



# HYBRID FINANCIAL

## PROREIT CASE STUDY

*A LOOK INTO HYBRID'S IMPACT ON  
PROREIT'S STOCK PERFORMANCE  
AND SHAREHOLDER BASE.*

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PROREIT (TSX:PRV.UN) owns a portfolio of diversified commercial real estate properties in Canada, and has a focus on primary and secondary markets in Québec, Atlantic Canada (New Brunswick, Nova Scotia and Prince Edward Island) and Ontario with selective expansion into Western Canada.

Since engaging Hybrid Financial, PROREIT's 90-day stock volume has increased by **216.4%** and its stock price has increased by **17.9%**.

Since 2016, Hybrid has helped PROREIT close five capital raises totaling **\$177.5 million**, with each subsequent offering done at an equal or higher price. With each raise, the stock price took less time to recover post-offering.

# Key Highlights

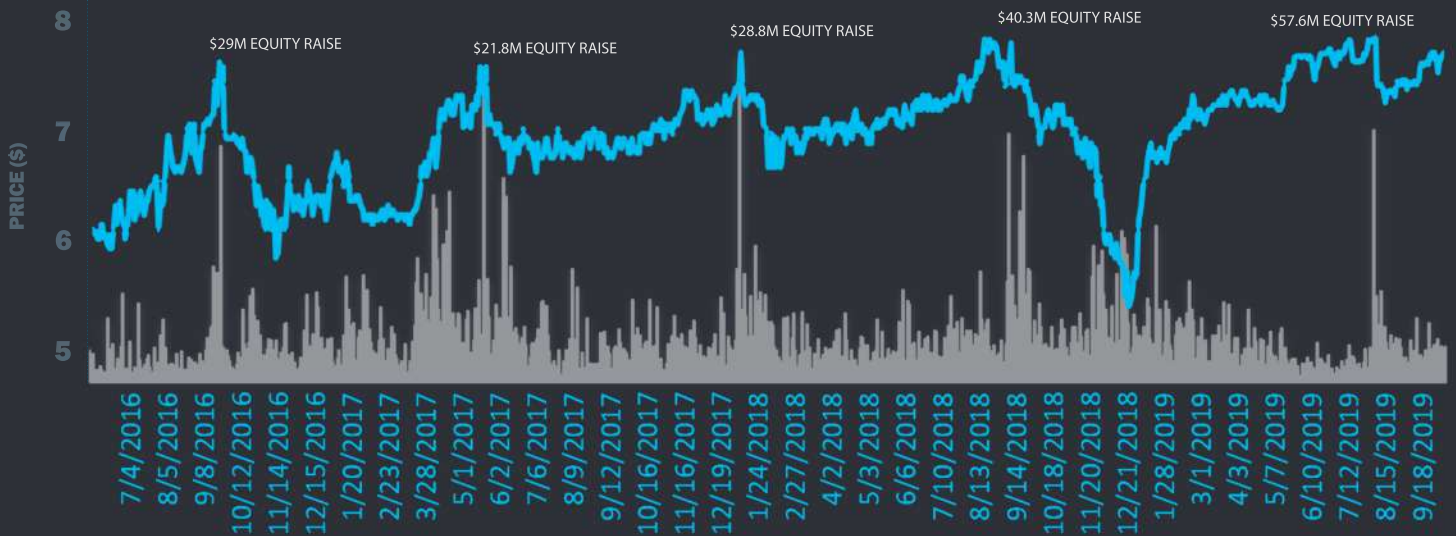
**\$177.5**  
MILLION  
RAISED

MARKETCAP  
INCREASE  
OF **40x**

**13.7%** OF CAD  
INVESTMENT  
COMMUNITY  
ENGAGED w/  
PROREIT

**149K**  
ACTIVITIES  
COMPLETED  
ON BEHALF OF  
PROREIT

# Stock Performance



**65K**

TOTAL CALLS

Hybrid made over **65K** calls to the Canadian investment community under the PROREIT brand.

**84K**

EMAILS SENT

Hybrid distributed over **84K** emails to Canadian IROC advisors with tailored and timely messaging.

**97**

PRESS RELEASES  
DISSEMINATED

Hybrid curated and disseminated **97** press releases regarding pertinent company news.

**41%**

TOTAL OPEN RATE

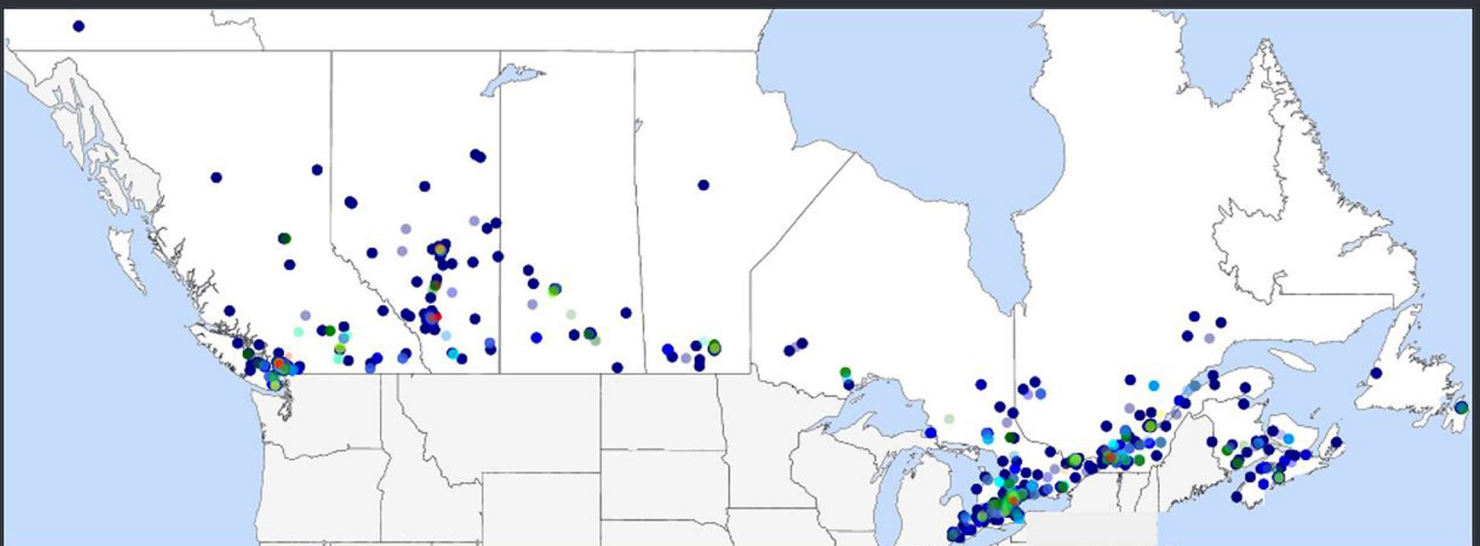
Hybrid achieved an open rate of **41%** across all email communication. **19.4%** above industry average.



## Corporate Milestones

- ✔ **Oct 2016** - PROREIT completes \$29 million equity offering.
- ✔ **Nov 2017** - Major expansion with binding agreement to acquire 19-property portfolio anchored primarily by Rexall pharmacies.
- ✔ **Jan 2018** - \$25 million public offering of trust units.
- ✔ **Jul 2018** - PROREIT completes compass commercial realty acquisition and \$31.7 million in property acquisitions in Winnipeg and Drummondville.
- ✔ **Sept 2018** - \$61.7 million of proposed property acquisitions, public offering of \$35.0 million of trust units and intention to graduate to the TSX
- ✔ **May 2019** – Graduated to TSX
- ✔ **Aug 2019** - Agrees to acquire a group of 7 properties for an aggregate purchase price of \$97.8 Million concurrent with a \$50 Million Bought Deal public offering of trust units

## Investment Heat Map



HIGH  LOW