

CREATING TOMORROW'S NETWORK

# TODAY



## **MARKET AWARENESS PROGRAM FOR SMALL CAP COMPANIES**

- Create visibility with more than 100,000 mining investors across North America
- Meet new investors in Montreal, Quebec and Toronto
- Expand your network of investment advisors and institutional contacts across Canada
- Increase trading volumes and liquidity

**MI<sup>3</sup>**

CONNECTING YOU

# AWARENESS PROGRAM



## 1. INTRODUCTION TO THE MI3 TRADERS NETWORK

Our in-house team of professional market makers and traders has more than 100 years of experience trading the Canadian stock markets. To help increase the liquidity and awareness of your stock, we have developed a network of professional market traders across Canada. We have created a private chat room to facilitate communication with our trader's network, and over 50 market traders join us on a daily basis. Our chat room is a great way to introduce your story to professional traders by sending them your latest Power Point, video, press release, or through generating discussion of your next technical move in the market.



## 2. PROACTIVE PHONE CAMPAIGNS ON NEWS RELEASES

100 to 300 press releases typically hit the market every day, fighting for investor's attention. In order to be noticed, your press release needs to be seen, read and acknowledged. For key releases, we will carry out a targeted phone campaign to bring your release to the attention of 50 selected investment advisors every month, informing them about the news and your company, answering any questions they may have, and putting them in touch with you if they want to learn more. One campaign to 50 advisors is included in each month of the program, and more calls can be made upon request.



## 3. ONLINE DISTRIBUTION OF PRESS RELEASES ACROSS CANADA AND UNITED STATES

Our partner [www.stockinvestorplace.com](http://www.stockinvestorplace.com) has generated a list of 40,000 Canadian and 70,000 U.S investors who want to receive information about mining and oil and gas companies. Our MI3 contact database has more than 6,500 professional and institutional investors across Canada. Each month, your press releases can be distributed to more than 115,000 investors in Canada and United States. One release per month is included with the program, and more distributions can be made upon request.



## 4. PR ROADSHOWS

Over the course of each six month mandate, we will organize three one-day roadshows, made up of 4 to 6 private meetings per day, to introduce your company to investment advisors and institutional contacts in Montreal, Quebec and Toronto.



## 5. PHONE ANSWERING SERVICE

Our trained, experienced and informed personnel will answer and respond to phone calls from shareholders or interested investors from 9:00 am to 4:00 pm, in both French and English.



## DURING THE COURSE OF YOUR MARKET AWARENESS PROGRAM YOU WILL...

- Meet new investors through Roadshows
- Present your story to professional traders and online investors through our online Traders Network
- Generate attention for your press releases with over 100,000 investors across North America through our online news release distribution services (1)
- Build visibility with investors through proactive phone campaigns promoting your press releases (2)
- Respond to shareholder and potential investor enquires through the services of our bilingual phone team

(1) 1 press release distribution per month included.  
Additional distributions available upon request

(2) 1 phone campaign to 50 investment advisors per month.  
Additional calls available upon request.



## ADDITIONAL SERVICES:

- Investor Database Management
- TSX Venture-Registered Market Making
- Social Media Networking
- Search Engine Optimization
- National Roadshows

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