



HYBRID FINANCIAL

VERB TECHNOLOGY CASE STUDY

NASDAQ: VERB

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

Verb Technology Company, Inc. designs and develops application software. The Company offers customer relationship management, lead generation, and video marketing software applications. Verb Technology serves sales-based organization, consumer brands, and artists.

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

Key Highlights

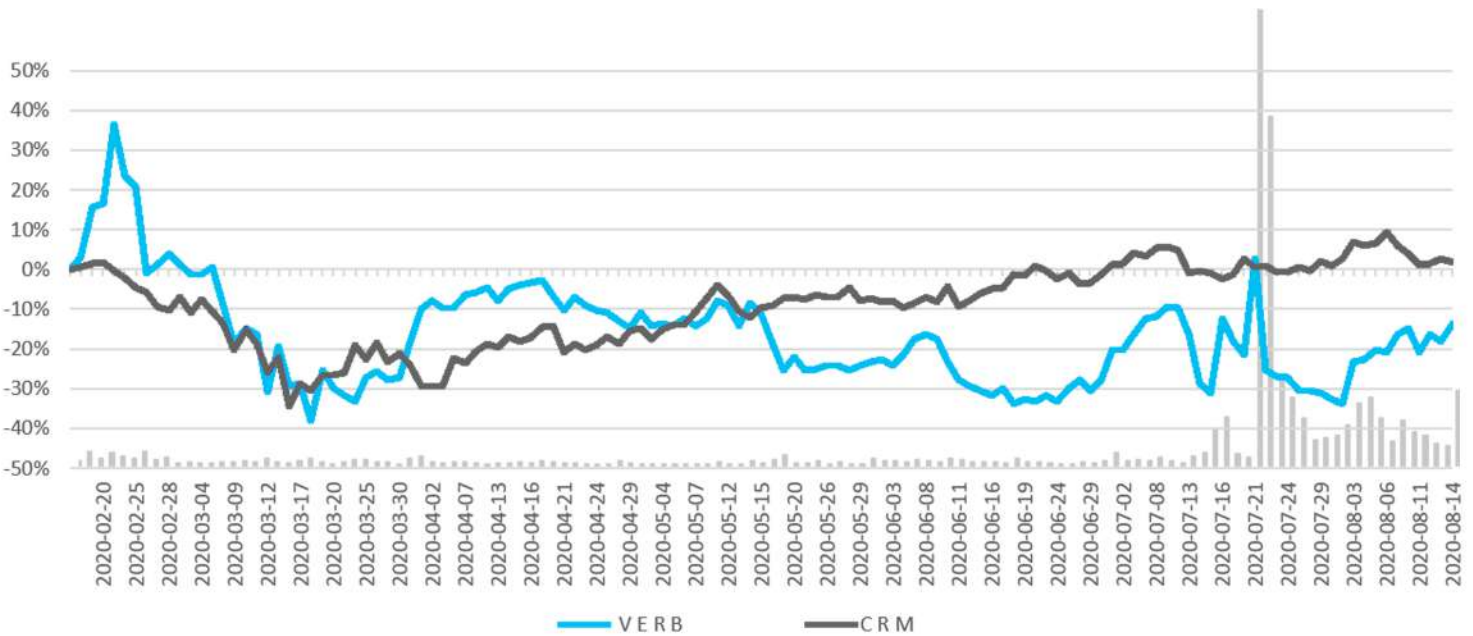
\$13M+
FINANCING
COMPLETED
DURING
HYBRID'S
ENGAGEMENT

37.4%
INCREASE IN
90 DAY STOCK
VOLUME

43 INVESTMENT
FIRMS ENGAGED
WITH THE
VERB TECH
STORY

143K+ ACTIVITIES
COMPLETED ON
BEHALF OF VERB
TECH

Stock Performance + Volume



7K+

TOTAL CALLS

Hybrid made over 7K+ calls to North American Investment Professionals under the Verb Technology brand.

136K+

EMAILS SENT

Hybrid distributed over 136K+ emails to North American Investment Professionals with tailored and timely messaging.

14

PRESS RELEASES
DISSEMINATED

Hybrid curated and disseminated 14 press releases regarding pertinent company news.

12%

TOTAL OPEN RATE

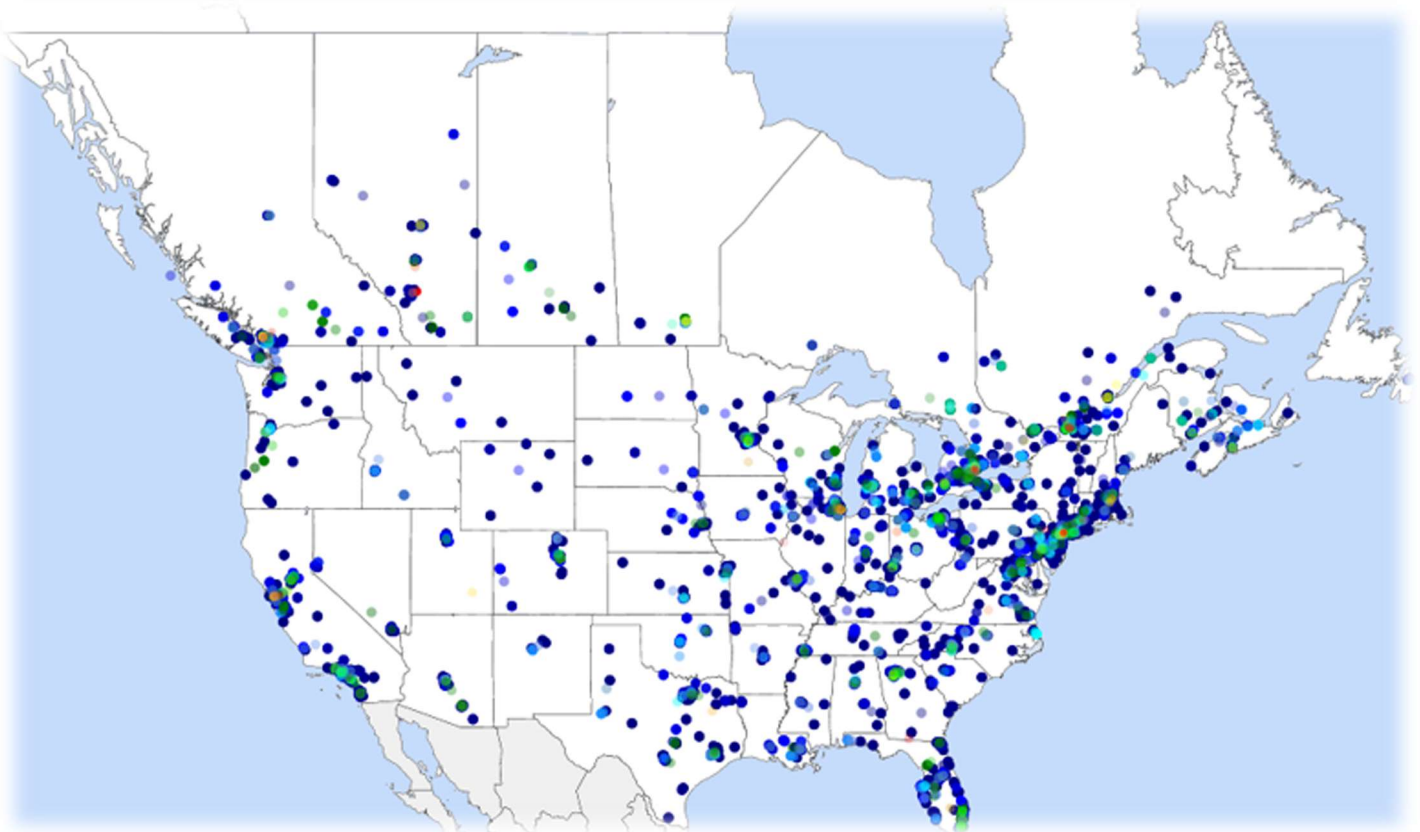
Hybrid achieved an open rate of 12% across all email communication.

40+ firms engaged with the Verb Technology story including...

- | | | | |
|-----------------|------------------|-----------------------|---------------|
| ✓ RBC | ✓ Assante | ✓ Scotia | ✓ Wedbush |
| ✓ Canaccord | ✓ Charles Schwab | ✓ Morgan Stanley | ✓ Echelon |
| ✓ National Bank | ✓ Leede | ✓ Raymond James | ✓ BMO |
| ✓ CIBC | ✓ TD | ✓ Edward Jones | ✓ Mackie |
| ✓ Merrill Lynch | ✓ Stifel | ✓ Industrial Alliance | ✓ Wells Fargo |

→ In addition to 8 institutions and family offices

North American Engagement Heat Map



LOW HIGH