



HYBRID FINANCIAL

MYDECINE INNOVATIONS CASE STUDY

MYCO:CC | MYCOF:OTC

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

Mydecine Innovations Group™ is a publicly traded life sciences parent company dedicated to the development and production of adaptive pathway medicine, natural health products and digital health solutions.

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

Key Highlights

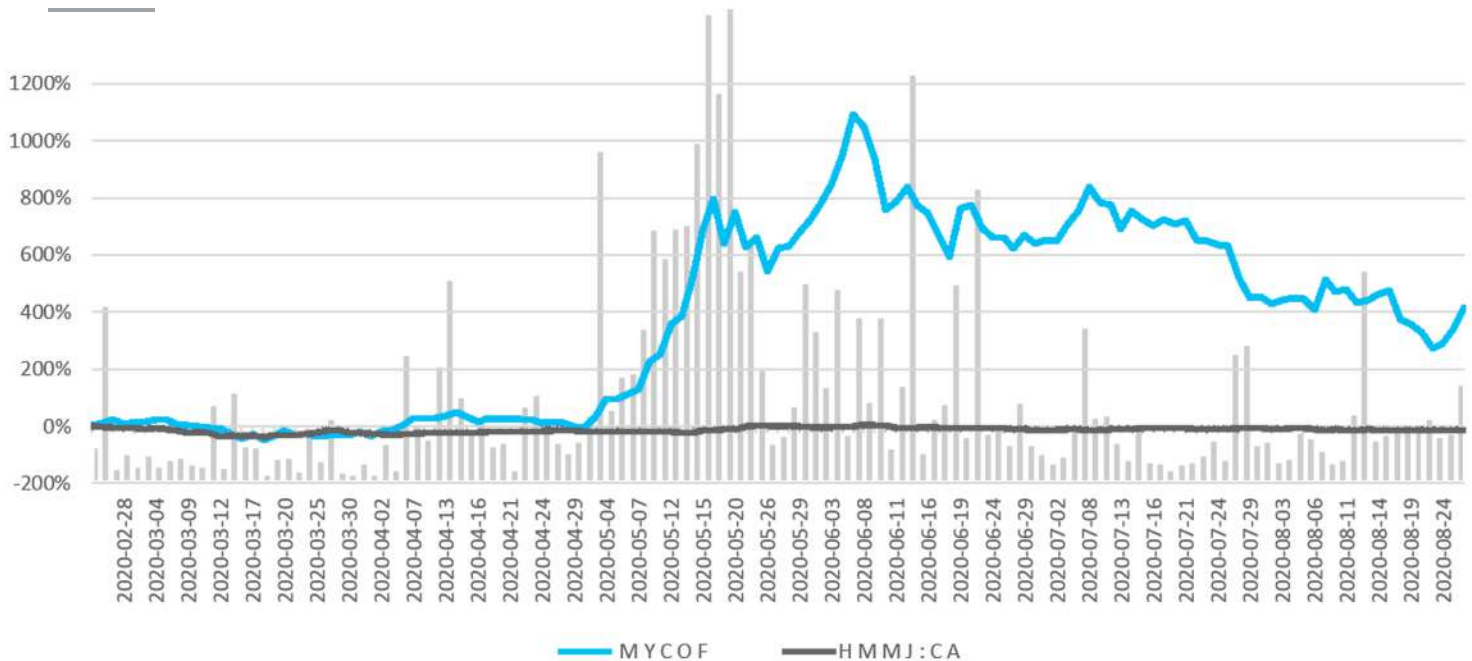
OUTPERFORMED
HMMJ BY 405%
SINCE
CAMPAIGN
START

354%
INCREASE IN
90 DAY STOCK
VOLUME

46 INVESTMENT
FIRMS ENGAGED
WITH THE
MYDECINE
STORY

13K+ ACTIVITIES
COMPLETED ON
BEHALF OF
MYDECINE

Stock Performance + Volume



 **6K+**

TOTAL CALLS

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

 **6K+**

EMAILS SENT

Hybrid distributed over **6K+** emails to North American Investment Professionals with tailored and timely messaging.

 **19**

PRESS RELEASES
DISSEMINATED

Hybrid curated and disseminated **19** press releases regarding pertinent company news.

 **16%**

TOTAL OPEN RATE

Hybrid achieved an open rate of **16%** across all email communication.



30+ firms engaged with the Mydecine Innovations story including...

- | | | | |
|-----------------|------------------|------------------|-----------------------|
| ✓ RBC | ✓ Assante | ✓ Scotia | ✓ Industrial Alliance |
| ✓ Canaccord | ✓ Charles Schwab | ✓ Morgan Stanley | ✓ Echelon |
| ✓ National Bank | ✓ Leede | ✓ Raymond James | ✓ BMO |
| ✓ CIBC | ✓ TD | ✓ Manulife | ✓ Mackie |
| ✓ PI Financial | ✓ Foster | | |

→ In addition to 6 institutions and family offices

North American Engagement Heat Map

