

OUR CAPABILITIES

# Investor Relations from Every Angle

# Your Partner in Growth, Visibility & Value Creation

We work with public and private companies across multiple industry sectors to implement custom-designed, strategic investor relations programs.

Leveraging modern investor tools and industry best practices, we build awareness, enthusiasm, and sponsorship 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.



# Who is Alliance Advisors?

Alliance Advisors is the world's leading provider of shareholder focused services for publicly traded companies. In 2025 we completed 1400 different assignments representing \$16 trillion in market capitalization. We represent companies of all sizes with the largest client representing \$800 billion in market capitalization.

## SHAREHOLDER MEETING ADVISORY & PROXY LOGISTICS FOR PUBLIC COMPANIES & MUTUAL FUNDS

901 shareholder meetings representing **\$11 trillion** in market capitalization includes 201 shareholder meetings for Mutual Funds

## RETAIL ENGAGEMENT

Campaigns: 268 Outbound Calls: 1,025, 383 Texts Sent: 26,587,203  
Branded Emails: 17,196,203 QR Code Mailings: 3,743,272

## MERGERS, ACQUISITIONS & STOCK SURVEILLANCE

Merger Votes, Contests, Activism Advisory, Tender Offers & Surveillance  
205 representing **\$500 billion** in market capitalization

## GOVERNANCE & COMPENSATION ADVISORY SERVICES

United States & International Assignments 234 representing **\$4.2 trillion** in market capitalization

## TRANSACTION FOR NON-US DOMICILED COMPANIES

113 representing **\$862 Billion** in market capitalization across 20 countries

## INVESTOR RELATIONS

153 Public and Private Companies on annual retainers representing **\$76 billion** in market capitalization



## IR for Today's World

From tailored communication strategies and ownership intelligence to real-time market insights and proactive engagement, we provide an all-encompassing solution that turns every interaction into a strategic advantage for your business.



## 01 Plan

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

## 02 Integrate

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

## 03 Execute

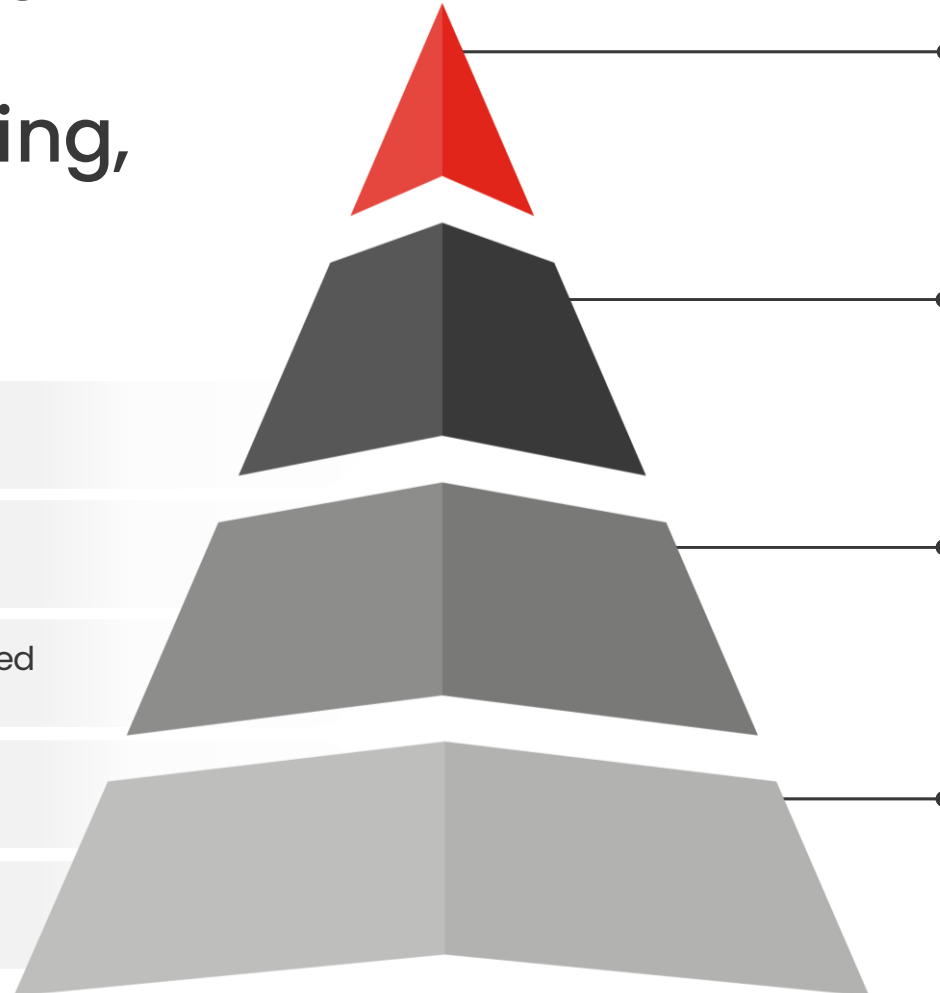
We deliver exceptional IR services using innovative strategies and proven solutions. We are passionate, diligent and relentlessly focused on your success.

## 04 Measure

We maintain seamless communication with your team, regularly reporting on progress to ensure we're 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, Expanded Data Metrics, More Frequent Disclosure, Increased Interaction, Shareholder & Peer Analysis

## **01 Basic Investor Relations**

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

# Build the Perfect IR Program for Your Business

Choose from a complete suite of investor communications services.

We've assembled a powerhouse team of IR professionals, analysts, writers, and graphic designers to ensure every aspect of your investor relations program is executed with precision and impact.

## INVESTOR RELATIONS

- News releases & messaging
- Quarter-end financial results reporting & AGM support
- Financial communications, continuous disclosure & EDGAR/OTC/SEDAR/CSE filings
- IR strategy, events & budgeting
- Corporate presentations & fact sheets
- Public listing prep
- Reports & white papers
- Proofreading of financial statements & MD&A
- IR website content development
- Managing investor calls/emails & database

## MARKETING & PR

- Investor presentation & fact sheet design
- Website design & development
- Graphics for tradeshows, print ads, & signage
- Corporate videos
- Brochures, postcards & ESG reports
- Social media management & graphics
- Content & design for e-mail nurture campaigns
- Messaging & media pitches
- Media interviews, editorials, podcasts & TV appearances
- Media training

## CAPITAL MARKETS

- Capital markets planning
- Investor communication advisory
- Market & ownership intelligence
- Peer identification & analysis
- Investor targeting & outreach
- Analyst coverage management
- IR management & investor access
- Identification of investor conferences & events
- Corporate transactions & due diligence support
- Valuation comparables
- Up-listings & cross-listings advisory
- Industry research
- Financial & business analysis

## STRATEGIC ADVISORY

- Management proxy circulars
- Annual Information Forms & other key disclosures
- Best practices for board, mandates & policies
- Shareholder activism, strategy & communications
- M&A communications
- Crisis management
- Executive coaching
- Perception audit
- Internal communications
- ESG reporting & data management

# A Comprehensive Approach to Investor Targeting that Sets Us Apart from Our Competition

## INVESTOR SOURCING

- > Our existing 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 existing network matched based on their interest

## 03 New Prospects

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

### → Direct Peers

- Identifies direct competitors and comparable companies with similar products and services

### → Sector Targeting

- Identifies the industry and further segments into primary and adjacent sectors
- 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
- Factors include market cap, business model, stage of business, end-user markets, technology, exchange listing, financial metrics, and other qualitative factors

# Messaging, Storytelling & Writing

- > Develop strategic messages including key talking points for key stakeholders
- > Build investor confidence by telling your story in a clear, concise and captivating manner
- > Draft news releases, speaking notes, scripts, website copy, blog articles, corporate presentations, email communications, newsletters and more!



**Your story  
starts  
here.**



OUR CLIENTS ARE FEATURED IN

THE WALL STREET JOURNAL  
**WSJ**



**yahoo!**  
finance

**Forbes**

**Bloomberg**

**CTV**  
**NEWS**

NATIONAL\*POST

THE  
GLOBE  
AND  
MAIL\*

**Fastmarkets**

## Media & Public Relations

- > Act as your key media contact
- > Provide media training
- > Coordinate media interviews, editorials and television appearances as appropriate and timely
- > Track media mentions
- > 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

# 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 Hermans, 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 Hermans



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 spent 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.

**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](mailto: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.



**SILVERX**



**Jose Garcia**  
CEO & Interim Chairman

**UNLOCKING GROWTH OF A NEW SILVER DISTRICT: SILVER X MINING AND THE TANGANA PROJECT EXTENSION PEA**

**SILVERX** TSX.V: AGX | OTC: AGXPF | FRA: WPZ  
[silverxmining.com](http://silverxmining.com)

**RECORDING AVAILABLE**

Watch the on-demand recording of our CEO, Jose Garcia, to learn more about the Silver X story – a high-growth silver developer and producer in South America – and get an in-depth look at our recent announcement of the results of the company's Preliminary Economic Assessment for the Tangana Mining Unit expansion. Learn about the plan to increase production capacity, upgrade resources, and achieve solid organic growth within the Nueva Recuperada

**Market Opportunity**  
Recent acquisition and consolidation is creating a vacuum in the leisure travel space. There is unfulfilled demand against a backdrop of uncertainty.

**Thriving Leisure Market**  
Industry was decimated during COVID-19. With business travel returning to lower levels, leisure travel is propelling industry recovery.

**Rethinking the Skies**  
The traditional airline model has structurally shifted, fueled by changing customer expectations, evolving buying habits, and new technologies.

**New Entrant Advantage**  
Legacy airlines are saddled with debt, driven by the pandemic and industry consolidation. As leisure carriers are acquired, an underserved market creates a compelling investment opportunity.

jetlines  
INVESTOR PRESENTATION / AUGUST 2023

**What We Do**

- A trusted and scalable AI platform** that powers millions of AI Workers to autonomously handle complex financial processes and financial data.
- Sophisticated multimodal understanding** of digital content including structure, embedded tables, text comprehension, data detection, and image analysis.
- Adaptive network of AI models** (the thousand brains) to provide reasoning, context, relevancy, accuracy, and trust on extracted and generated Financial Service data.

Investor Presentation / January 2024 / 2

**Convenience stores are ripe for disruption**

Nestle sets goals that will remove at least 83 tonnes of virgin plastic out of its supply chain each year!  
"Finding the correct waste ratio drives food service profitability."<sup>2</sup>

**\$3.12T**  
Estimated market size by 2028

**5.6% CAGR**

**43%**  
Of the market is confectionary items

Convenience Stores

Investor Presentation - July 2022

**Our Fleet is the Engine of our Growth**

- Our pathway to profitability is centered around our fleet expansion program.
- Currently operating with 3 Airbus A320 with plans to add an additional aircraft by the end of 2023.

**15 aircraft**  
by December 2025 (forecast)

jetlines  
INVESTOR PRESENTATION / AUGUST 2023

**WHAT IS A CARBON CREDIT?**

A carbon credit is a tradable instrument that represents one metric ton of carbon dioxide that is **avoided, reduced or removed** from the atmosphere.

- Generated from avoidance, reduction and removal activities
- Market-based incentive to reduce GHG emissions
- Can be used to offset emissions from industry, resource use, and transportation

**Carbon Credit = 1 t CO<sub>2</sub>e**

**BOREAL**

**NICKEL, COPPER & COBALT ARE KEY TO A BATTERY POWERED FUTURE**

**MATERIAL DEMAND IS GROWING**  
From 2019 to 2030, the demand for nickel, copper and cobalt is expected to increase significantly.

- COBALT**  
Cobalt often acts as a stabilizer in EV batteries, improving their safety.
- NICKEL**  
Using nickel batteries offers greater energy density and storage at lower cost, delivering a longer range for vehicles, currently one of the reasons to EV uptake.
- COPPER**  
EVs can contain more than a tonne of copper wiring inside the stator to convert electric energy into mechanical energy.

Investor Presentation - 10x V. SNAIL, 1.07CXQ, 2016P

**UNLOCKING THE CHEMISTRY AND BIOAVAILABILITY OF CANNABINOIDS**

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

ENHANCEMENT → ENVIRONMENT → EXTRACTION → EFFICACY

PROPRIETARY STRAINS → MOLECULE FACTORIES → ACTIVE PHARMACEUTICAL INGREDIENTS DEVELOPMENT

**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.

**MEETING THE DEMAND FOR FOOD WHILE REDUCING ENVIRONMENTAL IMPACTS**

Rising global demand for food and food nutrients is increasing demand for growing mediums used to grow food.

Carbon emission intensity from existing growing mediums is contributing significantly to global warming.

Existing grow mediums and unsustainable practices are causing environmental degradation of land and ecosystems.

# Investor Presentations & Fact Sheets

- > Develop a customized and captivating investor presentation to match your brand's personality and messaging
- > Create a 1-2 page fact sheet, a summary of 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

**INTRODUCING OUR NEWEST CLIENT >**

**CHARLI**

HOW IT WORKS SOLUTIONS OFFER NOW: 3 FREE EQUITY REPORTS

**FROM TICKER TO REPORT IN 20 MINS!**

**The AI Analyst for Wall Street**

Effortlessly generate detailed financial research reports with Charli, delivering rapid insights and analysis at a fraction of the time and cost.

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- ✓ **Unlock 98% time savings**  
High-quality equity reports in minutes, not hours
- ✓ **Achieve unmatched ROI**  
Save thousands on financial reports with Charli AI

**Packed with Powerful Features, Yet Easy to Use**

Each feature of Charli is built with you in mind, making complex tasks simpler.

[Watch Video](#)

**ATTENTION CFOS**

Before you make that next hire...

**Meet Charli, Your New AI-Powered Financial Assistant**

**STRAIGHT TALK**

Episode 4

**Large Language Models are so last year!**

[Watch Now >](#)

with **Kevin Collins**  
CEO and CoFounder

**CHARLI**

**CHARLI**

**From Ticker to Report in 20 mins!**

**Your New AI-Powered Financial Assistant**

**20**

**From Ticker to Report in 20 Mins!**

Enter the ticker of the company you'd like due diligence on.

- ✓ **Unlock 98% time savings**  
High-quality equity reports in minutes, not hours
- ✓ **Achieve unmatched ROI**  
Save thousands on financial reports with Charli AI

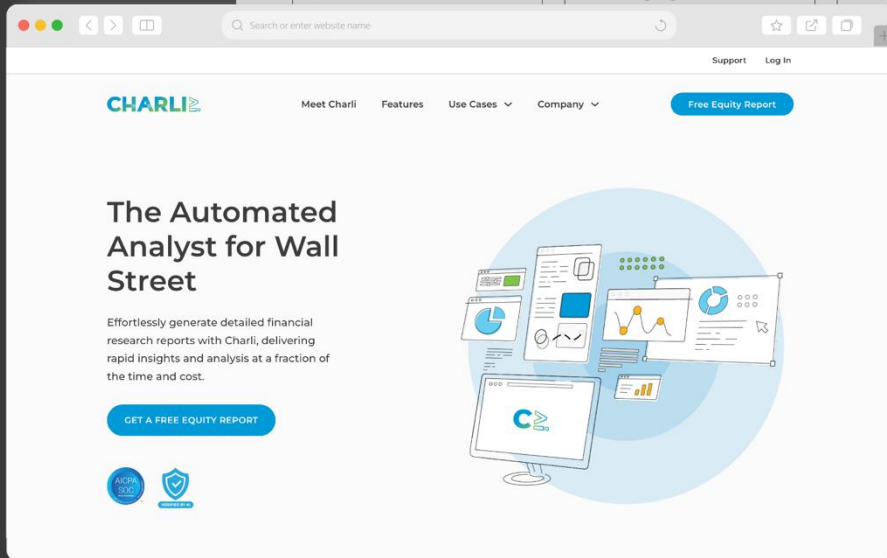
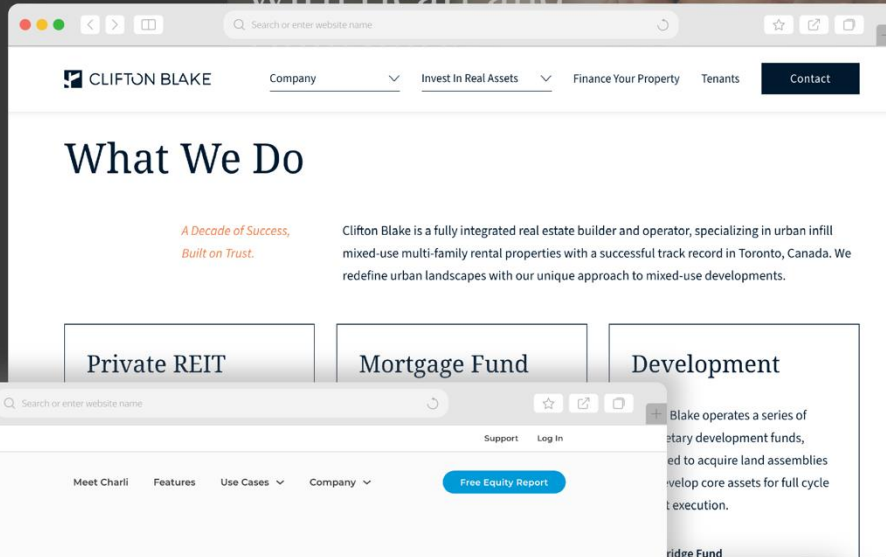
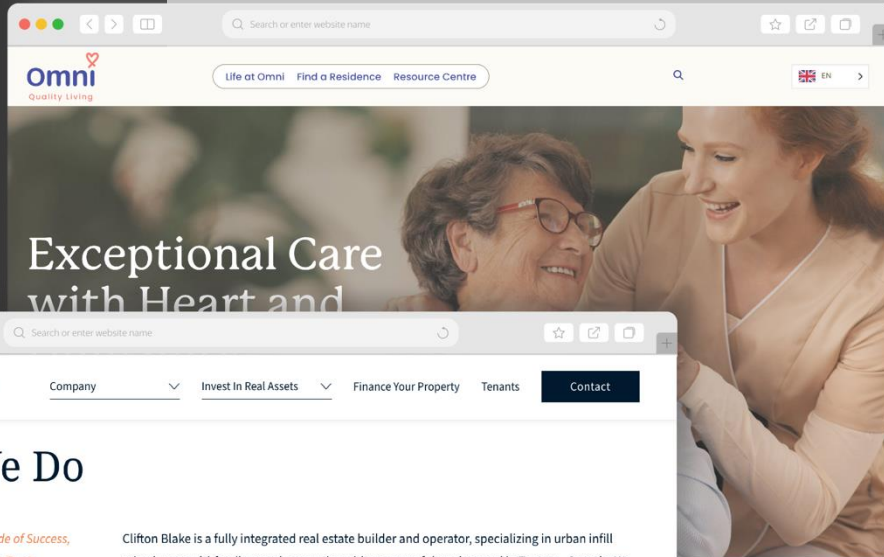
**CHARLI**



## 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 all of your internal stakeholder interests 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.



NASDAQ: ALNT



NASDAQ: ALTO



NASDAQ: AMSC



EBR: BAR



NASDAQ: BLFS



NASDAQ CM: TBH



NASDAQ: GAMB



NASDAQ: GILT



NYSE: HLIO



TSXV: IFOS



NASDAQ: JYNT



NASDAQ: LFMD



NASDAQ: MTLs



NASDAQ: NOMA



TSX: NWH.UN



NASDAQ: OABI



NASDAQ: OPK



NASDAQ: AIOT



NASDAQ: AIRE



NASDAQ: RVYL



NASDAQ: SRTS



NASDAQ: STRT



NASDAQ: NKLR



NYSE: VSH

**It is impossible to  
produce superior  
performance  
unless you do  
something different.**

JOHN TEMPLETON



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