



HYBRID FINANCIAL

INNOCAN PHARMA CASE STUDY

CNSX: INNO

*A LOOK INTO HYBRID'S
IMPACT ON INNOCAN
PHARMA'S \$5MM
PROSPECTUS*

Innocan Pharma engaged Hybrid Financial to enhance distribution of its \$5,000,000 short form prospectus offering. Hybrid disseminated the details of the raise to our qualified database of investment professionals across North America.

Key Highlights

 **1.5K**

TOTAL CALLS

Hybrid made over **1.5K+** calls to North American Investment Professionals under the Innocan Pharma brand about their equity raise.

 **16K+**

EMAILS SENT

Hybrid distributed over **16K+** emails to North American Investment Professionals regarding Innocan Pharma's offering.

 **48%**

EMAIL OPEN RATE

Hybrid achieved an open rate of **48%** across all email communication.

 **16**

FIRMS ENGAGED

Hybrid engaged **16** Brokerage Firms, Institutions and Family Offices about Innocan Pharma's prospectus.

DETAILS OF RAISE

Amount Raised → **\$5,100,000**

Lead Underwriter → **Mackie**

Syndicate → **Canaccord, Haywood Securities and PI Financial**

Performance → **Fully Allotted**

Hybrid increased the distribution of the offering to 16 Investment Firms including:

- ✓ RBC
- ✓ IPC
- ✓ Leede
- ✓ Industrial Alliance
- ✓ Canaccord
- ✓ Aligned Capital
- ✓ GMP
- ✓ Echelon
- ✓ PI Financial
- ✓ Argosy
- ✓ Raymond James
- ✓ BMO
- ✓ CIBC
- ✓ TD
- ✓ NBF
- ✓ Mackie

