Types of Communication

Several channels of communication will be activated:

* Direct communication via:
	+ Email
	+ Phone
	+ Virtual Meetings
* Indirect via:
	+ Third Party Events (including hosted conferences)
	+ Newsletter
	+ Media, Investor Days

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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, Financiers

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 RELEVANT portion of the professional investment community to achieve the desired objectives.

In general terms this communication is facilitated on a regular basis through contact with existing shareholders both through distribution of news as well as through the fielding of incoming investor queries.

This area is also responsible for the effective identification and targeting of investment related parties that are most likely to effect investment based on characteristics unique to the public company. The key is to generate the greatest return on initiatives for the investment to the company.

This module can be defined by the audience to which the efforts are focused, which may also involve unique content, messaging and distribution channels of communication including investor type specific events.

Further, the effectiveness of the engagement of investors in this category relies somewhat on prior relations and exposure to the small cap generalists across the spectrum of investors.

As the company grows the relationships developed within the capital markets will help facilitate future financial needs throughout the company’s lifecycle.

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Capital Markets and Investor Relations