

# CIRCADIAN

G R O U P

The only **integrated IR solution** that successfully acquires  
and retains both institutional and retail shareholders

**OUT MESSAGE. OUT PERFORM.**

TECHNOLOGY | CONSUMER | HEALTHCARE



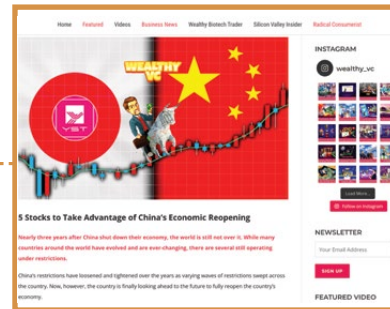
# SAMPLE CLIENT MEDIA & EXPOSURE JOURNEY

A variety of original content pieces are created and published on our various platforms, then syndicated to our partner outlets. This promotes client material to a broad spectrum of investors at various parts of their investing journey. By utilizing our internal marketing channels and 3rd party syndication we have the ability to create massive awareness of custom content. Below is a detailed flow chart of a recent client case study.



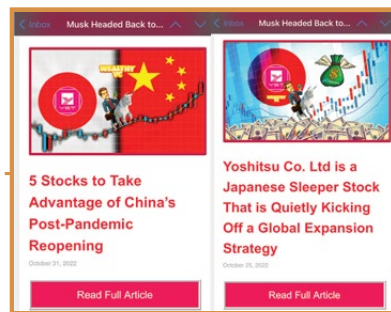
## 1 Article Creation

Media & Article Creation of client material. Original profile pieces, gallery pieces, current event pieces, & news-related pieces published.



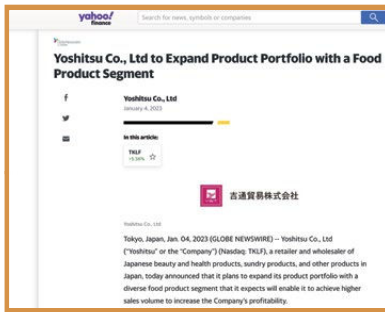
## 2 Article Posted to WVC

Client article is then shared to the wealthyvc.com & curated to mesh with current niche investment content. Once posted, performance monitored within Google Analytics.



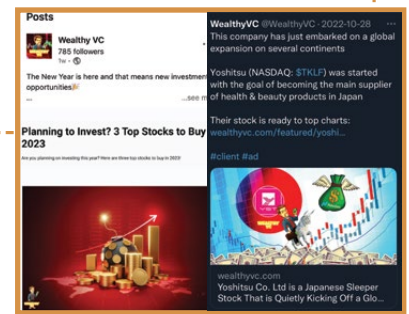
## 5 Article Shared to Newsletter

Client articles are shared through the large and growing weekly WVC newsletter. Mailchimp software utilized.



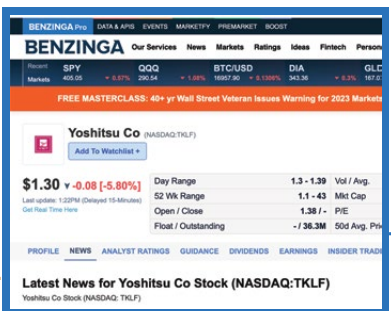
## 4 Message Board Dissemination

Client article is shared to Stock Twits, CEO.ca, Stockhouse, Yahoo! Finance 25 million+ monthly investor eyeballs.



## 3 Articles Are Shared to Socials

All client articles created are shared to a variety of social media channels, accounts, and forums organically.



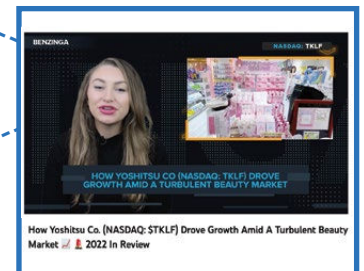
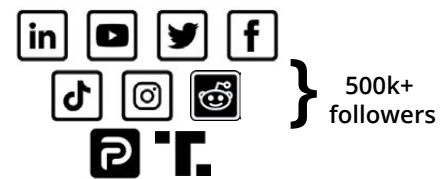
## 6 Benzinga Distribution

Client article is reformatted then utilized for exclusive Benzinga secondary distribution partnership. (50 million+ monthly investors)



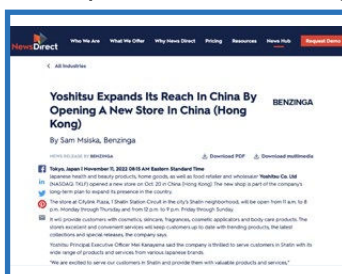
## A Exclusive Benzinga Distribution

Client article is shared to Benzinga homepage to extended distribution & reach active investors.



## B Exclusive Benzinga Distribution

Articles are then reformatted into video and shared to Benzinga's YouTube channel with 170,000 subscribers and 19 million views.



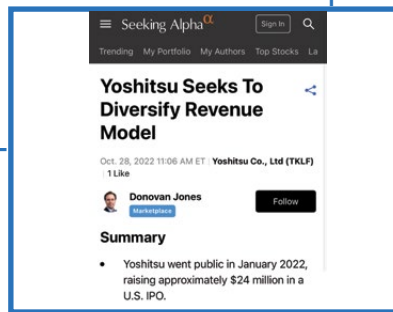
## D Exclusive Benzinga Distribution

Article then sent out through press release-targeting media, retail investors and making it onto most trading platform's news sections.



## C Exclusive Benzinga Distribution

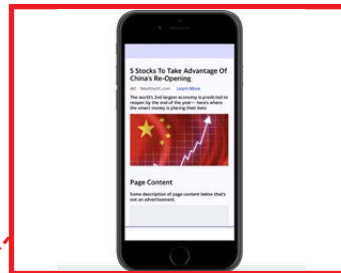
Articles are shared to all Benzinga social media channels in addition to YouTube such as Twitter & LinkedIn. (275,000 total followers)



## 7 Seeking Alpha Syndication

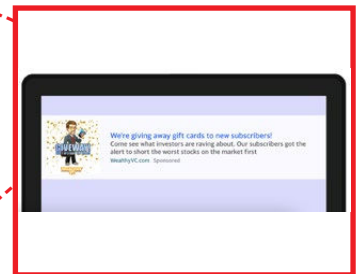
Client article is reformatted & pushed through multiple secondary channels including Seeking Alpha.

Seeking Alpha



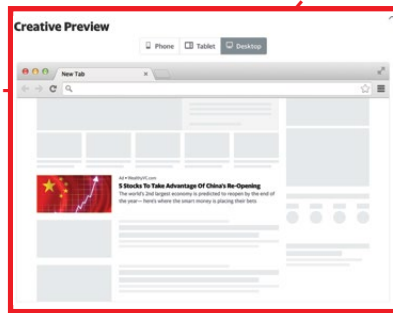
## A Yahoo Ad Package #1

This initial ad package features a creative piece paired with multiple select audience lines for targeting in order to reach active investors & meet campaign goals + objectives through exclusive placement.



## B Yahoo Ad Package #2

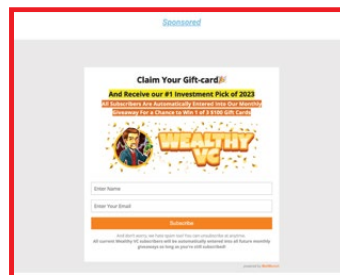
This second creative piece of content within Yahoo DSP centre is used and promoted to increase email subscription base where audience is then retargeted with future client information.



## 8 Yahoo! Ads Campaign

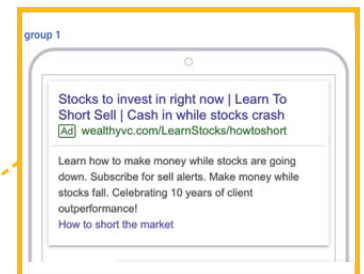
Through exclusive relationship client article is reformatted & optimized to promote through a new campaign within the Yahoo! DSP centre. As well as Yahoo! Finance exclusive placement.

yahoo!



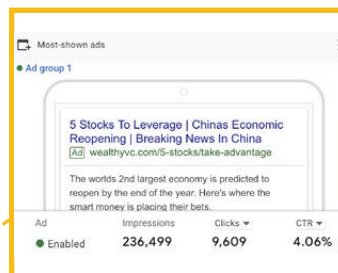
## C Yahoo Email Collection

A new landing page is created to generate leads. Users who sign up trigger an email to be sent with client ticker info and will be marketed on an ongoing basis via our newsletter.



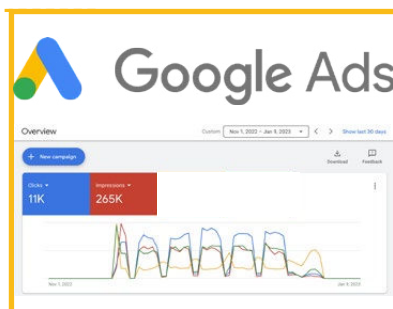
## B Google Search Ad #2

Up to 4 client Google search ads created to A/B test in order to optimize ad performance.



## A Google Search Ad #1

Client article information is utilized to create a search ad optimized to client goals and objectives. This Google search ad funnels viewers to client landing page to increase conversions.



## 9 Google Search Ads

Client article utilized as a landing page to drive traffic from Google Search ads.



## 11 Traditional IR

- A) Direct email communication for shareholders
- B) Hosting/organization of quarterly earnings calls
- C) IR website implementation/integration
- D) Press release and deck advisory
- E) Retail non-deal roadshows & conference assistance
- F) Corporate/IR video



## 10 Earned Media

PR strategy: dedicated employee reaching out to relevant tier-1 websites/magazines/publications and pitching for uncompensated placements.

# CAMPAIGN OVERVIEW & STATISTICS

(30 PAGE QUARTERLY REPORTING & BI-WEEKLY CLIENT CALLS)

## ① Total Impressions

18+ Million Total  
Campaign Impressions

## ② Articles Read

135,000+ Weekly Venture Capitalist  
client article pageviews

## ③ Total Ad Clicks

77,000+ Total  
Campaign Ad Clicks

## ④ Total Trading Volume

Increase in PPS of +128%  
Increase in average daily volume of +90%

## OUR PACKAGES

(W/ DETAILED QUARTERLY REPORTING)

The Standard  
\$125k

Own the Market  
\$250k+

Traditional IR Communications



2-3 Editorial Articles Per Month



Articles & PR's Shared on Social Pages



Articles & PR's Shared on Message Boards



Articles & PR Shared to Newsletter & SMS Lists



Digital Ad Campaign (Google & FB/ IG)



Benzinga, Yahoo! Finance, & Seeking Alpha syndication



Conference/Panel Speaking Invitation



External High Net Worth Groups/ Newsletters



PR, Deck, Web, Branding & Social Assistance



Broker/ Fund/ Analyst Pitching (1000+/ month)



Journalist/ Financial Media Pitching (250+/ month)



90-day launch program available to select companies:

\$60,000





**(Elevai Labs, Inc.) Peak Market cap: Private Company**  
**Starting Market cap: N/A**

- Elevai is a medical aesthetic biotechnology company
- developing cutting-edge regenerative skincare
- Foundationalized IR content back end in preparation
- Created a custom complex marketing corporate video
- Media Training, pre-introductions & capital consulting



吉通貿易株式会社

**(NASDAQ: TKLF) Peak Market Cap: \$58M**  
**Market Cap Increase: 98%**

- Implemented a large digital marketing campaign
- Successfully targeted retail & institutional investors
- Campaign saw an 80% in trading volume and a 45% increase in PPS



**(NASDAQ: MRZM) Peak Market cap: \$209M**  
**Starting Market cap: \$104M**

- Instituted OTC to NASDAQ up-list IR strategy
- Implemented a comprehensive content marketing strategy
- Managed several IR subcontractors & partnerships



22nd Century Group, Inc.

**(NASDAQ: XXII) Peak Market Cap: \$1.16B**  
**Market Cap Increase: 845%**

- Re-hired several times for online shareholder marketing & earned media campaigns
- Organized large in-person multi-city roadshow
- Orchestrated investor attendance at AGM & Conferences



**(OTCQB: MRMD) Peak Market Cap: USD \$1.03B**  
**Market Cap Increase: 2400%**

- Unlocked ~ \$1B in value with traditional & digital IR strategies
- 6 city non-deal roadshow
- Multiple invitation-only conferences achieved
- 50+ earned media placements & coverage initiations
- Assisted in creating largest OTC listed cannabis firm



RedWhite&Bloom

**(CSE: RWB) Starting Market Cap: \$20M**  
**Peak Market Cap Increase: \$440M**

- Advised on all investor and traditional marketing
- Organized all pre-IPO media and events
- Assisted in \$125M+ capital raise (while private)
- Set to launch 12-month IR program top MSO



**(CSE: EWG) Peak Market Cap: \$150M**  
**Market Cap Increase: USD 210%**

- North American leader in plant-based foods
- 90-day retail shareholder marketing program
- Positioned client to uplist to NASDAQ H1 2022



POWERTAP  
HYDROGEN  
CAPITAL CORP.

**(NEO: MOVE) Peak Market Cap: \$1B**  
**Peak Market Cap Increase: USD 1010%**

- Disruptor in the blue hydrogen space
- Completed 1yr retail shareholder marketing campaign
- Rebrand & full relaunch of website, IR site & decks
- Broker & fund roadshow H1 '22 with NASDAQ uplist

# CIRCADIAN

## G R O U P

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“Whether private, pre-IPO, or navigating the early stages of growth as a public company, let Circadian craft and deploy an optimized message to the capital markets, and secure your company's superior ranking in visibility, valuation, and long-term viability.

Our firm will handle every element of creating all digital materials, launching marketing campaigns, and communicating the company's value to high-value market participants while the company focuses on what's important; growing the business.

When we engage a new client it is a firm-wide exercise. Every employee, with their respective expertise, is enveloped in every campaign-- it's our first priority.

- Tyler Troup, Managing Director”