



HYBRID FINANCIAL



HYBRID SUMMARY

TORONTO

222 Bay Street, Suite 2600, Toronto, ON M5K 1B7



Established in 2011, Hybrid Financial is an outreach and awareness company that actively connects issuers to the investment community across North America.

Using a data driven approach, and a team of dedicated professionals, Hybrid offers comprehensive coverage of both U.S. and Canadian markets.

2023

PERFORMANCE



1.2M+
LIVE CALLS



8.7M+
EMAILS SENT



25M+
DATA POINTS COLLECTED
ON OUR DATABASE



HYBRID'S REACH

250K+
American
Financial
Advisors

11.5K+
Canadian
Financial
Advisors

40K+
North
American
Institutions

4,200+
North
American
Family Offices

AREAS OF EXPERTISE



INVESTOR AWARENESS

780+ public companies
represented

87,000+ qualified
investment professionals
shared with our clients



CAPITAL MARKETS

Assisted with 600+
successful offerings

Total Transaction
Value > \$7 Billion



AWARENESS CAMPAIGNS

Hybrid creates a customized database of investment professionals for your company's awareness campaign. Our system continuously updates investor profiles in real-time, capturing valuable information such as buying habits, sector preferences, and product interests. Using this data, our platform actively ranks contacts, ensuring that your sales team reaches out to those with the highest likelihood of success.

At Hybrid, we provide you with a dedicated sales team that distributes your message to the investment community under your brand. To ensure that your brand's integrity is maintained, all communication is approved by you, and the engagement with potential investors is carefully tracked and analyzed, maximizing your real-time engagement opportunities.

780+ Clients Represented:

- Technology
- Healthcare
- Real Estate
- Mining
- Energy
- Industrials
- Financials
- Consumer Goods
- + more



WHITE LABEL SOLUTION

- Hybrid allocates you a dedicated team that works on your behalf.
- Our team is trained by you to ensure that our messaging is consistently aligned with your brand, values, and overall communication goals.



COMMUNICATION

- Your Hybrid team guarantees a minimum of 1,000 outbound calls per month under your brand. Your team follows up with your interested leads regularly to keep them abreast of company milestones and answer questions.
- Each call is followed up with an email containing approved product information.
- Strategic email drip campaigns are used to increase awareness and generate leads.



REPORTING

- Hybrid's weekly and monthly reporting provides a transparent overview of our activity and the results of your campaign.
- Our reporting includes a detailed list of qualified leads that we have generated on your behalf, allowing you to track the success of our partnership.



CAPITAL MARKETS

Our team of sales professionals can help you reach a wide network of Investment Advisors, Institutions, and Family Offices across North America. By leveraging our expertise and our database, we can help you widen the distribution of your capital raise and maximize your chances of success.

Our experience has shown that leveraging our expertise and our database can significantly enhance the effectiveness of a capital raise. To this end, we have cultivated robust partnerships with investment bankers throughout North America. We fully acknowledge and respect the role of your underwriters, and our approach is designed to complement their efforts by directing all potential investors to your lead bookrunner. Together, we can optimize the fundraising process and achieve the best possible outcome for our clients.

At Hybrid, we are fully committed to your success, so we only get paid if your offering closes. This means that our interests are fully aligned with yours, and we will work tirelessly to help you achieve your goal of raising capital.

PERFORMANCE SINCE INCEPTION:

- ▶ Assisted **360+** issuers with their capital raises.
- ▶ Assisted with **600+** successful offerings.
- ▶ Total transaction value > **\$7B**

- **IPO's + RTO's**
- **Follow-On Offerings**
- **Prospectus Offerings**
- **Private Placements**
- **SPAC's**
- **Flow-Through Offering**



OUTREACH

- Call campaign aimed at brokers, institutions, and family offices, introducing them to your offering.
- We utilize data and technology to target investment professionals who are most likely to be interested in your company.



EMAIL CAMPAIGN

- Targeted email campaign containing your deal terms and relevant documentation.
- Emails are approved by you, to ensure integrity of your brand.
- Emails are tracked to monitor engagement and generate leads for your offering.



REPORTING

- Hybrid's weekly reports include a detailed list of investment professionals who are interested in your offering.
- We offer a comprehensive final report upon the completion of your financing, detailing all of the activities we undertook throughout the process.

YOUR
BRAND.

YOUR
MESSAGE.

OUR
AUDIENCE.