

## INVESTOR RELATIONS

YOUR COMPANY IS NOT ACHIEVING FULL VALUE...

### TODAY'S MARKETS

The junior capital markets of today require a structured, concerted effort that incorporates a number of outreach tools if you are to stand out from the crowd.

### INVESTOR EXPECTATIONS

Real-time access to corporate updates and timely responses to investor inquiries are the standard rather than the unexpected in today's market. Management's focus should be on generating results, relying on IR to communicate them.

### MULTIPLE AUDIENCES, MULTIPLE TOOLS

Original shareholders, retail investors, analysts, investment bankers, institutional investors, stakeholders...all need to be reached through different IR outreach tools.

ABC Company (ABC-TSXV)



Corporate Milestones: ➡ ➡ ➡ ➡

IR and Stakeholder development: ➡ ➡ ➡ ➡ ➡ ➡

## Achievement Recognition

You and your team have delivered results that have brought your company to the next level.

It's time to get serious about creating real value for your investors by instituting a formal investor relations program that will in effect:

- Clarify and communicate the company's achievements and plans moving forward
- Create an expectation of value associated with the company's accomplishments relative to its peers and other investment opportunities and
- Radically expand your investor following

Your potential investor reach is a function of:

1. Your company's size, sector and stage of development
2. Your company's capital needs as it moves forward in accomplishing its future plans
3. Your company's geographical reach, either in operations, sales, or other corporate metrics
4. Your company's niche in its market, unique growth prospects, or payout model to shareholders

## CONTRACTED SUPPORT

Working closely with the Management team, ACP is an active member of the corporate team while not encumbering the company with typical employment issues.

## 24/7 ACCESSIBILITY

Where positioned as the front-line contact for investor inquiries, ACP is armed with the latest corporate updates returning calls within one business day or sooner.

## PROFESSIONAL REPRESENTATION

Well-grounded in both sector specific information and capital markets, ACP can put information into perspective for investors of all backgrounds and interests.

For more information on any of our products or services please call us at: 403-618-6507

## ACP - Your Customized IR Program

- **EVALUATION:** ACP institutes an initial review process to fully identify and quantify the valuation metrics for your company today and moving forward.
- **TARGET INTERESTS:** An in-depth assessment of your current shareholder base, peers, sector and corporate developments will identify target objectives and prospective investors for the program.
- **MARKETING and COMMUNICATIONS:** Marketing tours, participation in key events and investor presentations supported by direct contact and social media throughout the year establishes a broader presence and ancillary opportunities for the company.
- **MAXIMIZE CORPORATE VALUE:** Ultimately the purpose of the IR program is to enhance shareholder value while respecting current regulatory requirements.



### SERVICES INCLUDE:

- IR PROGRAM DESIGN
- CORPORATE MATERIALS
- RETAIL INVESTOR TOURS
- INSTITUTIONAL INTRODUCTIONS
- SHAREHOLDER SUPPORT
- INVESTOR OUTREACH
- INITIATIVES
- SPECIAL PROJECTS – ex SITE VISITS

## ACP – About Gordon Aldcorn

- Designed, instituted and managed investor outreach and communications programs for over 30 micro and small caps in several sectors including mining, oil and gas, telecom, biotech, etc.
- Former Stock Exchange Market Surveillance Officer responsible for monitoring trading activity and corporate disclosure.
- Former IDA broker investigator.
- Managing Director of Energy Communications Inc. business development and events, including Cross Canada and European investor tours.
- Over 15 years in Investor Relations and Capital Markets Advisory. Over 8 years in Corporate Development.
- CBV designation in process.



*Gordon W. Aldcorn*

## INVESTOR RELATIONS

### A STRUCTURED APPROACH...

#### THE INVESTOR RELATIONS PROGRAM

Rather than randomly initiate a number of disparate initiatives thrown together as a marketing initiatives, ACP matches the most effective timely initiatives and supporting activities into a comprehensive plan.

#### IR Program Activities:

Once corporate deliverables are established, there are a broad range of activities that can be selectively positioned to measure and support corporate value:

#### ACP DATABASE:

ACP has over several years developed a database of over 10,000 retail brokers and several hundred related parties with interests in public company investment opportunities.

#### SOCIAL MEDIA:

ACP has a presence in the social media platforms and utilizes a sophisticated contact management software to keep in contact and conduct investor outreach programs where warranted.

Success in the Capital Markets is a combination of performance by the client Company and the proper communication of the corporate achievements to achieve a more highly valued company in the foreseeable future. By identifying and understanding the corporate milestones and deliverables, ACP can manage the expectations of the investment community and advise when to best leverage developments into momentum in the markets.

	Prior	prior	10/20	10/27	11/3	11/10	11/17	11/24	12/3	12/10	12/17	12/24	1/1	1/8	1/18	1/25	2/2	2/9	2/16	2/23	
<b>Financial Developments:</b>																					
Add'l land acquis																					
Hunter Agreement																					
Explr Program																					
Elmer Stuart Schedule																					
<b>Investor Relations Activities:</b>																					
<b>Third party Events:</b>																					
(enter mining/o&gas)																					
Cambridge - Toronto																					
San Fran - IIC																					
London - World Money Show																					
Company Sponsored																					
Third Party Luncheons																					
Special Interest groups																					
STENTOR events																					
<b>Brisco Tours:</b>																					
Calgary																					
Edm																					
Van																					
Vic																					
Kel																					

\* Timelines and corresponding marketing activities

#### Corporate Positioning:

- Corporate Business Plan review
- Background and Milestones,
- Corporate Factsheet,
- Materials and Design,
- Peer review
- Corporate Profile of Client Company, Sector/Commodity Overview,
- Market Overview

#### Corporate Valuation:

- Valuation Ratios and Model
- Timelines for key Milestones,
- Peer Value Study and Index

#### Sample Target Contacts and Third Parties:

- Proprietary Database,
- Private Investors, Retail Brokers, Analysts, Institutions
- Peer Holders
- Media, Newsletters, Magazines, TV, Websites
- Third Party Events Conferences,
- Investment Luncheons,
- Special Events

#### Industries represented include:

BioTech & Tech, Telecom  
 Junior Oil and Gas, Intl Oil and Gas  
 Precious Metals, Tungsten, Copper Mining  
 Unconventional Natural Gas Exploration

<b>Income Trusts:</b>	<b>Mining:</b>
True Energy Trust	Golden Star Resources
Advantage Energy Income Fund	NovaGold Resources
Freehold Royalty Trust	Dynasty Metals and Mining
Ultima Energy Trust	North American Tungsten
Shiningbank Energy Income Fund	Celeste Copper Corp.
Acclaim Energy Trust	Antares Minerals Corp.
<b>Junior O&amp;G E&amp;P:</b>	<b>Junior Int'l O&amp;G</b>
Primary Petroleum Inc.	Transglobe Energy
TUSK Energy Inc.	Centurion Energy Intl Inc.
Continental Ridge Resources	NIKO Resources Ltd
Rider Resources Inc.	Canadian Superior Res
Defiant Energy Corp	Petro-Kazakstan Inc.
Canadian Spirit Resources Inc.	Loon Energy Inc.
Beulah Energy Inc.	Beulah Energy Inc.

## INVESTOR RELATIONS

### SERVICES SELECTION...

Below is a partial listing of the range of activities that can be included in the execution of a complete Investor Relations Program. Each pubco will have a unique set of needs to be met within their customized program. Junior listed companies interests will be more closely aligned with just the marketing activities.

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<u>Investor Relations Modules</u>	
<u>Frequency</u>	<u>Description</u>
initiating	Materials review, Core message and Press Release
initiating	Core network introductions
initiating/ quarterly	Sector and Peer group analysis
initiating/monthly	Corporate Profile design review, Ppt, website
initiating/quarterly	Corporate Milestones and Valuation review
initiating/quarterly	Shareholder lists and Analysis
initiating/quarterly/annual	Calendarized milestone, valuation and activities.
daily	Shareholder communications - phone, email, social media
daily	Dbase maintenance
daily	Monitor Trading activity
weekly/monthly	Media relations, newsletter writers
on going	News Release writing and dissemination
on going	Shareholder materials preparation and distribution
on going	Public Filings, SEDAR
monthly	Road show, forums, event planning and support review
monthly	Track and review market statistics
monthly	Corporate newsletter
quarterly	Audit committee/ board meeting
quarterly	Quarterly report/ news release/conference call
quarterly	Roadshow - institutional, analysts review
quarterly	Corp review and valuation analysis - valuation, liquidity, communications
quarterly	Company sponsored events review
H1, H2	IR report to board
as scheduled	Financings and Stock issuance
as scheduled	omnicam tours
as scheduled	broker presentations, forums, meetings, luncheons, branch
as scheduled	Trade Shows, Industry Conferences
as scheduled	Institutional Meetings
as scheduled	Analyst, independent research
annual	annual report
annual	Management Info Circular

## Case Study:

## Antares Minerals Inc. ANM-TSXV



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Antares Minerals Inc. was engaged as a client in the spring of 2009. The company was exploring the Haquira copper deposit in Peru and through continuous drilling was nearing 10 Billion lbs of copper in place.

Priced at \$1.28 at the time of engagement, over the course of the next 18 months a comprehensive IR program incorporating a range of initiatives culminated in the successful sale of the company to First Quantum at a final closing price of over \$9.00, representing an offer of over CDN \$460 million.

The increase in the market cap of the company was over \$390M or over 600% of the original.



## Antares IR Program:

The ANM program consisted of a number of fundamental components in addition to several strategic initiatives:

### North America

- Conducted a number of Cross Canada tours incorporating retail brokers, analysts and institutional investors
- Participated in a number of mining related conferences including Cambridge, San Francisco, BMO Mining, PDAC
- Profiled in several mining publications, featured on BNN tv.
- Active communications outreach program

### Europe

- Conducted several tours of Europe including London and Switzerland.
- Established a significant investor base.

At the time of acquisition we had added 4 additional analysts with coverage from the original one.



\* Photos are from the analyst site visit conducted in May of 2010. Three analysts were hosted over a 4 day tour of the site including stays in Lima and Cusco. A visit to the core shack in Arequipa was also included.



\* The Haquira site with exploratory core drilling in Peru.