

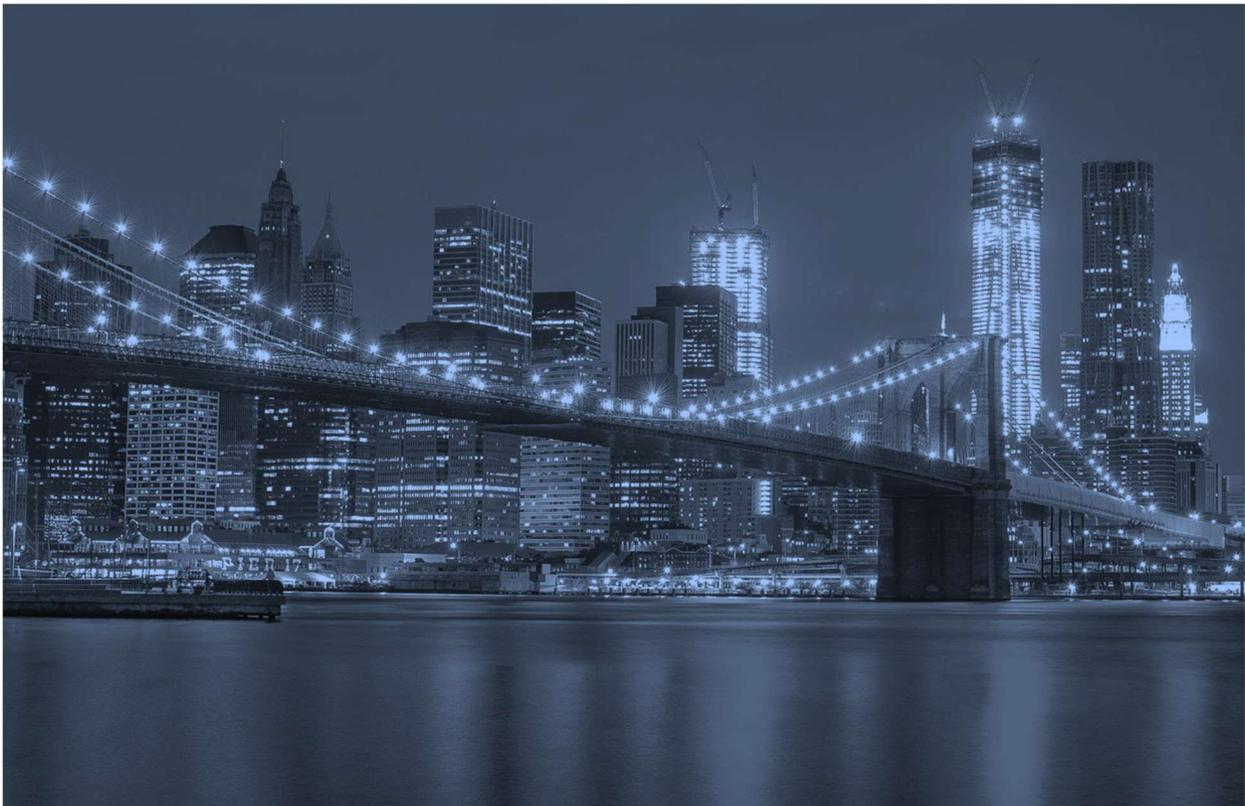
# Alliance Capital Partners

Corporate Valuation Review and Investor Engagement  
Program

For

Reliq Technologies Inc. (RLQ-V)

September 2017





Attention: Dr. Lisa Crossley

Dear Dr. Crossley,

I wanted to reach out to you to express my excitement with Reliq's business plan and the inroads it is making in the health care space. I also wanted to bring to your attention my interest in working with Reliq in achieving its potential as efficiently and effectively as possible.

I am a capital markets professional with agency experience marketing junior listed companies in multiple sectors (over 25 at last count). Recently I had the opportunity to advise a Health Care company in Calgary and understand very well the escalating Health Care costs in the sector that have yet to be addressed by new solutions and technology that there is clearly a need for. Further my wife is a health care professional in a private health organisation. Reliq and iUGO are positioned to service this need.

Recognizing that a public company's value is driven primarily by the quality of the information being shared with the investor marketplace as well as the reach of the investor marketing efforts, I would like to ensure Reliq is as effective as possible on both counts, through a structured, comprehensive program.

Where other consulting groups will focus on a narrow band of services designed to enhance some aspect of Reliq's needs, my approach is bottom up with a review of Reliq's history, operations, market segment developments (and opportunities), financials (and pro-forma's), and corporate strategy and business plan combined with a peer review and sector valuation comps, to then drawing out a well-supported future valuation (including potential opportunities uncovered).

Armed with this plan I design a comprehensive Investor Engagement Program that is event driven and calendar based whereby corporate developments and milestones are leveraged to achieve maximum valuation as they occur. Corporate messaging, materials design, media, social media and third party events (such as investor events) will be incorporated where appropriate. My extensive database of categorized investment parties (private, retail brokers, analysts, funds, institutional investors, etc) will be activated according to Reliq's unique characteristics for maximum engagement.

I will be a partner with the company to ensure that valuation objectives are properly identified based on measurable metrics and deliverables, the corporate strategy and deliverables are properly reflected in the company's profile both electronically and in print, and that the structured investor engagement program is developed to encompass all of the above while attracting the interest of the appropriate targeted parties.



Reliq Health Technologies is on the forefront of new technology and services in a high need and changing market. You have the solutions needed, but the gap between your current valuation and where you should be increases your cost of capital.

Growing your corporate valuation and investor following means building on your strengths to improve your company's value and then effectively communicating that value to the appropriate parties, at the appropriate time, employing the most effective means.

That's where Alliance Capital Partners comes in.

## Deliverables

- A unique company profile assessment that will help your senior management team focus on value creation objectives and communicate those goals to the entire organization
- A customized solution tailored to Reliq Health's specific needs
- An implementation plan that takes into account the challenges of the capital market and sets benchmarks for success
- Implementation of a Capital Markets marketing program ensuring engagement across bankers, analysts, retail brokers and institutional investors.
- Retail investor focused initiatives including town halls, trade shows, financial media coverage and multi-media opportunities. Corporate Social Media sites maintained and updated (including posting interviews on the website) and group participation to encourage private investor and other stakeholder engagement.



## The Alliance Capital Partners Approach

### Discovering your unique business profile.

We get to know you - your strengths, challenges, history, and current needs - and we get to know your market. Together with your senior management team, we define your challenges and opportunities and establish your goals.

### 1. Assessing your current situation and establishing benchmarks for success.

In this phase, we compare your current state to your desired state - where are you now and where do you want to be? We identify specific gaps, set benchmarks for success, outline measurable targets, and select analytics tools.

### 2. Designing your customized solution.

Our team designs a customized solution and implementation plan to meet your objectives within the time frame required. We work closely with your senior management team to make sure the plan is a good fit with realistic objectives and outcomes.

### 3. Implementing your solution and managing change.

We implement the investor engagement program, coordinating and managing all aspects of the tweaking elements of the plan as we get feedback from investors, and measuring success using custom analytics.



PROJECT TASK	TIME FRAME
Corporate Review, Positioning, Valuation model	Week 1 - 2
Corporate Strategy and Developments, Pro forma Financials, Sector Developments review.	Week 3 - 4
Corporate Executable Plan including Deliverables, Milestones. Corresponding Investor Engagement Program Designed. Controlled network engagement	Week 4 - 6
Implementation Corporate Deliverables rollout Investor Engagement Program Implemented and Executed	Week 6
Execution Tracking and amendment of Corporate Deliverables Tracking and amendment of Investor Engagement Program Measurement of results vs objectives, reporting	Week 7 +
Corporate Strategy Review and Plan Renew Investor Engagement Program Review and Renew	Week 26

## Accountabilities – Reliq Health Technologies

- Provides access to senior management as needed
- Provides access to documents, statements, and computer systems as needed
- Works collaboratively in a series of weekly meetings to move the project forward



## Compensation Model

### 1. Monthly Retainer

The monthly retainer forms the basis of the partnership. The initial investment of time and effort into building the platform by which the company will develop and execute its plan is beyond the scope of the initial compensation and is realized over the next several quarters at a minimum. For this reason, there is a minimum monthly retainer period of six months.

### 2. Options

This comprehensive approach to developing a corporate plan and investor engagement program is designed to ensure a coherent, structured, executable plan that is measurable and achievable. The returns on the investment made in both the design and execution of this plan will be realized over several quarters (and beyond), and, as such, requires a term agreement to realize the full returns of these achievements. Options provide a direct reward for the effectiveness of ACP and reflect the achievement of maximum returns for Trinidad Drilling Ltd.

*Given my personal interest in the space Reliq is operating in and the potential for the company, I am willing to provide my initial services at a significant discount to the regular monthly retainer of \$7000.00.*

*I would like to propose a monthly retainer of \$3500.00 to start with a retainer review at 3 months. In conjunction with this I would recommend an option allocation of 100,000 shares to vest every three months as per TSXV regulations.*

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Alliance Capital Partners' solutions don't come out of a box ready to plug and play. We pride ourselves on identifying your challenges quickly and designing strategies to address them, always keeping top of mind your business's objectives and best interests.

## About Alliance Capital Partners

ACP has 20 years' experience incorporating Capital Markets, Marketing and Corporate Strategy and Advisory including Corporate Valuation. The culmination of this experience has enabled the creation of a comprehensive corporate consulting solution for publicly listed companies looking to achieve successful growth. Where many consulting related groups will offer a limited service focused on a single aspect of improving corporate operations or marketing, ACP brings a comprehensive program based on experience to achieve maximum returns at maximum efficiency.

We can service companies from all parts of the equity investment spectrum including start-ups to dividend paying corporations. Our commitment to the investor is an above average risk adjusted rate of return.

### **Companies we have completed projects for include:**

- Alter NRG (industrial tech)
- Algae Biosciences (BioFeed)
- Antrim Energy (Intl O&G)
- Prestige Telecom (Comm)
- Antares Minerals (Copper Mining)
- Cordy Oilfield Services (O&G)
- Dynasty Metals and Mining (Mining)
- Functional Technologies (Food Sciences)
- Dynetek Industries (Industrial)
- Westech Health Care (Private Health)
- *Others upon request*



## NEXT STEPS: LET'S MEET

It is critically important that we meet to clearly understand the joint objectives and have agreement on the path to achieve success, and of course to get to know each other.

We will review in greater detail the program approach we employ in maximizing results for your unique needs while you can provide greater detail as to your corporate developments and expectations in delivering shareholders a strong return on their investment.

We view every contract as a partnership whereby with our combined efforts we can both create value and have that value recognized in the market capitalization of your company. It is important that this view is shared with our partner.

## CONTRACT ENDORSED

As you can see we have already done a considerable amount of preparation and assessment of your company. At this point we commit to implementing our program over the next 6 months. This term gives us the opportunity to effectively implement many of the steps towards creating awareness and engagement with the investment community, whereas any shorter period of time is not sufficient to effectively achieve success in our objectives.

We have attached a sample contract for your reference with the terms of the model we have found works best for a company in your stage of development.

## PROGRAM LAUNCH

Let's go!

## Corporate Review

# SAMPLE CONTRACT