

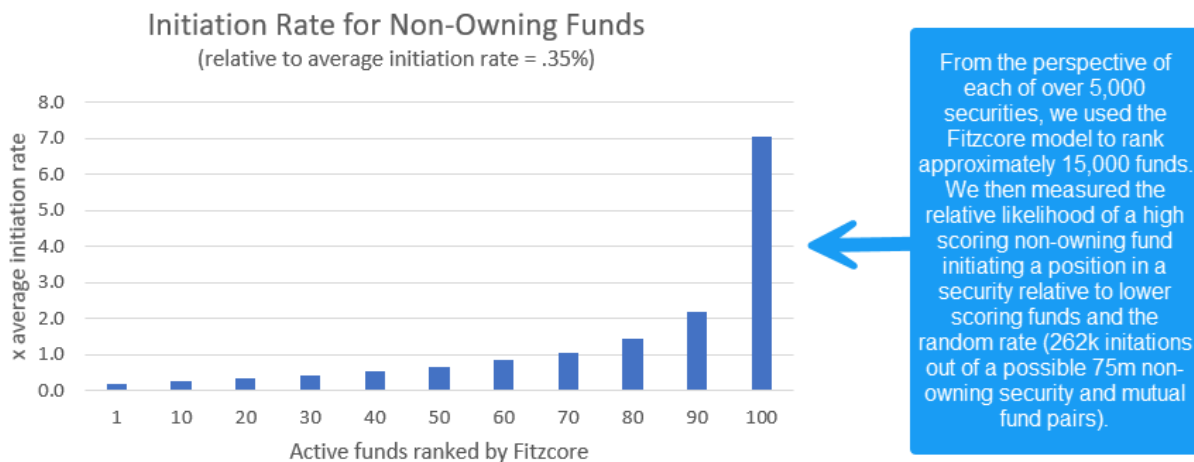
## Sell your story to investors who will buy it!

Fitzcores is an independent, focused, online resource to help you identify new investors and potential new investment from current shareholders.

- Founded by industry leader Brendan Fitzpatrick -> with three decades of specialized experience
- Unsurpassed accuracy -> highest ranking mutual funds are 7x more likely than random to initiate
- Full transparency -> see all of the analysis that determines our rankings for your company
- Usability -> our back-end algorithms deliver results straight to your landing page

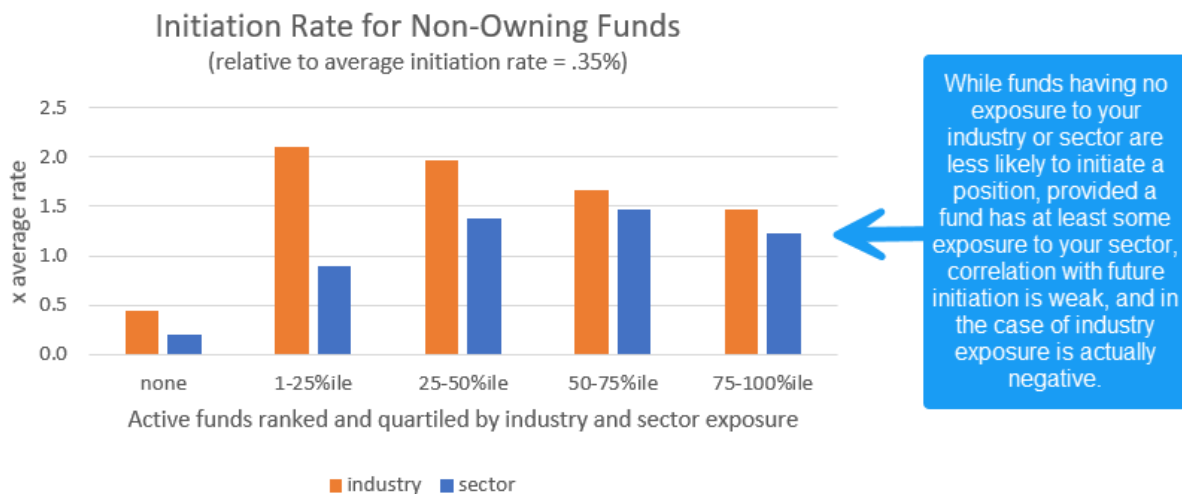
### The Fitzcores Model

Fitzcores ranks institutions as targets based on the alignment between the fundamental characteristics of your company and the investment strategies of institutions and their underlying funds. High scoring funds are much more likely than low scoring funds to initiate a position in your company.



### Traditional Approach Falls Short

Compare the above results to the traditional method of targeting investors based on sector or industry exposure. The correlation between sector and industry exposure and future ownership is weak or even negative.





## Usability

Fitzcores is a very simple solution to use. Because we have done all the work on the backend, we are able to deliver the best targeting in the world straight to your landing page.

**Non-Owner Targets** | Owners | Owner Targets | Changes | Fund Profiles | Inst Profiles | Guide

Select Security ⓘ | Top N Funds: 1 | Metro Area: New York City/NY | Include Index Inst: No

Rank	Institution	Fund	Metro Area	Act	Sat	Inst Fitzcore	Fund Fitzcore	Inst Growth Potential	Fund Growth Potential
5	Royce & Associates LP	Royce Premier Fund	New York City/NY			99	100	312,871	
8	Boston Partners Global Investors, Inc.	John Hancock III - Disciplined Value Mid Cap ...	Boston/MA			38	93	2,763,443	1,395,497
13	EULAV Asset Management	Value Line Small Cap Opportunities Fund	New York City/NY			98	100	494,835	70,981
14	American Century Investment Management, Inc.	American Century Small Cap Growth Fund	Kansas City/MO			31	86	888,466	251,225

**Top ranked targets presented the moment you login.**

- For a non-deal road show, select a metro area
- Results include analysis on funds that typically triggers an institution's high ranking
- Results include funds managed by PMs located in "satellite" or secondary offices.

- Before you make a single click on our solution, you'll see your top targets!
- The only filter you need to invoke, depending on where you're heading, is metro area
- Click the name of an institution or fund to pull up rigorous and complete targeting analysis

## Fitzcores Value Proposition

If you're attending a lot of meetings with investors but are unhappy with results, you're likely not meeting the right people (or are repeatedly meeting the same people). Unfortunately, your results are unlikely to change unless you change your approach.

Outsourcing your calendar to sell-side corporate access can be risky because most prioritize accounts that trade frequently (because that's how they're compensated) and have high industry concentration (because that's how they're organized). Fitzcores enables you to tightly manage sponsored investor events, and to initiate your own events when you don't have or choose not to use a sponsor.

Leveraging Fitzcores you can have fewer – but higher quality – investor engagements that trigger new and more investment in your company.

*"I've worked with Brendan since the early days of my career. In my experience, there is no more knowledgeable voice in the realm of investor targeting and shareholder engagement. On a practical level, Brendan has been a reliable partner throughout my career."*  
-Aaron Hoffman, SVP Investor Relations