

A low-angle, upward-looking photograph of several modern skyscrapers with grid-patterned facades, set against a bright, clear sky. The buildings are positioned around the perimeter of the frame, creating a sense of height and architectural scale.

# HYBRID FINANCIAL



## TORONTO

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

## MONTREAL

2020 Robert-Bourassa Blvd Suite 2230  
Montreal, QC M3A 2A5



# WELCOME TO HYBRID FINANCIAL

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 sales professionals, Hybrid offers comprehensive coverage of both Canadian and U.S. markets.

# 2018 Performance

**\$1.43B  
Raised**

**1MM+  
Live  
Calls**

**3700+  
Buyers**

**4.5MM+  
Emails**

## Areas of Expertise



### INVESTOR RELATIONS

Heighten market awareness of your company with the right investment audience by building an investment brand to attract, engage, and retain them.



### CAPITAL MARKETS

IPOs, RTOs, Private Placements and more- Broaden your reach and increase retail participation in your capital raises. We are experts in leveraging existing relationships and building new ones.



### HYBRID MEDIA

Generate leads, distribute news and relevant information to shareholders, and curate content for your brand.



### STRUCTURED PRODUCT

Establish and nurture relationships with advisors to build brand trust so they can feel confident in your custom financial solutions and implement them into their client's portfolios.



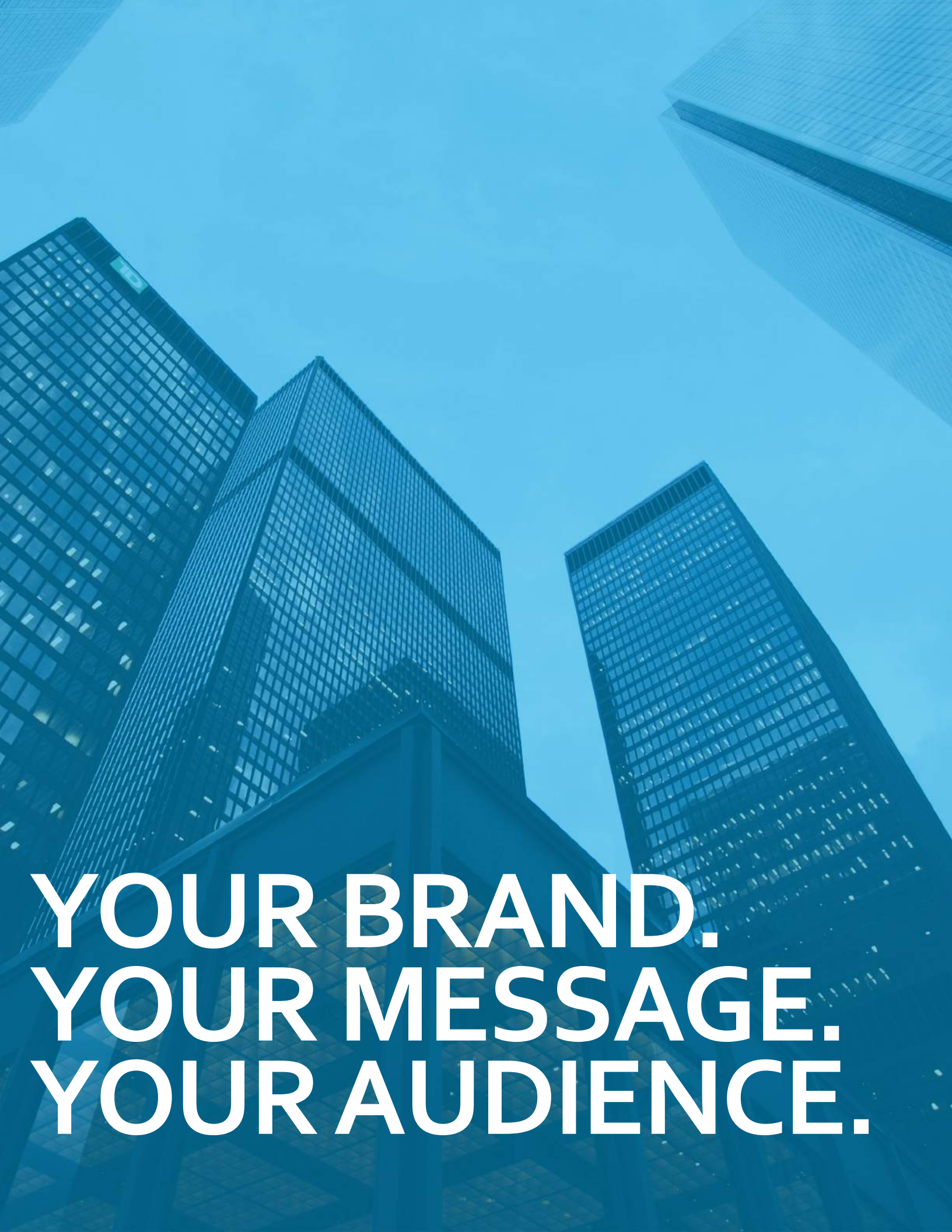
### ETF's & MF's

Increase retail participation in your company's products by ensuring advisors across North America are aware of your strategy, management team, and strengths relative to the competition.



### SHAREHOLDER SERVICES

Captivate and garner support to ensure that high profile shareholders are on board and actively championing your resolutions.



**YOUR BRAND.  
YOUR MESSAGE.  
YOUR AUDIENCE.**



## Investor Relations

Hybrid creates a proprietary, customized database tailored to your company to optimize your IR campaign. Investor profiles are updated daily with information such as buying habits, sector preferences, product interests, and more. Contacts are actively ranked based on this data to ensure the highest likelihood of success.

Hybrid provides your company with a dedicated sales team that distributes your message to the investment community under your brand. All communication is approved by you to ensure the integrity of your brand and tracked to maximize real-time engagement with potential investors.

- ✓ Database of **11.5K** Canadian IIROC advisors and **250K** licensed American Financial advisors
- ✓ Database of **30K** institutional investors and family offices
- ✓ **Basix** - our proprietary outreach system utilizing machine learning to optimize sales results



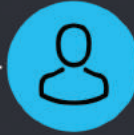
### COMMUNICATIONS

Generate 1000+ unique phone calls per month, in addition to tailored email campaigns designed to distribute news and engage with your pipeline.



### REPORTING

A list of your leads are sent on a weekly basis in addition to detailed monthly reports that provide full transparency into Hybrid's activities to date. (Sample report available upon request.)



### WHITE LABEL SOLUTIONS

Hybrid acts as a direct extension of your brand and distributes your message to your audience. Your IR firm should be branding your company, not themselves.



## Capital Raises

Hybrid Financial helped clients raise \$1.43B in 2018. Leverage our team of 75+ sales professionals to mass-market your capital raise to Investment Advisors, Institutions and Family Offices across North America. The advantage of using Hybrid Financial is that you can now market your raise beyond your syndicate to members of the selling group under your brand.

Hybrid only gets paid if your offering closes, so we are 100% aligned with your goal of raising capital. We will work with your lead underwriter to direct orders to the book.

- ✓ Database of **11.5K** Canadian IIROC advisors and **250K** licensed American Financial advisors
- ✓ Database of **30K** institutional investors and family offices
- ✓ **Basix** - our proprietary outreach system utilizing machine learning to optimize sales results



### OUTREACH

Market the offering nationally while calling all brokers in the syndicate and reaching out to all engaged members of the selling group.



### EMAIL CAMPAIGN

Launch an email campaign highlighting the offering to every investment advisor, family office, and institutional investor in the country all while tracking engagement to prioritize leads for follow up phone calls.



### REPORTING

We provide a list of engaged brokers interested in or purchasing the financing in addition to a detailed final report highlighting all of Hybrid's activities made during the offering.



## Our Partners

