



# HYBRID FINANCIAL

## DYE & DURHAM CASE STUDY

**TSE: DND**

*A LOOK INTO HYBRID'S  
IMPACT ON DYE & DURHAM'S  
SHAREHOLDER BASE*

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Dye & Durham is a leading provider of cloud-based software and technology solutions designed to improve efficiency and increase productivity for legal and business professionals. It provides critical information, services and workflows, which clients use to manage their process, information and regulatory requirements.

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

# Key Highlights

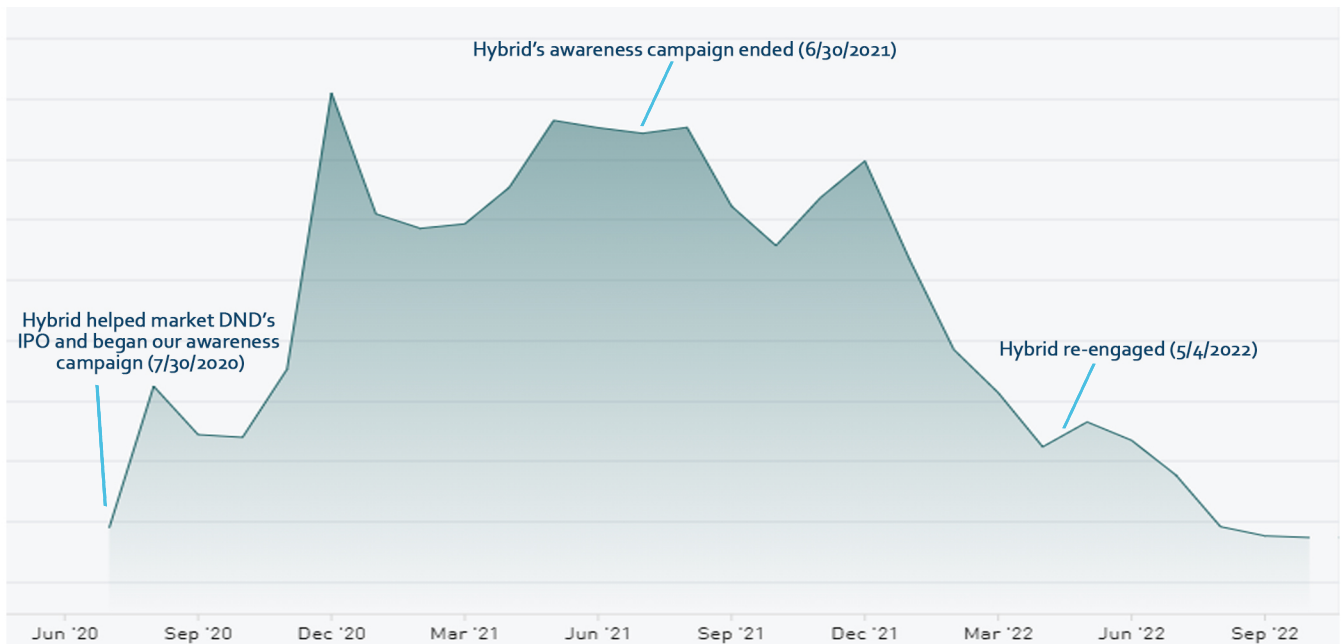
STOCK PRICE INCREASED BY 221% DURING FIRST CONTRACT

90 DAY STOCK VOLUME INCREASED BY 38% DURING HYBRID RELATIONSHIP

27 INVESTMENT FIRMS ENGAGED WITH THE DYE & DURHAM STORY

47K+ ACTIVITIES COMPLETED ON BEHALF OF DYE & DURHAM

# Stock Performance



**19K+**

TOTAL CALLS

Hybrid made over 19K+ calls to North American Investment Professionals under the Dye & Durham brand.

**28K+**

EMAILS SENT

Hybrid distributed over 28K+ emails to North American Investment Professionals with tailored and timely messaging.

**55**

PRESS RELEASES DISSEMINATED

Hybrid curated and disseminated 55 press releases regarding pertinent company news.

**30K**

EMAIL ENGAGEMENTS

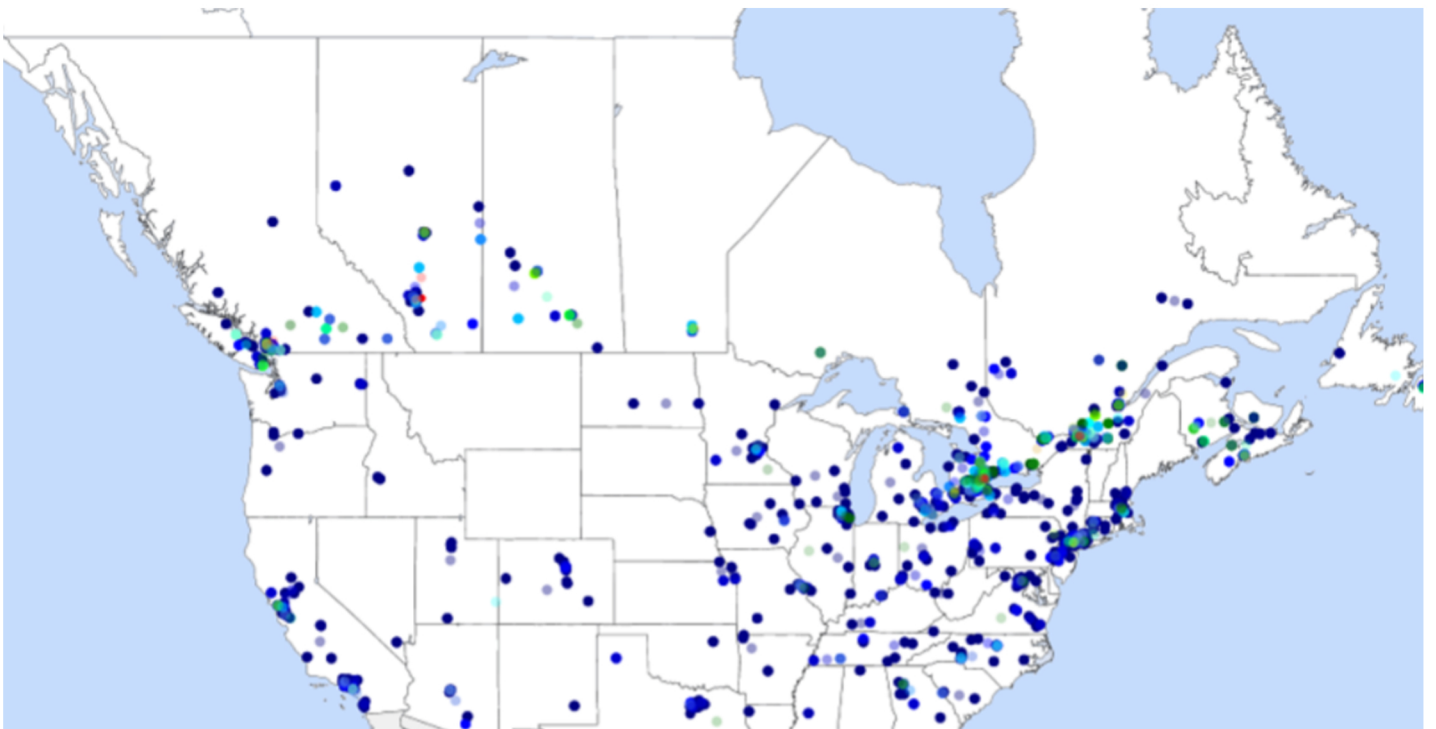
Hybrid reached 30K engagements across all email communication.



*27+ firms engaged with the Dye & Durham story including...*

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

## North American Engagement Heat Map



LOW  HIGH