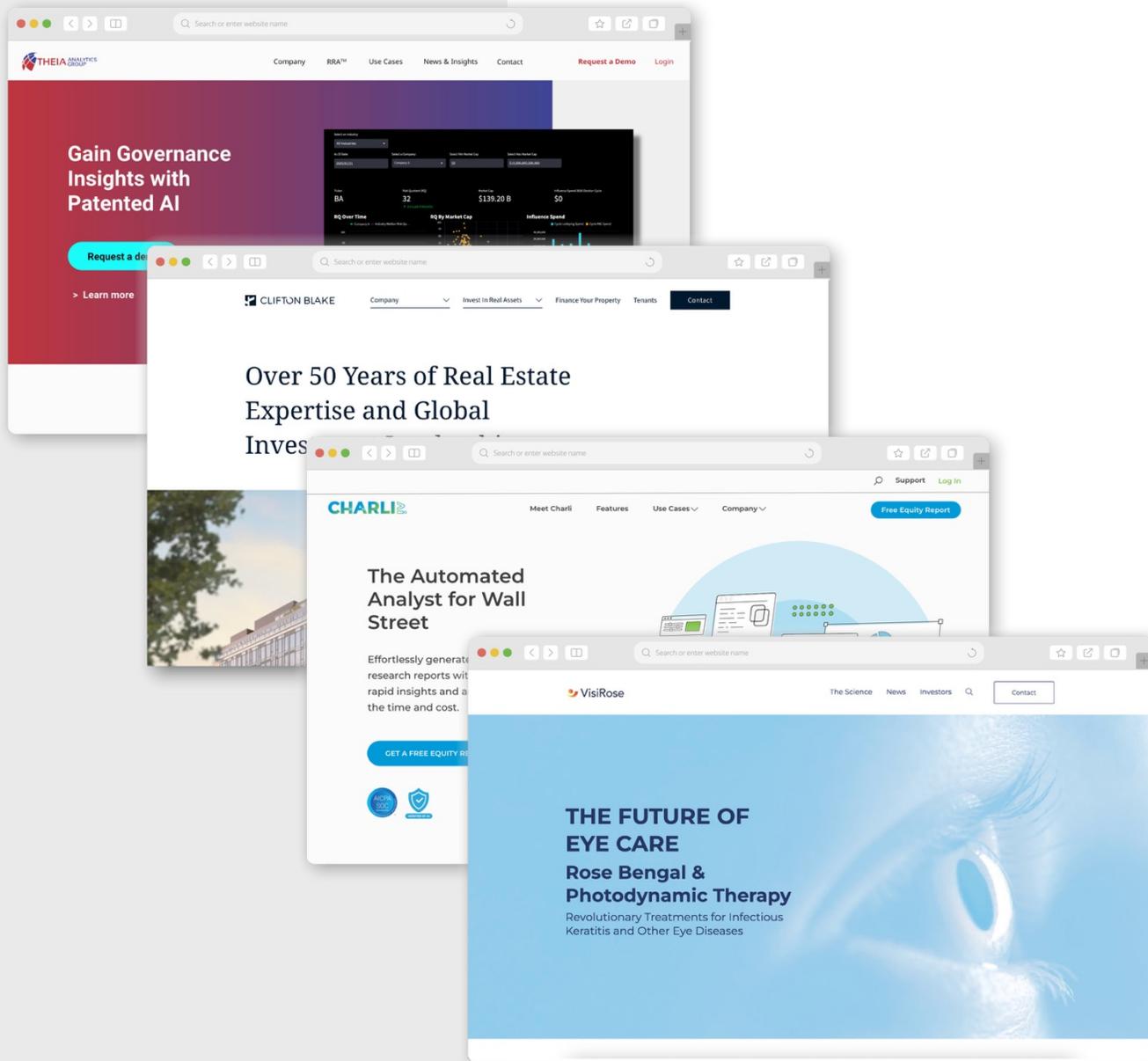
Other assets include a "MARKET OPPORTUNITY" slide showing "Target Regions" (High-need areas in Asia, Africa, and Latin America, and developed regions concerned with antimicrobial resistance) and a "5-10M" statistic (People affected annually by infectious keratitis, globally). An email drip campaign slide features the headline "Addressing Antimicrobial Resistance" and a "Read More" button. Social media ads include one with the headline "INVESTING IN THE FUTURE OF EYE CARE" and another asking "Did you know? Infectious keratitis is a leading cause of corneal blindness, affecting 5-10 million people annually."

At the bottom, there is a "Disclosures" section with contact information for VisiRose, Inc. (800 S. Gay St., Suite 1010, Knoxville, TN 37929 USA), Investor Relations & Media (contact@visirose.com), and a copyright notice for 2025 VisiRose, Inc. A LinkedIn logo is also present.



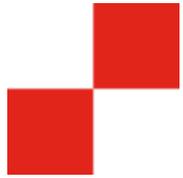
Graphics & Print Design

- > Investor presentation design
- > Investor fact sheets & postcards
- > Trade show booth visuals
- > Corporate videos
- > Marketing brochures
- > Corporate signage
- > Print advertisements
- > ESG report design & development



Website Design & Development

- > Conduct thorough audit of existing website
- > New website conceptualization including site map development, wireframing, design, image sourcing and copywriting
- > Website implementation management
- > Regular uploading of investor materials to website, updates to team page and general copy edits



Backed by the Resources of Our Parent Company, Alliance Advisors

We bring our clients extensive investor intelligence data and corporate governance expertise that further aligns the interests of all internal stakeholder and intelligently connects you with new and existing investors.





Ownership Intelligence

Know Who Owns You

We go beyond; from development to execution of bold client-first strategies resulting in winning outcomes.

01

Dedicated Analyst: Scheduled interactions on a weekly or bi-weekly basis ensure consistent communication and alignment. Our broader team that also supports you boasts a wide range of experiences, from the buy-side, stock exchanges, IR consultants, and advisors, to rating agencies.

02

Weekly Net Trading Activity: A continuous record of weekly net trading by institutional investors and hedge funds. We also provide the ability to intensify analysis during periods of high volatility or when particular activities demand closer scrutiny.

03

Client-Centric Solution: Developed in response to the need for a more accessible and efficient market surveillance option, OI focuses on essential data for issuers by concentrating on an issuer's core shareholders, key market influencers, and critical buying and selling activities.

04

Trading Dynamics: Analysis of average cost basis, unrealized gains/losses, and short-selling activities to provide a comprehensive financial perspective.

05

Proxy Voting & Activism Insights: Insights into the potential impact of proxy voting and activist history of core holders.



**I never dreamed
of success.
I worked for it.**

ESTEE LAUDER



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