



A powerful Investor Relations program is essential for any on-market or pre-market company. Macam IR provides a platform of services for companies looking to maximize the effectiveness of their Investor Relations efforts.

## INVESTOR RELATIONS: DEFINED

**Investor Relations (IR)** is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance to enable the most effective two-way communication between a company, the financial community, and other stakeholders.

+

The clearest single element of an IR program should be keeping the market informed of developments and events that may influence the share price. IR should not just be a one-way communication from the company to the market, but a pro-active constant two-way communication effort undertaken by each public company. At Macam IR we strive ourselves in assisting management teams undertake this process with honesty, integrity and transparency.



## ELEMENTS OF AN EFFECTIVE IR PROGRAM

Investor Relations Programs accomplish:

- Fair market valuation
- A reasonable level of liquidity in a company's shares
- Easier and cheaper access to capital in the future
- A strong core of supporters and believers in the company that will support its corporate objectives

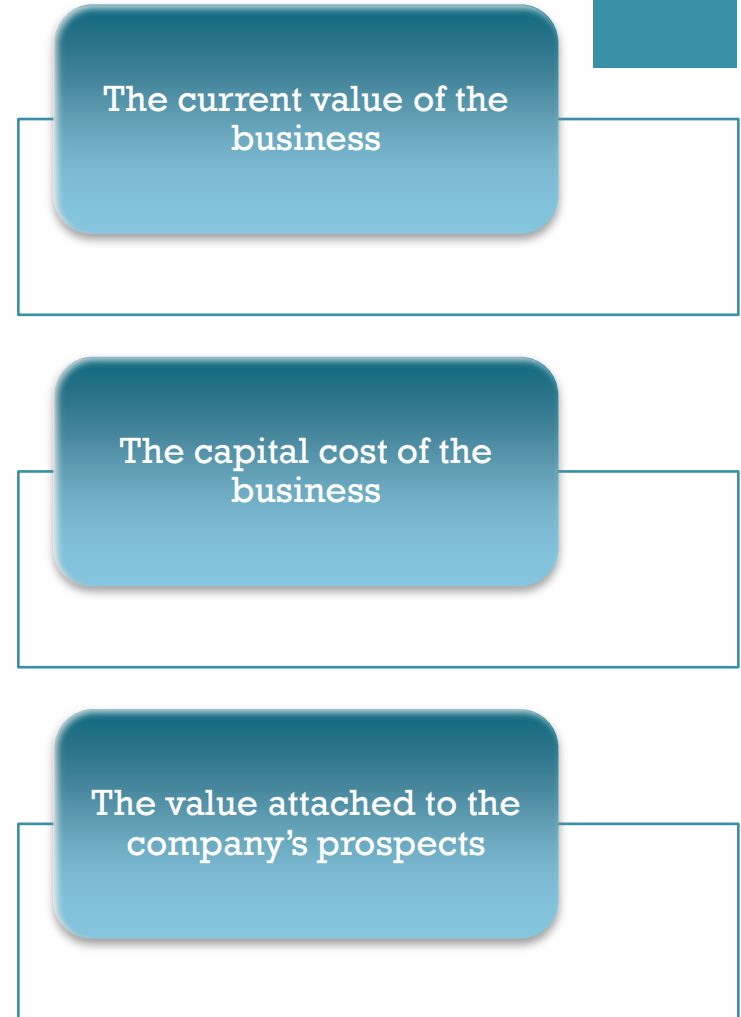


# Market Valuation

Some companies new to the market make the mistake of thinking that the aim of IR should be to push their share price as high as possible. Unfortunately, if a company fails to live up to the high expectations set in the market place its stock could be punished severely. The result is a depleted share price and a struggle to rebuild trust with investors.

Macam aim's for a 'fair' market valuation which correctly reflects the company's circumstances and its longer-term value. A range of factors will determine the valuation of a company by the market.

These can be divided into three areas...



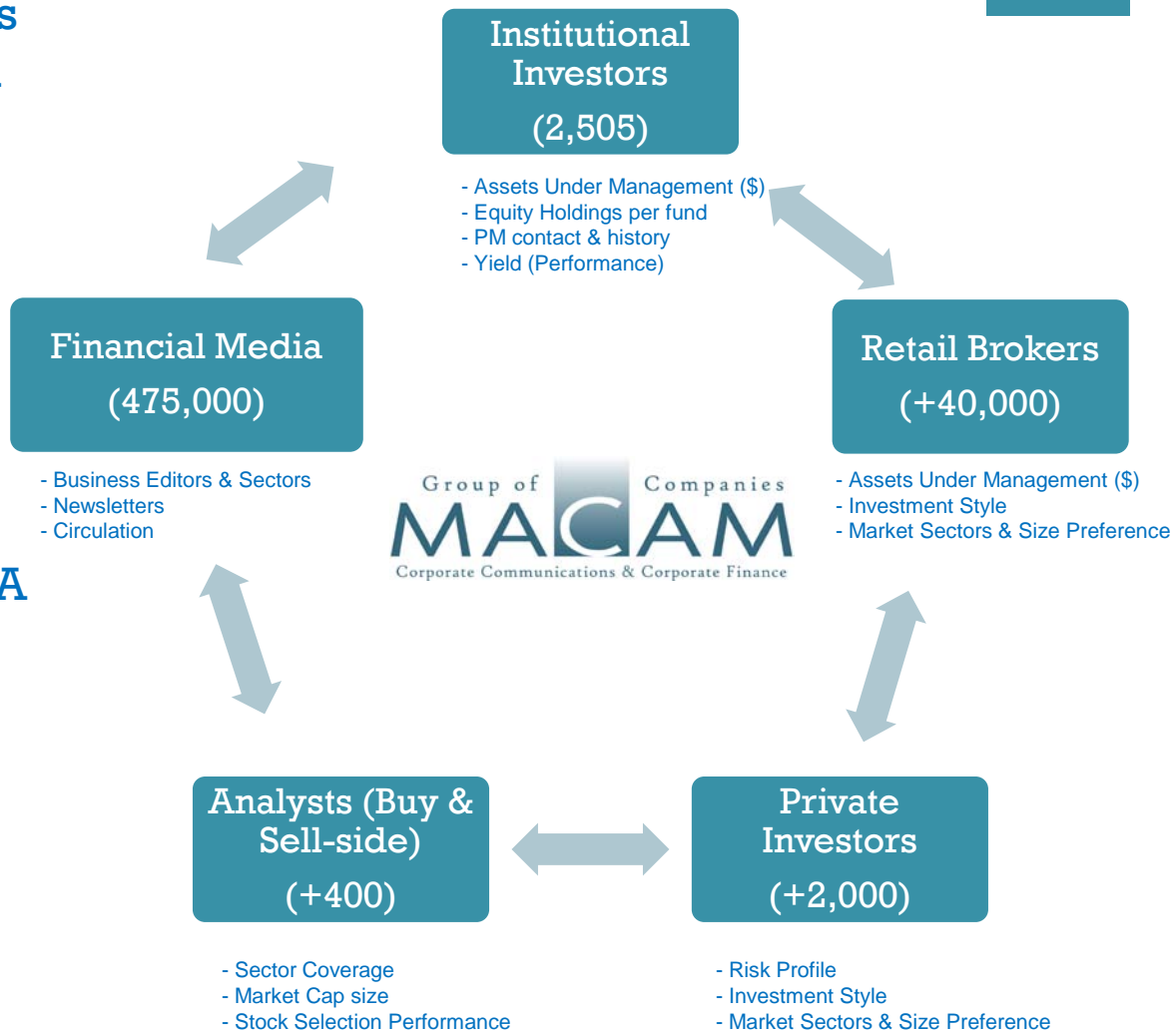
# + IR programs have traditionally focused on four main external audiences:

- Institutional Investors
  - Analysts
  - Retail Brokers / Private Investors
  - Financial Media
- Macam IR uses performance measurement tools to raise the profile and success of our your IR campaigns.
  - Monitor investor sentiment through qualitative and quantitative analysis
  - Break down confidence barriers by facilitating regular dialogue with the financial community

# + Macam IR's – qualitative and quantitative database targeting

Macam Investor Relations helps companies target and maintain relationships with investors as well as the logistics of an Investor Relations program.

Macam IR also advises on strategic positioning, stakeholder analysis and development, M&A events, divestitures and crisis management.



# + The power of distribution

- If you are in the business of selling or marketing equities — as a corporate investor relations officer, institutional broker, analyst, or investment banker — there is simply no better way to add new investors, or manage and grow your existing relationships than with Macam IR proprietary software.

Macam IR's provides the most transparent and efficient method for institutional marketing, sales, prospecting and relationship management. Macam IR's customers include +2,500 institutional brokerage firms in the world; +40,000 brokerage firms, bankers and research providers; several hundred public companies -- from the very large to the very small (who want to get very large) -- IR consultants; financial media and others.

# + Targeting – the power of our Capital Markets Databases

## Institutions Funds – +2,500

- Macam IR's system is the most comprehensive Investor Relationship Management solution on the market, containing the most accurate and up-to-date profiles of institutional money managers, their cross-asset class holdings, and robust hedge fund data Management Company and respective funds
  - Assets under management (\$)
  - Specific holdings in each fund
  - Sector Focus
  - Full contact information, email & communication platform
- Complete institutional and mutual fund ownership data -- for North America and Europe, all fully linked to portfolio manager and institution records and intelligence
- Stock ownership data *integrated* with *trader* contact data, and stock coverage data
- *Peer group* targeting and ownership searching
- Targeting by industry coverage
- Reports that measure success, track activity, analyze your owners, and many others

## Retail - +40,000

- Our superior technology enables us to collect and deliver your content with incredible responsiveness and flexibility. We delivery your content directly into Canada's top Investment Advisors, Analysts and Investment Bankers. By leveraging our relationships your company can be more efficient and effectively outsource a burdensome and costly effort, both in terms of technology and human resources, freeing up resources to focus on the moneymaking activities.

Strategically organized by the following specifics criteria to allow for targeting:

- Organized by company & branch offices across the country
- Full contact information, email & communication platform
- Assets under management (\$)
- Investment Style (Bonds, Capital Preservation, Growth & Income, Speculative)
- Market Cap Coverage (Small, Med, Large)
- Sector Focus (Energy, Mining, Tech, ETF's, Life Sciences etc)
- Preferred method of contact
- Top 100 Producing brokers

# + Services we offer

Capital Alignment – We invest our own capital into our clients and the only IR firm to invest alongside the investment community. Our historical IRR rate is 332% on capital - evidence as to why Investment Advisors & Portfolio Managers value and follow our strategy.

- Investor Relations Advice & Consulting
- Retail / Intuitional Dialogue & Targeting
- Road Shows & Events Management
- Message Development & Distribution
- Transaction (M&A) Communication & Strategy
- Crisis Management
- Creative & Graphic Design
- Research & Market Making

## + Transparency - Measuring IR Success

Assessing improvements in the understanding of the company's story within the financial community

Keeping track of shareholder registry changes

Analyzing the ease with which capital is raised – the 'litmus test' for IR success

Macam IR has a sound knowledge base of our clients activities to convey information to the market through a range of channels along with a thorough understanding of regulatory and financial issues. This is combined with a willingness to use new technology and the ability to develop strong relationships with the financial community.



### Wolverine Asset Management

As one of the fastest growing junior funds in Canada here's what the Wolverine Fund has to say about Macam IR.

*"We value the process and approach Macam IR takes when presenting clients to us at the Wolverine Fund. It's refreshing to know that Macam IR undergoes a rigorous financial modeling of their clients similar to the process we do at our fund. Having an IR group that understands and speaks our language helps convey their clients goals and where the value in the equity will be realized for our investors."*

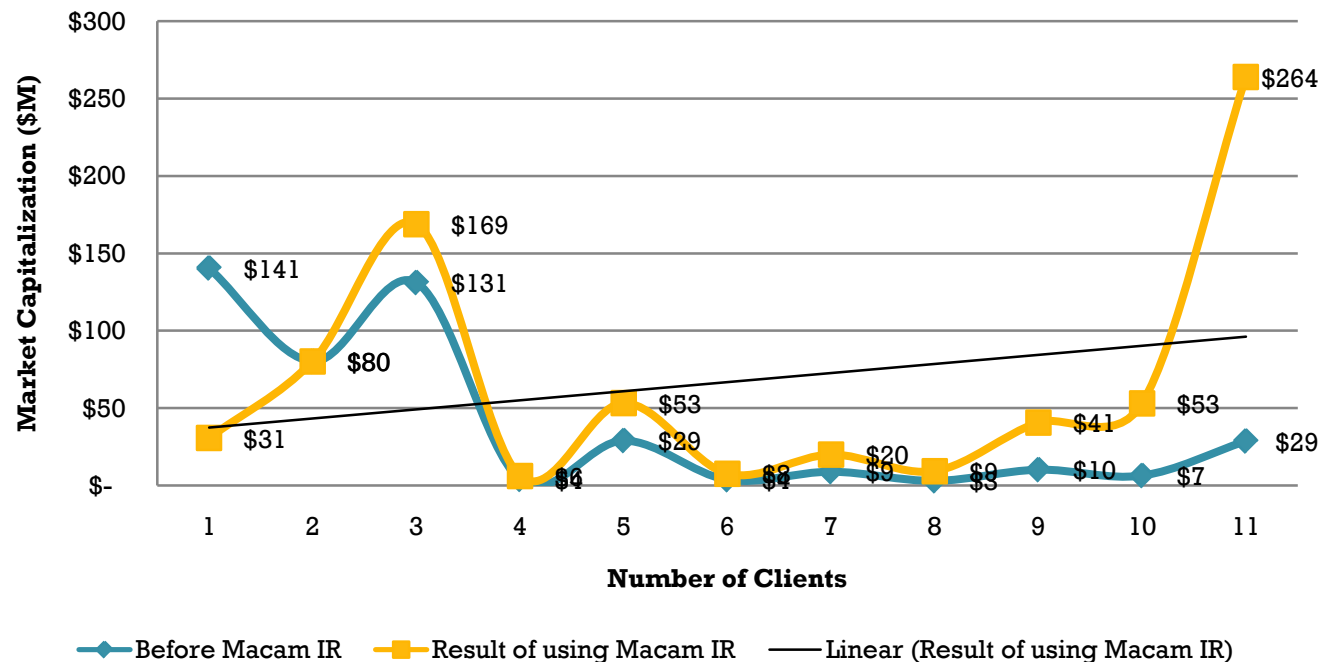
Gene Vollendorf, Portfolio Manager &  
Principal, Wolverine Asset Management



# The effect we have on our clients

- All things being equal: on average our clients see 153% valuation correction of their equities
- Our process is proven to unlock and drive value for our clients and your shareholders

## 153% Realized Equity Correction using Macam IR



# + Competitive Analysis

To maximize corporate efficiency & minimize costs; why not utilize one service provider - Macam

	Macam Investor Relations	The Equicom Group	Renmark Financial Communications	CHF IR	BMIR	Barnes McInerney	DSK / Brisco Capital Partners	Blunn & Company	MMH IR	Agoracom.com
Annual General Meetings	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
Corporate Governance	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
Capital Raising	Yes	No	Yes	Yes	No	No	Yes	No	No	Yes
Facsimile Services	Yes	Yes	No	No	No	No	No	No	No	No
Graphic Designers	Yes	Yes	Yes	No	Yes	No	No	Yes	No	No
Investor Perceptions Surveys	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Investor Relations Consultants	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Merger & Acquisition Consulting	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Market Making	Yes	No	No	Yes	No	No	No	No	No	No
News Dissemination	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	No
Other Shareholder Services	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No
Printers	Yes	Yes	No	No	Yes	No	No	No	No	No
Proxy Solicitation	No	Yes	No	No	No	No	No	No	No	No
Publications	No	No	No	Yes	Yes	No	No	No	No	No
Reach out Calls (Retail & Institutional)	Yes	No	Yes	No	No	No	Yes	No	No	No
Research	Yes	Yes	No	No	Yes	No	No	No	No	No
Road shows	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Shareholder Identification / Analysis	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes
Teleconferencing	Yes	Yes	Yes	Yes	No	Yes	No	No	Yes	No
Webcasting / Production Services	Yes	Yes	Yes	No	No	Yes	No	No	Yes	Yes
Websites Design & Development	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Writers (speech, A/R, news, etc.)	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No
Capital Alignment	Yes	No	No	No	No	No	No	No	No	No
Monthly Progress Reports	Yes	No	No	No	No	No	No	No	No	No

<b>% of Service Offered</b>	<b>91.67%</b>	<b>75.00%</b>	<b>62.50%</b>	<b>58.33%</b>	<b>54.17%</b>	<b>45.83%</b>	<b>41.67%</b>	<b>37.50%</b>	<b>33.33%</b>	<b>20.83%</b>
-----------------------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------

Source: CIRI, Websites



# Contact Us

- Macam Group of Companies

Suite 920, 1122 4<sup>th</sup> St SW

Calgary, AB T2R 1M1

Office: (403) 452-6600

Fax: (403) 984-4150

[sales@macamgroup.com](mailto:sales@macamgroup.com)

[www.macamgroup.com](http://www.macamgroup.com)

- Key Contacts:

Cameron MacDonald

President & CEO

[cmacdonald@macamgroup.com](mailto:cmacdonald@macamgroup.com)

Justin Cubberley

VP, Trading & Research

[jcubberley@macamgroup.com](mailto:jcubberley@macamgroup.com)