

Investor Relations

Philosophy & Approach

07/19/2023



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PUBLIC RELATIONS
INVESTOR RELATIONS
EQUITY RESEARCH

PHILOSOPHY

We believe your shareholders should be treated similarly to how an institutional broker deals with their clients. In a challenging stock market environment (like the one we're in), it is more important than ever to communicate effectively with existing shareholders.

There is often a clear dislocation between the market capitalization of a company versus the underlying value of the stock. Investors must be reassured that there are NO underlying fundamental problems in the stock they own and that sometimes the market pulls stocks down to levels which create great longer-term opportunities. That said, we believe in getting into the trenches with existing shareholders to earn their trust as we set "*reasonable*" expectations for the company that we know we can beat. Once we gain that trust with the shareholder(s), we aggressively ask for referrals to other prospective shareholders. We have had tremendous success using this strategy.

We use several platforms to accomplish our goals, including direct phone calls, social media (Twitter, Facebook, LinkedIn, etc.), Stocktwits, and, most importantly, Discord (see below for more details).

Based on the market cap and daily volume, I believe we often should initially focus our resources on "retail investors/prospects." While no one can promise "volume" or an increased "stock price," we can measure performance in several other ways, such as;

1. Number of new shareholders
2. Number of people participating in social media, ESPECIALLY Discord
3. Calls with high-net-worth retail investors, institutions, and family offices



OUR job is to get investors/prospects to understand the opportunity and to create a sense of urgency to own the stock as the team works on increasing shareholder value.

OUR APPROACH

Investor relations firms for publicly traded companies have traditionally used a business model that involves putting as many qualified investors in front of management via conference calls, presentations, and other media. There is often little focus given to the existing shareholder base. In addition, most of the time, we can identify historical financial events such as financings (including initial public offerings, private placement, and secondary offerings), especially those which include financial derivatives such as warrants, which provide a potential ceiling on the stock price.

While we have all the capabilities to put qualified investors (family offices, high-net-worth individuals, and institutions) in front of management, we have learned that investors and potential investors become frustrated and angry that, even upon good news, the stock will eventually find its way back down to where it was prior to such news events. Therefore, we think it is essential to work with management to identify legacy issues that might negatively impact the stock price and volume, which will immediately affect investor sentiment.

Investor Relations: Philosophy & Approach

We believe it is extremely important to get in the trenches with shareholders and prospects by effectively communicating on a daily basis, especially in a bear market such as the one we are experiencing.

If we are successful with our approach, then we can create the two most important value-added elements that will provide investors and prospects with an excellent experience:

1. Expectations for investors that we KNOW we can beat.
2. A sense of urgency for investors and prospects to want to either increase their position or initiate a new position in the company.

We are currently experiencing a highly volatile market, and now more than ever, it is extremely important to reach out to the existing shareholder base and other interested prospects to let them know that management is focusing on the business to reach the milestones it has provided to the market and that there are times when the overall financial markets create a “dislocation” from the company’s fundamentals. Our view is that we do NOT want to lose existing shareholders by not calling them during such volatile times. We have found that investors really love hearing from a company of which they have an investment in. In fact, our goal is that by the time such a call is completed, we have turned that investor into a buyer of more stock while asking to speak to friends who can make an investment.



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Investor Relations: Philosophy & Approach

By explaining to investors and prospects that we have identified legacy issues that could affect the stock price and volume and are actively addressing such issues, we find that we can: 1) retain most shareholders; 2) increase the shareholder base by asking for referrals; and 3) create overall goodwill as investors appreciate knowing that management is looking out for their best interests.



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