

# ACP

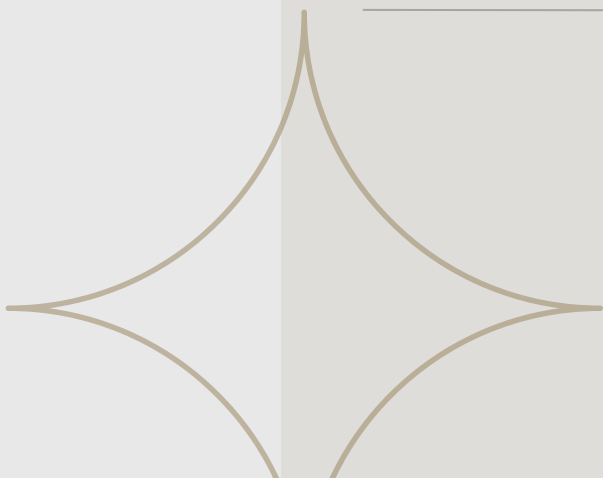
# Corporate Success Platform

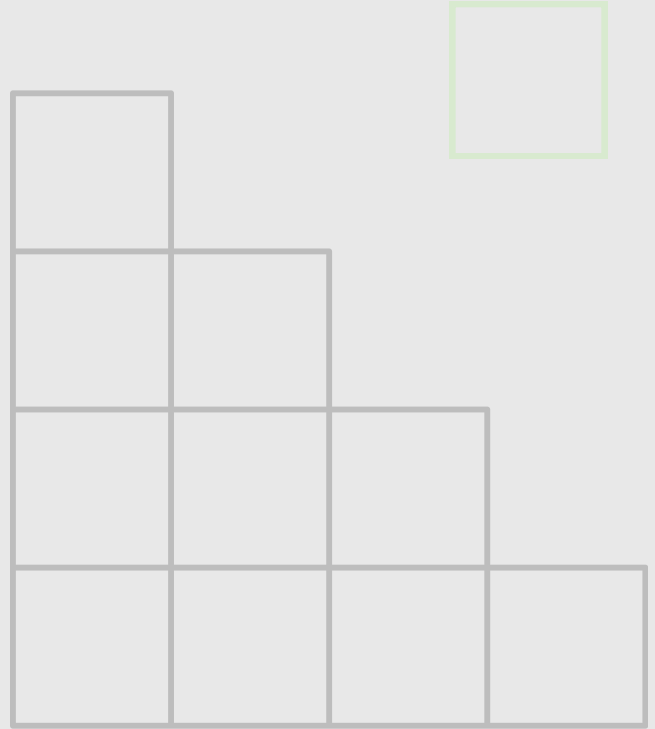
prepared for  
Sucre Ltd. (SUGR:TSXV)



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*MARKETING IS ABOUT  
TELLING A COMPELLING  
STORY THAT RESONATES  
WITH YOUR AUDIENCE.  
CONVERSION IS ABOUT  
TURNING THAT STORY INTO  
ACTION.*

# Introduction

Alliance Capital Partners and affiliates Kairos Research and Stentor Events provide the full spectrum platform for Public Company success.

ACP creates a highly successful framework that employs definable and measurable steps to walking the path to market and corporate success.

A clear and measurable path of corporate deliverables encompassing corporate strategy, developments, regulatory, operational and financial elements is essential.

Combined with a cohesive marketing program that incorporates the correct corporate message delivered at the right time to the right audience in the right place will generate optimal returns.

Corporate performance combined with an effective marketing program (both virtual and in-person) will result in a premium target valuation in the market.

The target valuation is established through a multi-faceted exercise that can incorporate corporate performance, asset growth, and/or growing prospects for success in the future. A target valuation is the third component in establishing the goals for the ACP Program.



# Objectives

The Partnership of exceptional corporate strategy and performance compliments the stakeholder engagement process as the Marketing Program achieves Target Pricing.

The Pyramid Program is designed to bring together all three elements to create a relational process that can be measured and adjusted to reach the ultimate object.

It is of benefit to all parties involved to create an environment of success and accomplishment recognized through the reward of a higher corporate valuation.



Accelerate Corporate performance through objectives based execution and transparency.

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Generate record awareness of the Client as a solid performer and value creator for stakeholders.

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Grow the Clients' following exponentially while focusing on conversion from interest to shareholder.

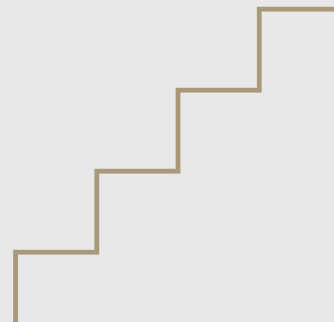
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Establish Client Co. as a leader in the industry through achieving corporate objectives.

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Building trust in the capital markets and investment community is an exercise in clarity of objectives and execution and the communication of achievements to all stakeholders, prospective and current.

Repeat, repeat, repeat through all of the relevant channels.



# Pymamid Strategy

Our Pyramid Program draws from over 20 Years of Corporate marketing and strategic and executional planning, complimented with a Comprehensive Marketing Program.

Corporate Performance ultimately determines the long-term value of the company and that is the bottom line. However, a well positioned and executed plan effectively communicated can generate a premium value and access to capital at the time or even prior to completed execution.

A fully valued share price is a welcome development to all stakeholders.

There are a broad range of tools available in both the Corporate planning and execution program as well as the Marketing Program. A few of these are touched on below:

1

## Program (Corporate Plan thru Execution)

Our team will conduct a thorough analysis of your website and implement on-page optimization tactics to improve search engine rankings for targeted keywords. We will also create high-quality, keyword-optimized content to drive organic traffic to the site.

The  
ACP

“Pyramid”

2

## Promotion (Marketing and Engagement)

We will develop a social media strategy that leverages the unique characteristics of each platform to engage with your target audience. We'll create and curate compelling content, run social media ads, and engage with followers to build brand awareness and increase engagement.

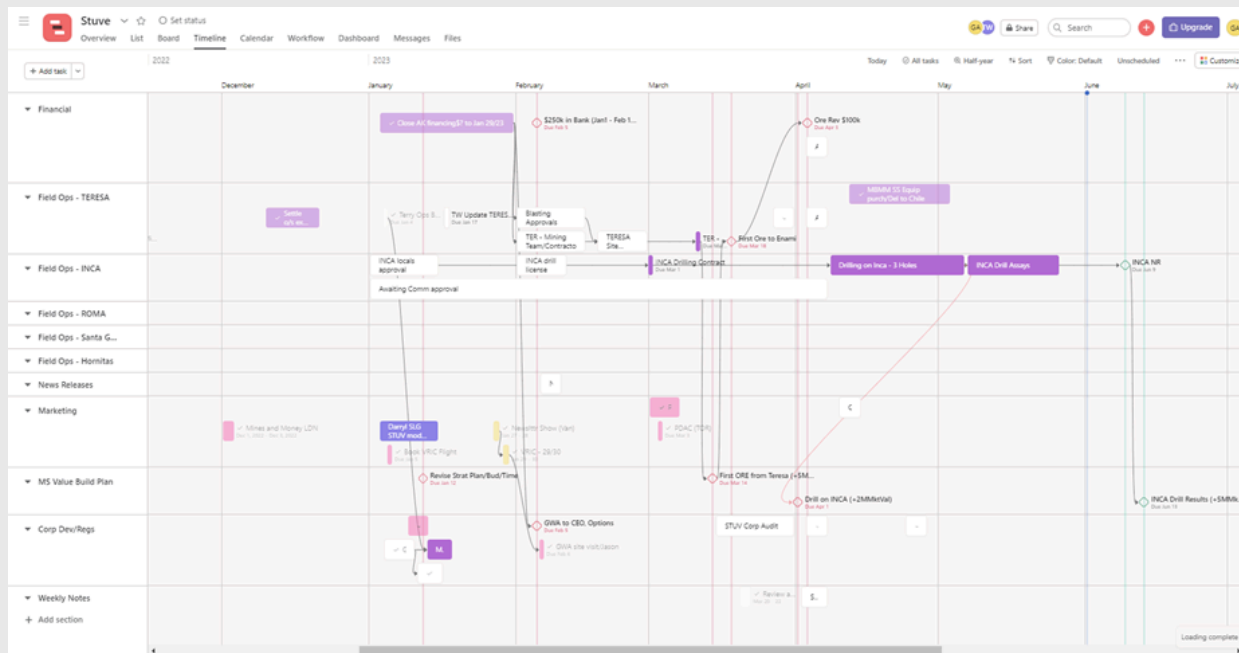
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## Price (Valuation Realization)

We will develop and execute a content marketing strategy to establish Liceria, Co. as a thought leader in the industry. This will include creating high-quality emails, blog posts, infographics, videos, and other forms of content that will engage the target audience.

# Corporate Plan and Deliverables

## Sample 12 Month Corporate Deliverables Program



ACP uses a proprietary Corporate Success Program Assessment process that solidifies the Corporate Strategy, Deliverables and Milestones, Cross department dependencies and associated regulatory and support items to ensure timely delivery of objectives.

This list of high value deliverables is compiled and layed out over quarterly milestones to achieve the desired objectives in an orderly, transparent and achievable manner.

Corporate Deliverables and their timely execution forms the top of the ACP Pyramid.

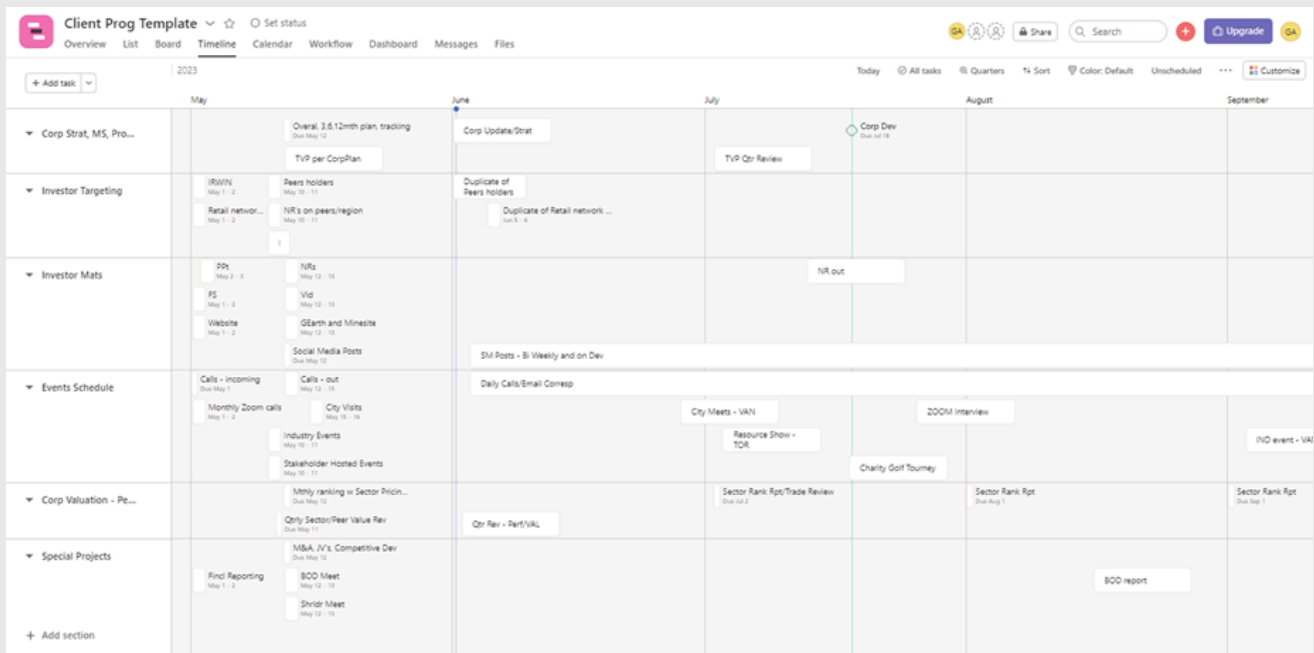
ACP can help direct the corporate plan through the affiliate SPiiR.

The ACP Corporate Planning Program serves as the playbook by which senior management can track the deliverables that will result in achieving the goals across the organization.

Deliverables can be further drilled down into tasks allocated to the appropriate groups.

# Marketing Program and Milestones

## Sample 12 Month Corporate Marketing Program



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The ACP Corporate Marketing Program is designed to be and all inclusive selection of the highest value activities coordinated together and timed around corporate milestones for maximum impact and results.



# ACP Quarterly Reporting

Monthly and Quarterly Reporting on Program Initiatives and results are provided to the client. Assessment of sector activities as well as trading in the company's stock and shareholder interaction is outlined.

We believe a program should be measurable and accountability does have a place in the investor marketing/relations space.



## ACP Product Sheets:

ACP COMPONENTS

- CAPITAL MARKETS & INVESTOR RELATIONS (CAPMIR)
- SOCIAL MEDIA (SOCMED)
- MARKETING & COMMUNICATIONS (MARCOM)
- SPIR ADVISORY (SPIR)
- DATABASE PLATFORM & REACH (DBASE)

**CAPMIR | Capital Markets & Investor Relations**

*This module focuses on engagement and relationship build of the following investor types:*

Retail Brokers, Professional Investors, Investment Bankers, Analysts, Fund Managers, Institutional Investors, Bankers, Financials.

The Capital Markets/Investor Relations Module is focused on the introduction, engagement and ultimately the participation of members of the investment community as well as existing investors in the public company.

The focus of this role is to effectively communicate the company's investment merits to the full extent of the professional investment community to achieve the desired objectives.

In general, this communication is facilitated in regular basis through several well-attended channels both through distribution of news as well as through the building of investor/investor parties.

This role is also responsible for the effective identification and targeting of investment related parties that are not likely to be identified based on characteristics unique to the public company.

Several channels of communication will be activated:

- Direct communication via:
  - Email
  - Phone
  - Virtual Meetings
- Indirect communication via:
  - Third Party Events (including live conferences)
  - Webinars
  - Media/Investor Days

403.618.6507  
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ACP COMPONENTS

- CAPITAL MARKETS & INVESTOR RELATIONS (CAPMIR)
- SOCIAL MEDIA (SOCMED)
- MARKETING & COMMUNICATIONS (MARCOM)
- SPIR ADVISORY (SPIR)
- DATABASE PLATFORM & REACH (DBASE)

**DBASE | Database Platform & Reach**

*The Valorem database incorporates contacts from numerous categories including:*

Private Investors, Retail Brokers, Analysts, Bankers, Media Contacts and Newsletters, Funds and Institutions.

The importance of the Database is not hard to grasp, and is generally recognized by all with little question. The meaning of Database, however, can be defined and reflected in many different ways.

Within Valorem Group we use the Database as a central repository of key information on contacts that can help achieve your success as a junior public company.

You have been looking at an ever-growing database of contacts for over 10 years and follow the latest strategies available to you in the market. While the sheer number of contacts has grown, the value of the database, we believe the real value driver is the quality and relevance of the contacts.

Valorem has gathered much of its contacts through actual face-to-face engagement, through

newsletters, conferences, industry events and social connections. These contacts are authentic, active investors and are part of an ecosystem in place to participate directly in the support of the junior public company market.

Further, Valorem has gathered relevant contacts in various corporate roles, for example, founders, analysts, bankers, board of director members, etc. that can have a direct influence on a junior public company's future success.

Of course, the investor ecosystem is also constantly changing, and as such, must be constantly updated to keep it relevant and current. Valorem recognizes this and continues to enhance its contact database on a regular basis, along with the development of the contact that bring real power to the ecosystem.

Let's talk about how Valorem can put the power of its Database to work for your success.

Where applicable the database can be refined by traits such as:

- Geographical area (City, State, USA)
- Size and Responsibility
- Industry of Interest
- Company Stage of Development
- Primary or Secondary Investment

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**MARCOM | Marketing & Communications**

*Essentially the creation of corporate materials and program of dissemination!*

Corporate Profile and Factsheet, Powerpoint, Advertisements, Event Materials Supplemental Marketing Items, Multi-media productions.

While Marketing and Communications is generally referred to as the full spectrum of programs involved in engaging target parties, here we define it as the creation of strategic content, materials, and the distribution to non-capital market investment related parties via campaigns and events as well as database management.

The proper formulation of the corporate story from the company's positioning, business development and investment attraction perspectives should be well thought out and executed. This should be reviewed on a regular basis as in smaller companies may evolve quickly.

Various content will be required for different purposes and audiences and can include product and service sheets through to sponsorship and advertising pieces, event site materials, handouts, memos, and corporate disclosure materials including news releases and others. ACP can incorporate the design component.

The distribution of corporate materials through additional channels that may include:

- Trade Magazine profiles
- Newsletters
- Investment related programs and publications
- Open Houses and Analyst days
- Conferences
- Advertising including VENTUS (paid/brand)
- Presentations (Virtual/Live)

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**SOCMED | Social Media**

*This module focuses on engagement and relationship build of both general investors and potential business partners through platforms including, but not limited to:*

LinkedIn, Facebook, Twitter, Instagram, Pinterest

The relevance, significance and impact of social media continues to grow in relevance to successful public company marketing.

Whereas it was once a "nice to have" to a predominantly "nice to have" plus news release introduction and engagement process it has grown in significance and importance to the success of the company. The use of social media is critical to the success of the company as it provides a general evolution to greater familiarity and general use of social media platforms as a regular means of daily communication.

In its most basic form the company presence on the main platforms of interest is essential to both "lower the barrier" as well as to establish credibility to followers and high potential investors in the space they are most comfortable with. The information

contained therein should be consistent across all platforms to build the look and feel and updated regularly. Accuracy and integrity is paramount. Each platform offers its own means of increasing exposure which can be as simple as expanding the company's following through promotion or higher volume posts, or has based advertising or other services can be utilized to expand access to individuals in the ecosystem.

Content creation including company product or service updates, corporate developments, industry developments, and webinars or blogs can generate greater interest and engagement.

It is important to have a multi-platform management capability to ensure consistency and regular updates across the spectrum. Further, the effective use and management of virtual analytics is critical to capture key information for a more effective program moving forward in addition to

Eliminate wasteful placements, and drive immediate, high value prospects to the website for immediate investor conversion.

Conventional Digital Advertising has been utilized to help generate real time interest by individuals accessing a variety of electronic media.

Virtuality Communications is pleased to introduce a new virtual investor engagement product to effectively place, real time, your corporate profile in front of a qualified investor while they are viewing the web.

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**SPIR | SPIR Advisory**

*"If you don't know where you are trying to get to, all paths will take you there" - Unfortunately, your destination will never be what you had hoped for using this approach.*

Achieving success in a junior public company is challenging enough, but also when the additional challenges of being listed in the public markets is added on. Once publicly traded, and the merits of a public listing including access to capital can offer a company to achieve heights simply not possible in the private space.

There lies the premise of the junior public company. However, it takes the role of other differentiated corporate planning and performance in conjunction with a comprehensive marketing program to realize the spectrum results.

A well thought out and logical business and financial plan supported by strong execution and access to capital will be an increasing solution.

**Strategic Planning**

The future performance of a company is not random. Careful assessment of opportunities, execution plans and financial results create the platform for success.

- Independent review of business plan and milestones
- Sector and peer research and opportunity assessment
- Board and Management review
- Strategic Planning session leading
- MSA opportunity review

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**ACP PROGRAM**

Full service corporate advancement.

*Let us show you how Alliance Capital Partners is your best choice for achieving your corporate objectives and shareholder returns.*

Over 20 years of working with the junior public community, as stock exchange regulator, financial advisor, regulator, international transaction, trade, cross Canada investment event fund, investment bank and strategic investment conference host, public new listing partner, advisor to both junior public and professional investors, and advisor of the space, has generated some knowledge.

While many marketing practitioners in the junior public space may offer an expertise in one or two of the components of the successful junior public marketing spectrum,

It is the combination of all of the components, leveraging off of one another while taking the lead when appropriate, that achieves the greatest returns.

The ACP program incorporates all of the relevant components to create a comprehensive and fully leveraged set of tools.

The potent combination of inter-related components means benefiting from the synergies and leverage of the group as a whole.

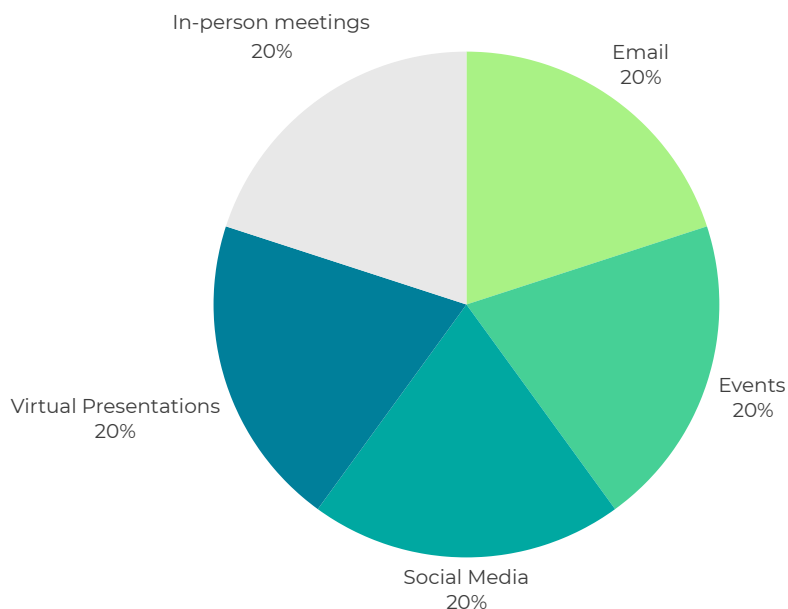
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# Investment

The ACP Marketing Program is a multifaceted program designed to generate the greatest returns across a range of touch points for prospective shareholders while maximizing returns on budget by generating multiple exposures while incorporating a broad reach.

Successful investor engagement is as much art as science, however deploying the right tools at the right time to the right investor can be quantified.

ACP has been accessing the investment community through all channels for over 20 years and will build on the base platform of social media, road shows, events and virtual presentations.



## Program Design

The Creation and Design of the program is an intensive exercise coordinated with Management

**\$12,000** / month 1

## ACP Marketing Program Management

the Client can opt for the platinum program which incorporates all of the essential marketing tools.

**\$ 10,000** / month

## SPiIR Program Management

A Monthly review of the Corporate Plan including Milestone and Deliverables execution (and amendments)

**\$ 5,000** / month

## ACP Marketing Program a la cart

A basic monthly advisory program with additional services implemented at quoted costs where applicable.

**\$ 5,000** / month

## Bonus Structure

The ACP Program is designed to achieve maximum results at minimal cost. Our fee structure is dependent on rewards upon success. Structure to be determined.

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# Why ACP?

ACP has been in the Capital Markets business for over 20 years.

Over that time the Principals have been engaged in both the buy and sell side of the business, along with the regulatory and public company management areas.

Adherence to the regulatory requirements and observation of the rules and regulations of the public markets can be onerous, but with a solid strategic and executional plan combined in sync with an effective marketing program is the formula for success in the public markets.

Exposure to hundreds of small cap stories of both success and failure and the effectiveness of the paths taken serves as the talisman for the ACP Group in designing and executing a premier program for clients.

Visit us at [www.alliancecapitalpartners.ca](http://www.alliancecapitalpartners.ca) for more information on our program and past client experience.

## *GET IN TOUCH!*

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📍 Calgary, AB  
Vancouver, BC

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☎ 403-618-6507

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🖱 [www.alliancecapitalpartners.ca](http://www.alliancecapitalpartners.ca)

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# Sucre Ltd

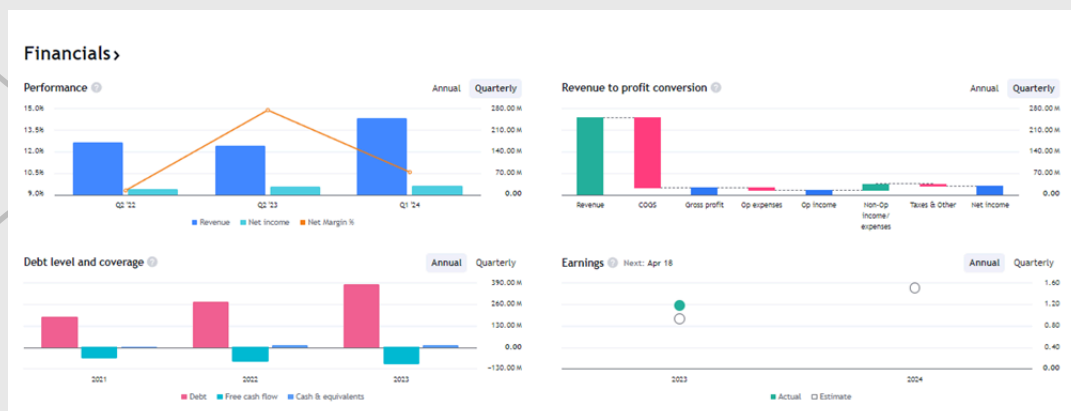
# SUG:TSXV



Our preliminary review of Sucro indicates significant value upside based on current financial and operating metrics.

We welcome the opportunity to discuss your company in more detail as a means of adding to your corporate profile to our portfolio that is exposed to 1000's of investors including brokers, portfolio managers, analysts, institutions and private investors across Canada, the US and Europe, as well as our proprietary Kairos Investment Group.

Kairos Platinum Portfolio



## Upcoming earnings

Next report date  
≈ August 28

Report period  
Q2 2024

EPS estimate  
—

Revenue estimate  
146.63 M<sub>CAD</sub>

## Key stats

Market capitalization  
193.07 M<sub>CAD</sub>

Dividend yield (indicated)  
2.42%

Price to earnings Ratio (TTM)  
—

Basic EPS (TTM)  
—

Net income (FY)  
22.67 M<sub>CAD</sub>

Revenue (FY)  
670.57 M<sub>CAD</sub>

Shares float  
4.56 M

Beta (1Y)  
-2.02

## About SUCRO LIMITED

Sector  
Distribution Services

Industry  
Wholesale Distributors

CEO  
Jonathan Taylor

Headquarters  
Coral Gables

Founded  
2014

FIGI  
BBG01JYFMVF7

Sucro Ltd. engages in the supply of sugar products. Its supply chain includes sourcing raw and refined sugar from countries throughout Latin America and delivering to customers in North America and the Caribbean. The company was founded by Jonathan Taylor in 2014 and is headquartered in Coral Gables, FL.