



# HYBRID FINANCIAL

## CLOUDMD CASE STUDY

**TSXV: DOC**

*A LOOK INTO HYBRID'S  
IMPACT ON CLOUDMD'S  
STOCK PERFORMANCE &  
SHAREHOLDER BASE*

CloudMD is digitizing the delivery of healthcare by providing patients access to all points of their care from their phone, tablet or desktop computer. The Company offers SAAS based health technology solutions to medical clinics across Canada and has developed proprietary technology that delivers quality healthcare through the combination of connected primary care clinics, telemedicine, and artificial intelligence (AI).

CloudMD engaged Hybrid Financial to contact Investment Professionals across North America on their behalf to increase market awareness of their company and stock.

## Key Highlights

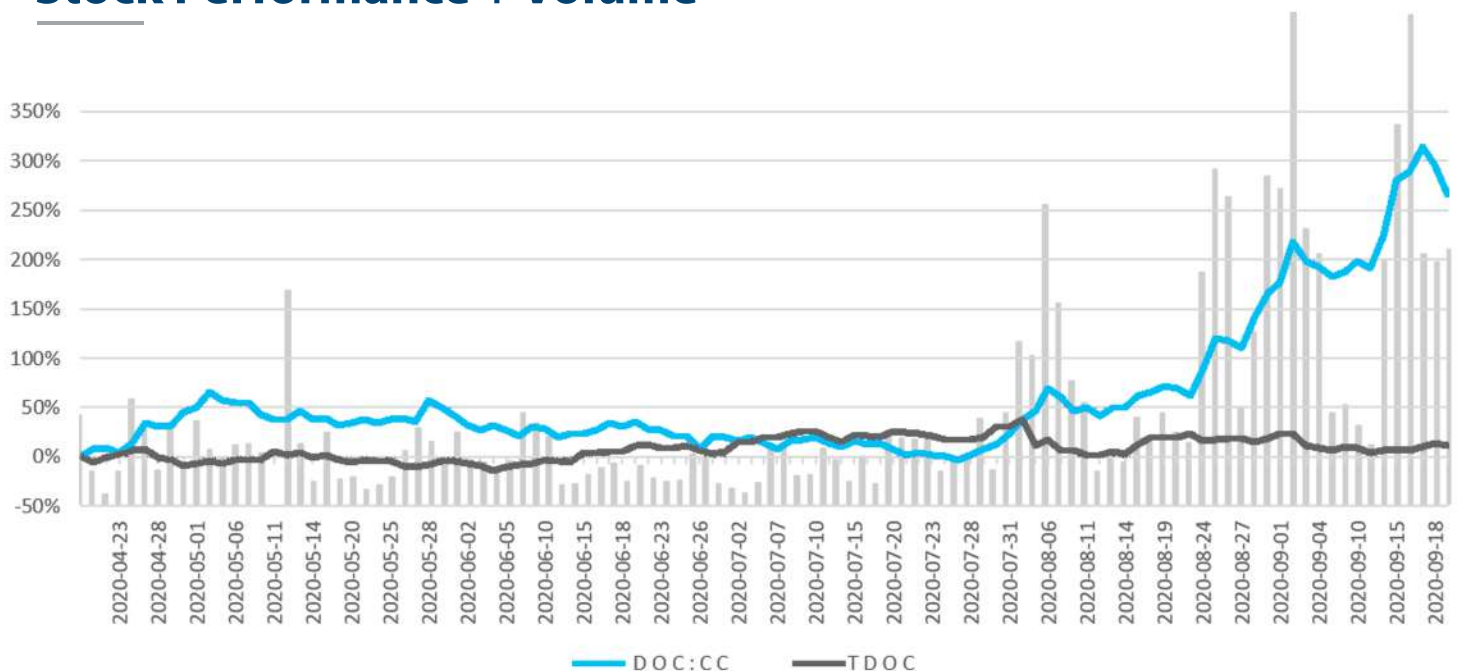
OUTPERFORMED  
TDOC BY 254%  
SINCE  
CAMPAIGN  
START

247%  
INCREASE IN  
90 DAY STOCK  
VOLUME

20 INVESTMENT  
FIRMS ENGAGED  
WITH THE  
CLOUDMD  
STORY

50K+ ACTIVITIES  
COMPLETED ON  
BEHALF OF  
CLOUDMD

## Stock Performance + Volume



 **6K+**

TOTAL CALLS

Hybrid made over **6K+** calls to North American Investment Professionals under the CloudMD brand.

 **44K+**

EMAILS SENT

Hybrid distributed over **44K+** emails to North American Investment Professionals with tailored and timely messaging.

 **29**

PRESS RELEASES  
DISSEMINATED

Hybrid curated and disseminated **29** press releases regarding pertinent company news.

 **39%**

TOTAL OPEN RATE

Hybrid achieved an open rate of **39%** across all email communication.

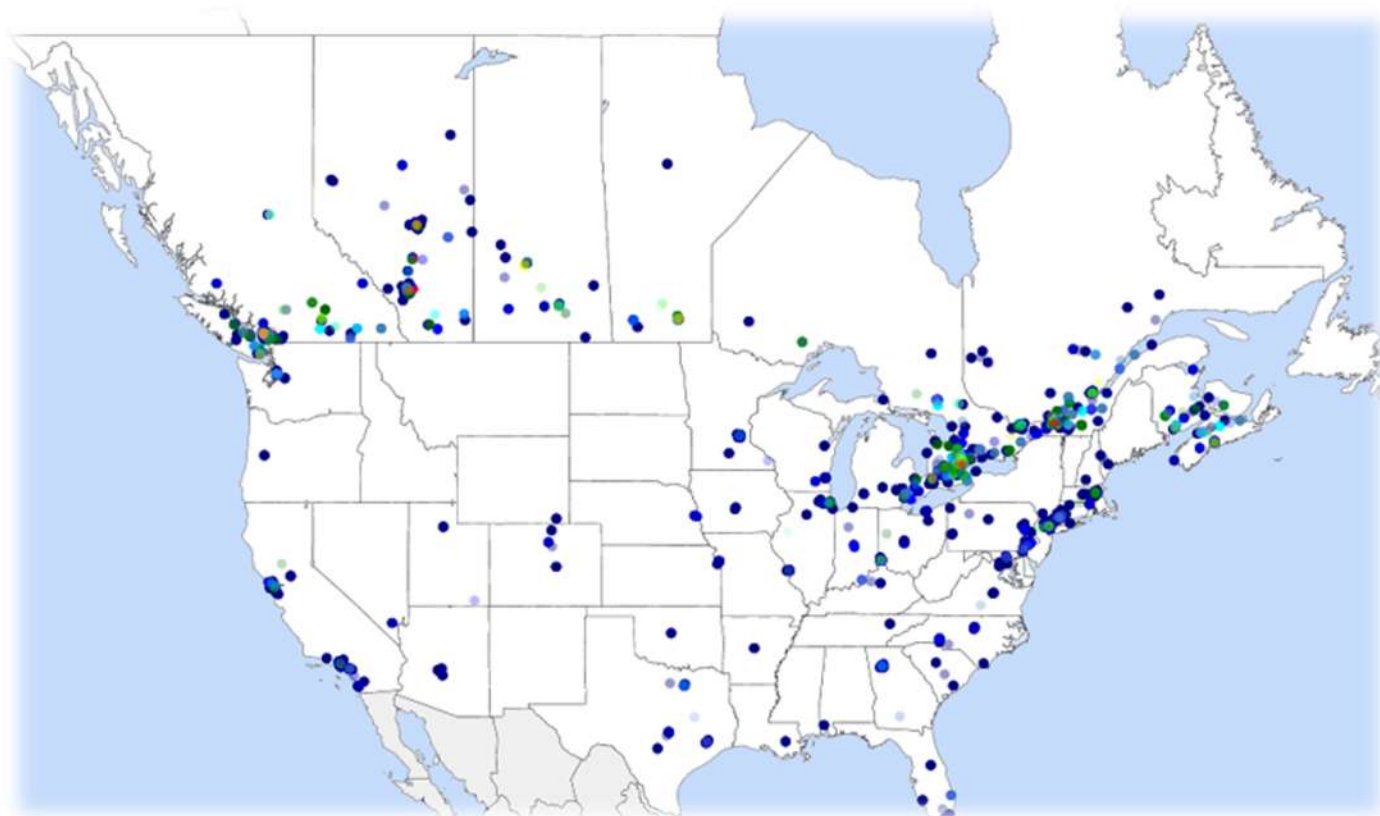


**20+ firms engaged with the CloudMD story including...**

- |                 |               |                 |                       |
|-----------------|---------------|-----------------|-----------------------|
| ✓ RBC           | ✓ Gravitas    | ✓ Leede         | ✓ Industrial Alliance |
| ✓ Canaccord     | ✓ Odium Brown | ✓ Haywood       | ✓ Wellington Altus    |
| ✓ National Bank | ✓ RBC         | ✓ Raymond James | ✓ BMO                 |
| ✓ CIBC          | ✓ TD          | ✓ Manulife      | ✓ Mackie              |
| ✓ PI Financial  | ✓ GMP         | ✓ Scotia        | ✓ Assante             |

→ In addition to 1 family office

## North American Engagement Heat Map



LOW HIGH