

# HYBRID FINANCIAL



North American  
Capital Markets

Powered by



**Hybrid Financial is a sales and distribution company that actively connects issuers to the investment community across North America. Using a data-driven approach and a team of over 75 people, Hybrid offers comprehensive coverage of both Canadian and U.S. markets.**

Steve Marshall - CEO  
smarshall@hybridfinancial.ca

Elliot Milian - Managing Director  
emilian@hybridfinancial.ca

40 King St W Suite 1700  
Toronto, ON M5H 3Y2



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## Investor Outreach

Hybrid has built a constantly evolving database of 300,000+ investment advisors and 20,000 institutional and family office investors across North America. Investor profiles are updated daily with information like buying habits, sector preferences, product interests, and more.

Hybrid provides its clients with a dedicated sales team that leverages its proprietary platform and database to target the right audience at the right time.

Hybrid Financial will work with your lead dealer to properly target and engage every relevant person in the syndicate and selling group to direct orders to the book.

## Deliverables

- 01 **Dedicated teams** market the offering nationally while calling all brokers in the syndicate and reaching out to all engaged members of the selling group
- 02 **Weekly Updates and Final Deal Report** – a weekly list of engaged brokers interested in or purchasing the financing and a detailed final report highlighting all of Hybrid’s activities made during the offering
- 03 Access to Hybrid’s **proprietary platform** and North American database
- 04 **White Label Solution** – Hybrid acts as a direct extension of your brand, and distributes your pre-approved message to your audience
- 05 **E-mail Targeting & Follow Up** – E-blast the offering to every investment advisor, family office, and institutional investor in the country, tracking opens and clicks to prioritize those leads for follow up phone calls

## 2018 Performance

**\$1.43B  
Raised**

**1MM+  
Live  
Calls**

**3700+  
Buyers**

**4.5MM+  
Emails**

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## North American Capital Markets

- 01 Heighten market awareness of your company and offering with the right retail advisors and end-retail audiences
- 02 Canadian Database of 11.5K IIROC
- 03 Database of 30,000 institutional investors and family offices
- 04 Proprietary outreach system utilizing machine learning to optimize sales results
- 05 Individual and mass e-mail strategies
- 06 Create a pipeline of investment advisors following your story both during and after the closing of your offering

### Our Partners



### Over 100 Companies

