

Client Logo

January 17, 2024

Monthly Insights

Meetings Scheduled:

- **Full Name** – ABC Investments – Vancouver, BC – March 4th
- **Full Name** – XYZ Capital Management – Toronto, ON – March 11th
- **Full Name** – 111 Asset Management – Calgary, AB – March 11th
- **Full Name** – 123 Capital Group – Chattanooga, Tennessee – March 17th
- **Full Name** – EFG Advisors LLC – Wichita, Kansas – March 21st
- **Full Name** – LMN Capital Allocation LLC – Fort Lauderdale, Florida – March 23rd

+ all other monthly meetings.....

Qualified Leads:

Full Name, Portfolio Manager @ AAA Asset Management – Vancouver, BC

- Does not currently hold anything in the space but has been evaluating the sector with his team.
- We discussed the key competitive advantages vs some of our peers.
- Had questions on outstanding warrants and strike prices.
- Asked for investor presentation and any supporting information.
- Next Step: Following up later next week to gauge interest.

Full Name, Partner @ CCC Capital – Montreal, Quebec

- Introductory call.
- Very active in space and currently holds: Ticker 1, Ticker 2.
- Understood the value prop and how we differ from her current holdings.
- Wanted all the information, believes this could be a good for her portfolio.
- Next Step: Follow-up discussion for next Tuesday to get her thoughts upon review.

Full Name, Portfolio Manager @ NAME Investment Fund – Richmond, VA

- Called us back after our initial discussion.
- Was impressed by Management's track record.
- Looking to increase position in the sector as he believes it will be a strong back half of the year.
- Next Step: Asked for follow-up next week to schedule a meeting with our senior team.

Full Name, Chief Investment Officer @ BBB Investments – Richmond, VA

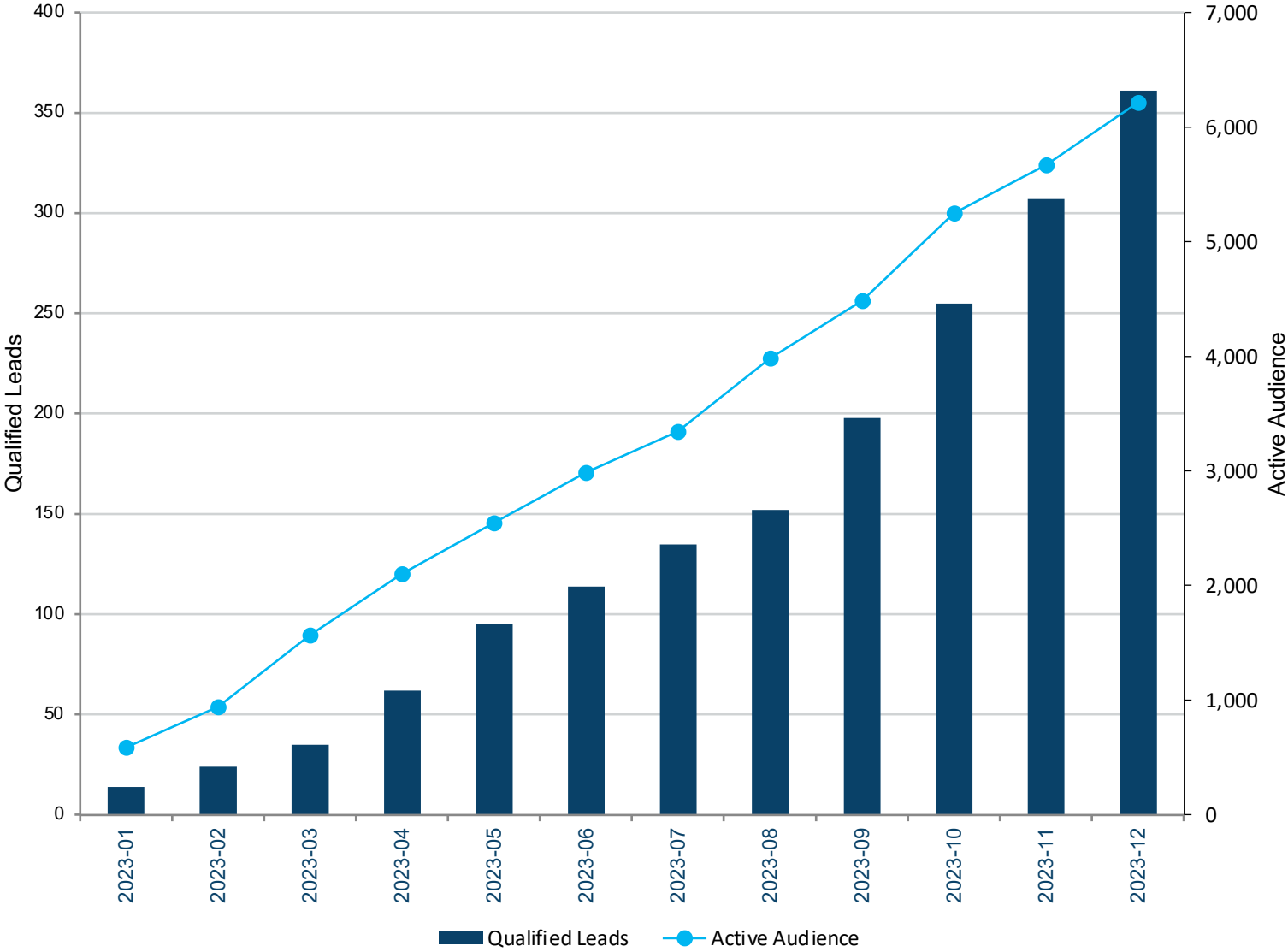
- Replied to our email asking for a comparison to Ticker 1.
- Provided key differences in business model and valuation gap.
- Thanked us for the information and said he will circle back next week with availability for a call.
- Next Step: Schedule call for Management team.

+ all other monthly qualified leads....

Call Summary

Period	Contacts	Qualified Leads	Not Interested	Active Audience
Current Month	1,909	54	126	542
Previous Campaign Total	14,164	307	906	5,671
Current Campaign Total	16,073	361	1,032	6,213
Monthly Growth		17.59%	13.91%	9.56%

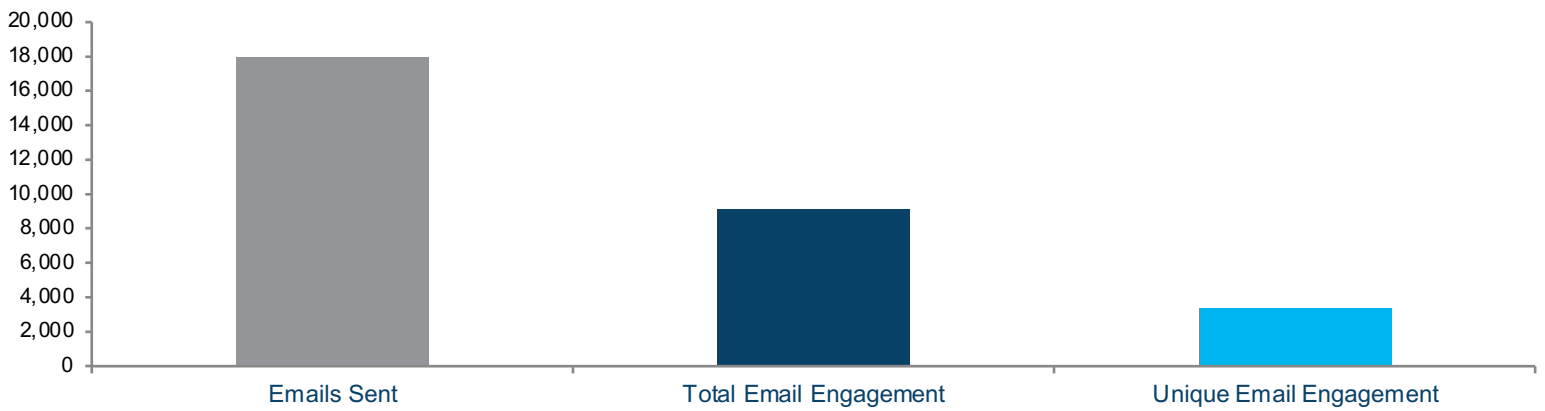
Campaign Pipeline Progression



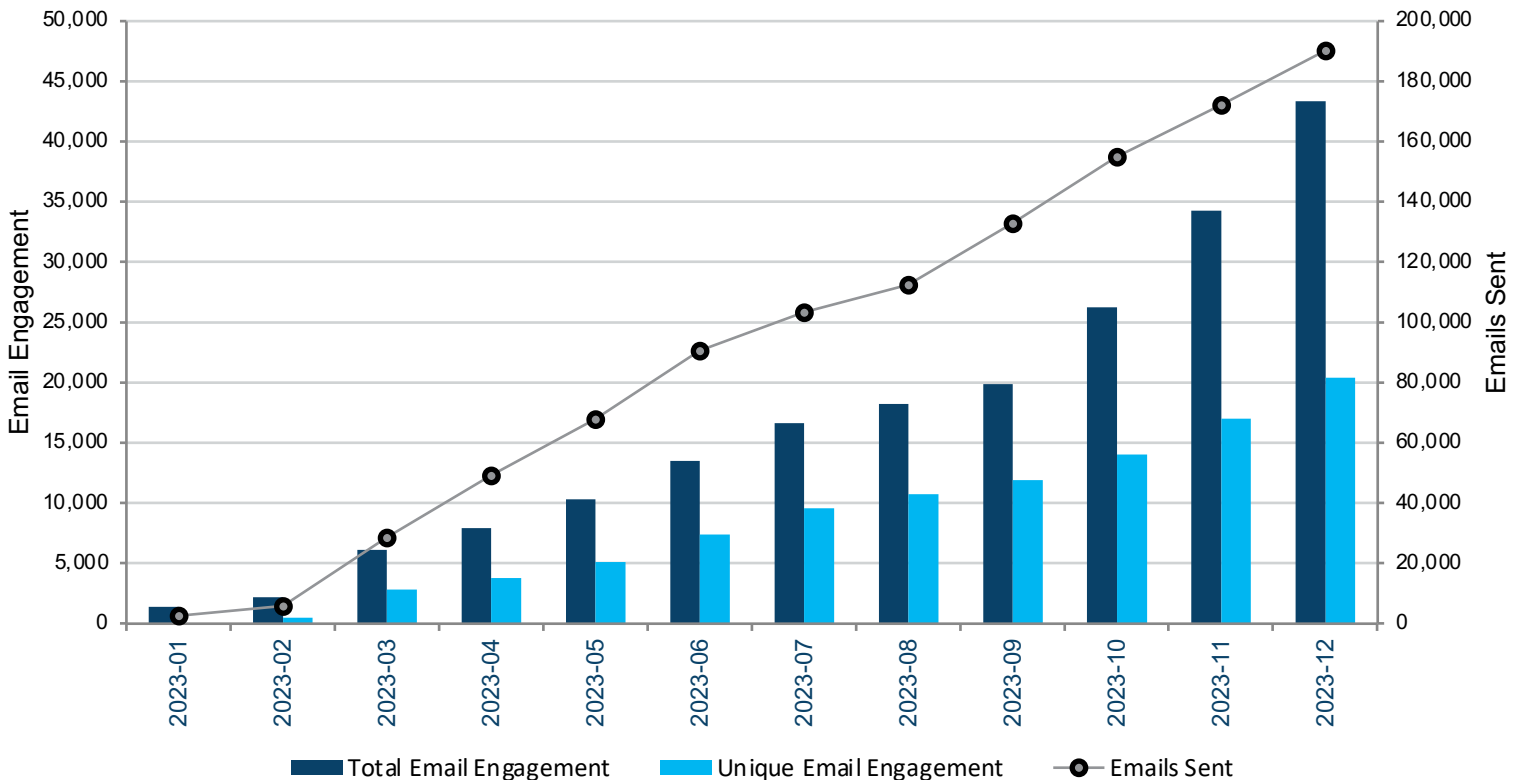
Email Summary

Period	Emails Sent	Total Email Engagement	Unique Email Engagement
Current Month	17,952	9,123	3,367
Previous Campaign Total	172,204	34,249	17,024
Current Campaign Total	190,156	43,372	20,391
Monthly Growth	10.42%	26.64%	19.78%

Monthly Email Overview



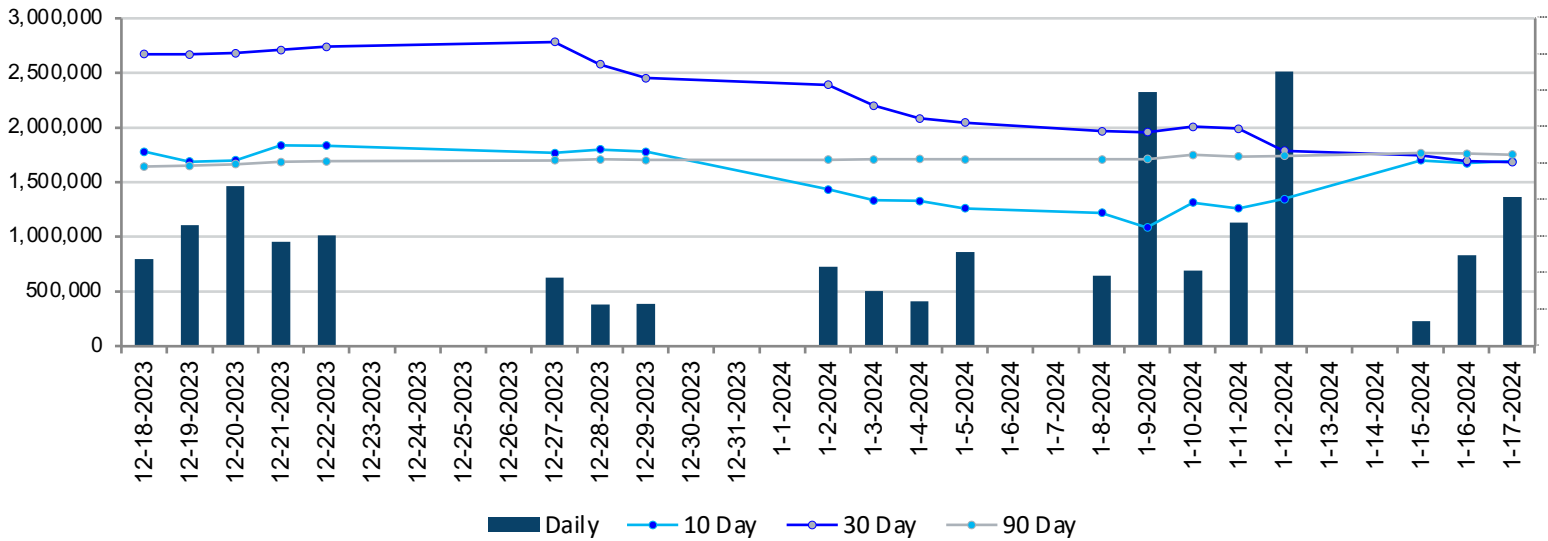
Email Campaign Engagement



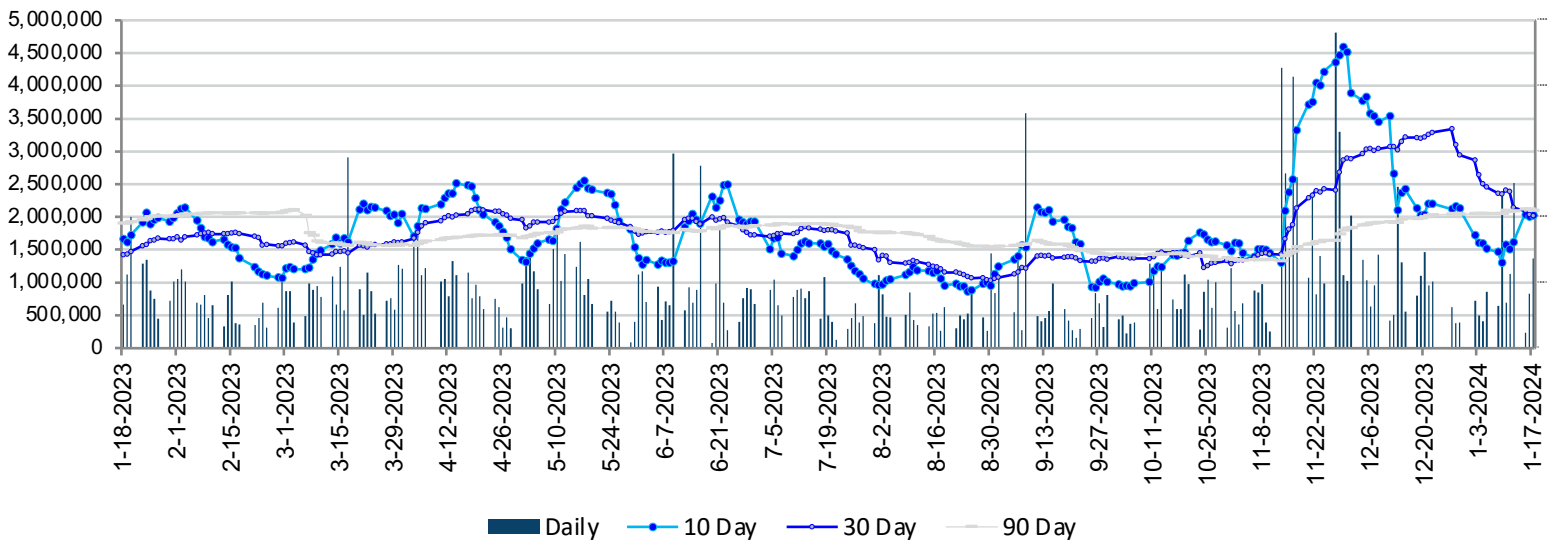
Stock Volume Summary (CAD – XXX:XX)

Volume	10 Day	30 Day	90 Day
Start of Campaign	832,707	712,577	950,874
Month (Avg.)	925,243	1,345,418	1,026,761
Percentage Change (Campaign)	8.76%	26.12%	-8.27%

Volume (Month)



Volume (Campaign)



Volume by Brokerage Firm (CAD – XXX:XX)

Brokerage Firm	Buy Volume	Sell Volume	Net Volume	Net Value
Morgan Stanley Canada Limited	2,458,263	1,656,144	802,119	\$1,021,994.00
Canaccord Genuity Corp.	697,139	247,667	449,472	\$581,848.50
RBC Capital Markets	850,146	496,573	353,573	\$462,442.75
Virtu ITG Canada Corp.	554,370	246,056	308,314	\$396,583.44
Raymond James Ltd.	548,555	332,877	215,678	\$283,811.38
Goldman Sachs Canada Inc.	359,569	215,483	144,086	\$191,797.62
Instinet Canada Limited	934,297	826,862	107,435	\$162,777.88
Desjardins Securities Inc.	166,301	72,851	93,450	\$130,128.61
Citadel Securities Canada ULC	279,370	188,363	91,007	\$116,739.98
PI Financial Corp.	48,000	2,900	45,100	\$60,185.00
Haywood Securities Inc.	50,400	12,800	37,600	\$47,621.50
Eight Capital	37,200	-	37,200	\$46,699.00
National Bank Financial Inc.	334,454	325,241	9,213	\$5,758.31
Manulife Securities Incorporated	2,600	-	2,600	\$3,224.00
J.P. Morgan Securities Canada Inc.	2,317	-	2,317	\$3,021.94
Interactive Brokers Canada Inc.	7,975	6,146	1,829	\$2,767.61
Leede Jones Gable Inc.	2,000	-	2,000	\$2,539.50
Credential Securities Inc.	22,394	22,700	-306	-\$887.80
Laurentian Bank Securities Inc.	-	1,000	-1,000	-\$1,240.00
Questrade Inc.	38,635	37,585	1,050	-\$2,032.26
BBS Securities Inc.	73,906	77,500	-3,594	-\$2,673.54
Fidelity Clearing Canada ULC	-	11,100	-11,100	-\$13,986.00
UBS Securities Canada Inc.	13,370	40,100	-26,730	-\$35,971.10
Merrill Lynch Canada Inc.	347,883	413,233	-65,350	-\$79,059.06
BMO Nesbitt Burns Inc.	388,005	492,349	-104,344	-\$131,106.12
Barclays Capital Canada Inc.	35,352	146,365	-111,013	-\$144,521.88
CIBC World Markets Inc.	3,666,771	3,798,128	-131,357	-\$162,987.00
TD Securities Inc.	859,479	1,033,579	-174,100	-\$248,447.00
Cormark Securities Inc.	950,000	1,310,500	-360,500	-\$450,824.00

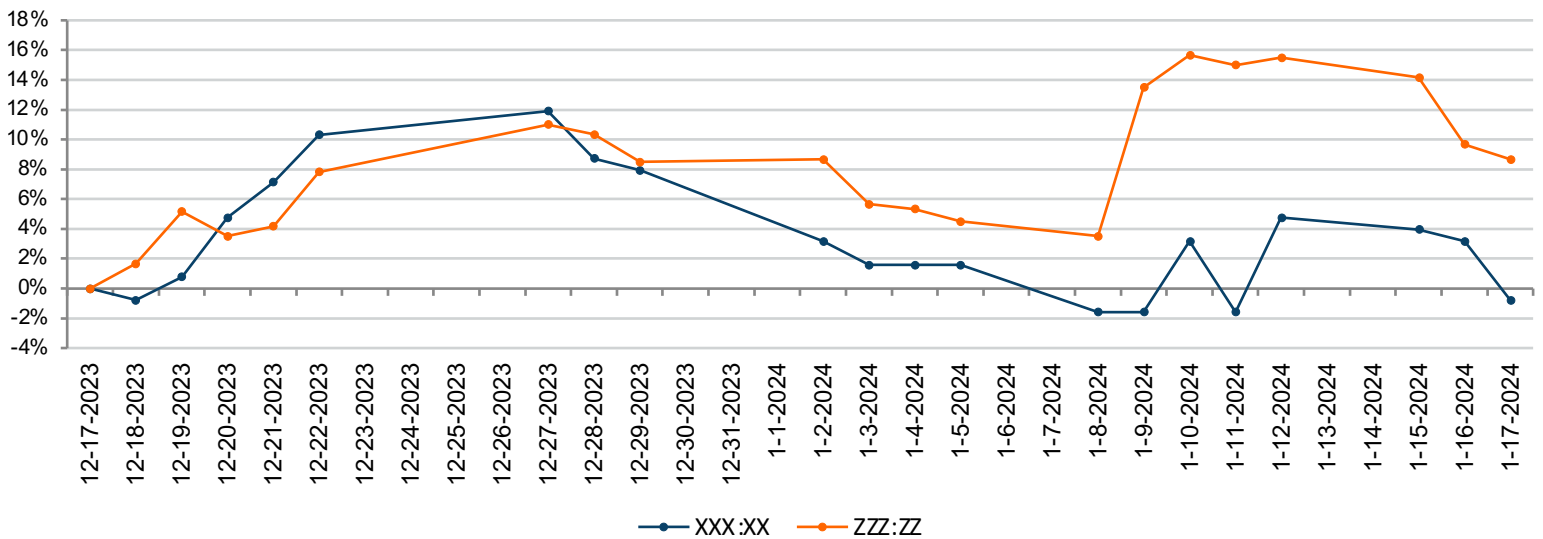
Volume by Brokerage Firm (CAD – XXX:XX)

Brokerage Firm	Buy Volume	Sell Volume	Net Volume	Net Value
Anonymous	4,731,856	5,539,387	-807,531	-\$1,019,089.00
Scotia Capital Inc.	518,626	1,425,744	-907,118	-\$1,227,116.50
Total	18,979,233	18,979,233	0	-\$0.24

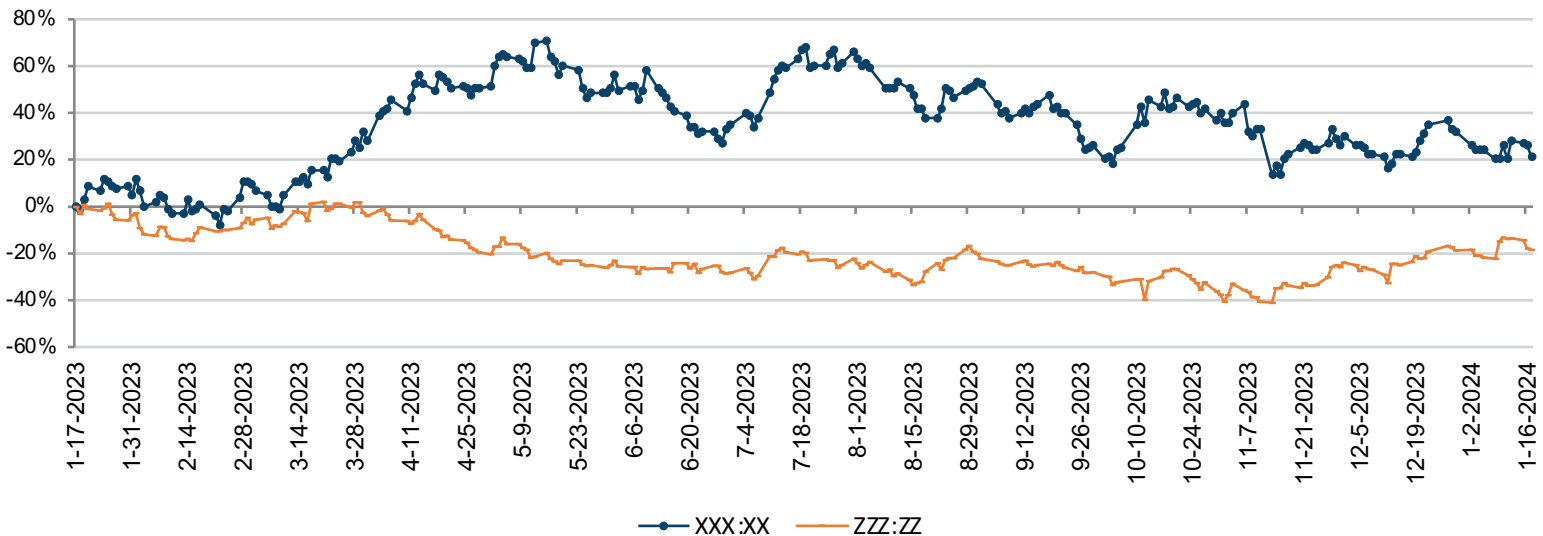
Stock Price Summary (CAD XXX:XX)

Price	XXX:XX	ZZZ:ZZ
Start of Month	1.26	6.00
Current Price	1.30	6.58
Percentage Change (Campaign)	3.17%	9.67%

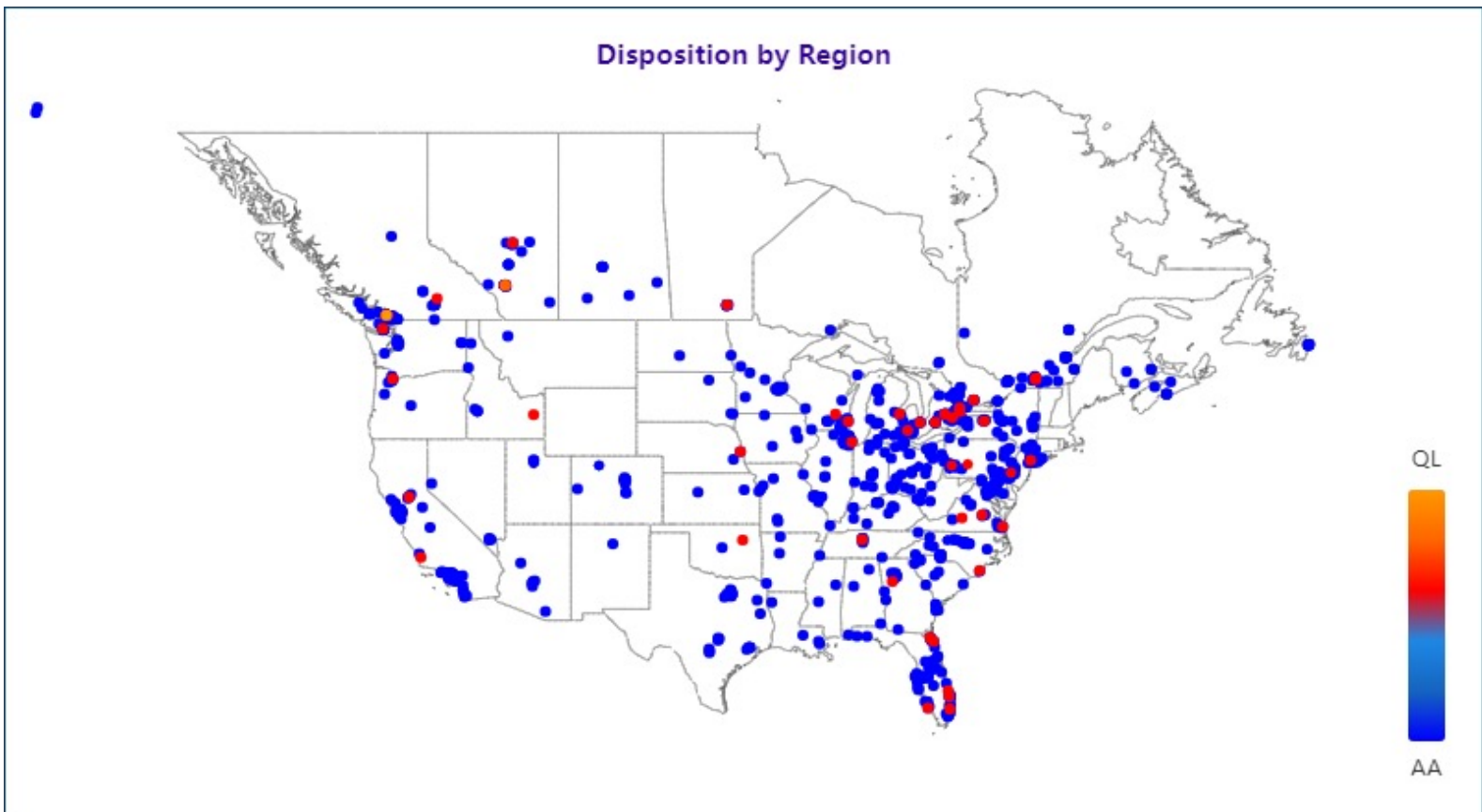
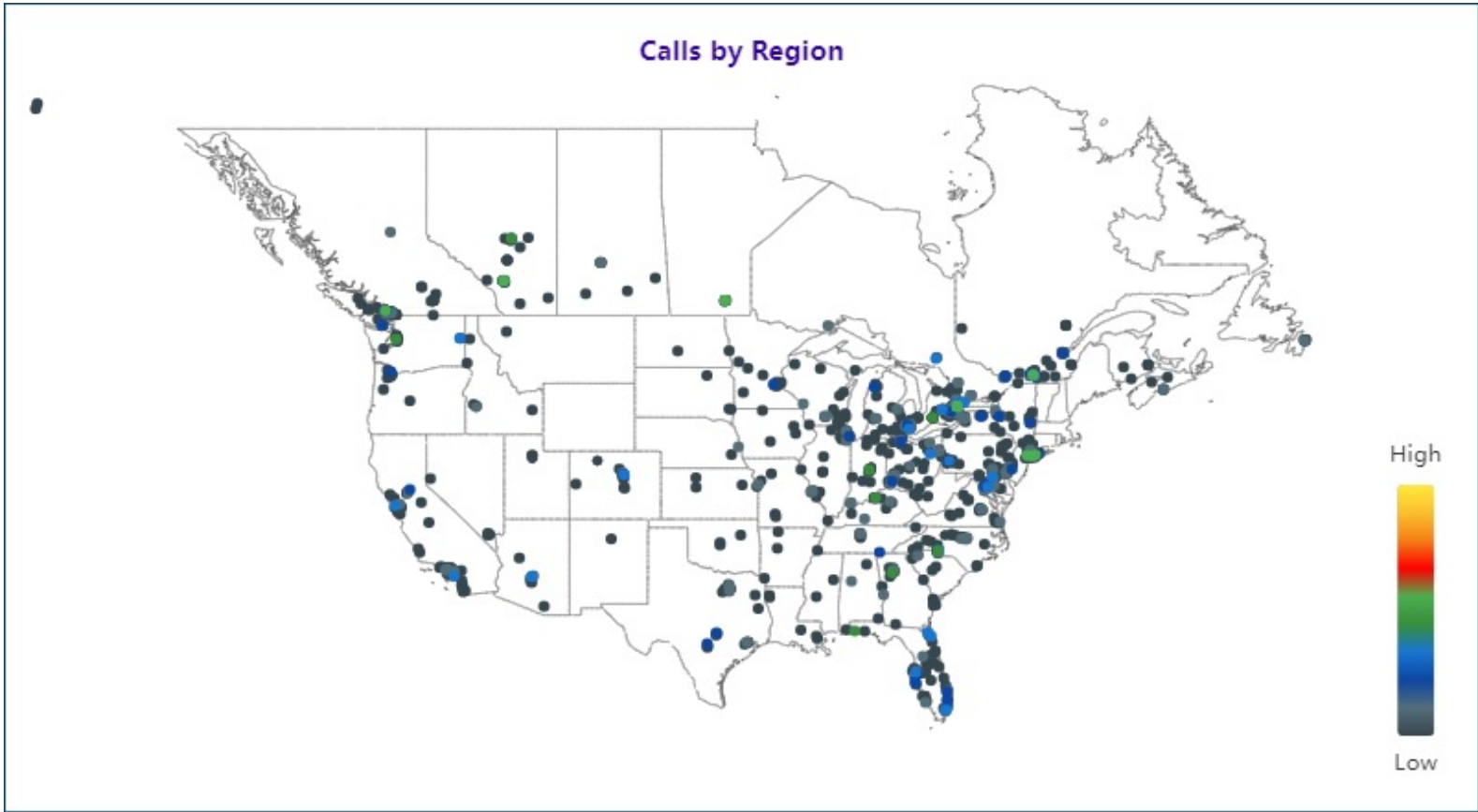
Price Performance (Month)



Price Performance (Campaign)



North America Leads Heat Map



Provincial Summary

Location	Call Percent	Active Audience	Qualified Leads
British Columbia	13.17%	104	15
Alberta	8.86%	142	12
Saskatchewan	2.21%	89	5
Manitoba	2.06%	85	2
Ontario	45.65%	654	13
Quebec	21.83%	321	11
New Brunswick	1.54%	57	5
Prince Edward Island	1.59%	64	15
Nova Scotia	1.82%	70	9
Newfoundland and Labrador	1.02%	38	11
Yukon	0.09%	3	-
Other	0.15%	65	7
Provincial Total	100%	1,692	105

State Summary

Location	Call Percent	Active Audience	Qualified Leads
Alabama	0.52%	52	5
Alaska	0.09%	10	-
Arizona	1.09%	82	-
Arkansas	0.35%	35	-
California	8.07%	201	8
Colorado	1.54%	149	-
Connecticut	2.45%	175	10
Delaware	0.47%	40	-
District of Columbia	0.19%	58	2
Florida	7.33%	136	10
Georgia	3.01%	180	12
Hawaii	0.18%	15	-
Idaho	0.32%	24	2
Illinois	5.80%	164	13
Indiana	2.22%	108	-
Iowa	0.87%	79	2
Kansas	1.23%	109	1
Kentucky	1.18%	108	11
Louisiana	0.74%	65	-
Maine	0.59%	49	7
Maryland	2.27%	204	-
Massachusetts	3.80%	55	15
Michigan	3.62%	15	2
Minnesota	2.54%	25	9
Mississippi	0.16%	75	-
Missouri	1.46%	64	15
Montana	0.21%	23	-
Nebraska	0.62%	57	3
Nevada	0.29%	25	5
New Hampshire	0.51%	48	-
New Jersey	4.73%	215	12
New Mexico	0.15%	11	-

State Summary

Location	Call Percent	Active Audience	Qualified Leads
New York	12.62%	370	16
North Carolina	2.52%	107	1
North Dakota	0.20%	18	-
Ohio	5.45%	187	-
Oklahoma	0.42%	37	12
Oregon	0.98%	94	19
Pennsylvania	4.94%	251	12
Rhode Island	0.31%	28	-
South Carolina	0.80%	123	1
South Dakota	0.21%	20	-
Tennessee	0.97%	89	3
Texas	4.61%	142	21
Utah	0.49%	48	-
Vermont	0.16%	118	-
Virginia	2.50%	74	18
Washington	1.48%	126	-
West Virginia	0.23%	17	-
Wisconsin	2.47%	11	9
Wyoming	0.04%	5	-
State Total	100%	4,521	256

Qualified Leads

Firm	Full Name	Phone	Email
Contact's Firm	Doe, John	(555) 123-4567	jdoe@company.com
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