

## Be seen and understood

We are Canada's leading Investor relations consulting firm, a recognized and **trusted resource** in the capital markets. Every day our team of more than 50 professionals advises more than 100 leading and emerging enterprises worldwide. Our dedicated financial services team brings **unparalleled relationships** within the North American investment community and extensive experience in simplifying complex stories so they resonate with the investment community.

### Strategic team, strategic approach

We understand your audience. Why? We recruited our team from your audience. Among our ranks, you will find investment bankers, mutual and hedge fund executives, media executives, analysts and retail brokers.

Our team develops and executes strategic communications programs that build management credibility, achieve fair market valuation and support favorable access to capital.

Our programs begin with an IR strategy that:

- builds broad market awareness
- develops and maintains consistent market messaging
- manages investor expectations
- relieves administrative burdens of being a public company
- adheres to best practice in continuous disclosure

### Financial Clients

Borealis Infrastructure  
Coventree  
GuestLogix  
IA Clarington Investments  
Jovian Capital  
Loring Ward  
Macquarie Essential Assets  
Mavrix Fund Management  
Rockwater Capital  
Sceptre Investment Counsel  
Sprott Asset Management  
Sprott Inc.  
TMX Group  
World Energy

## Contact

**Cameron Davies**  
Senior Vice President, Business Development  
cdavies@equicomgroup.com  
416-815-0700 X 260

[www.equicomgroup.com](http://www.equicomgroup.com)

# Our services are tailored specifically to meet individual client objectives.

- ongoing capital markets counsel
- deal and non-deal roadshows
- broker relations
- market feedback
- perception audits
- IR strategy with defined objectives and tactics
- market messaging
- content development
- financial media relations
- responding to investor inquiries
- disseminating news releases and managing regulatory filings (SEDAR)

## strategic design

For your message to **make an impact**, it must be both compelling and consistent on paper and in pixels. At Equicom, we have an in-house strategic design team dedicated to this goal.

We start by **distilling the right information** that clearly articulates your value proposition and growth strategy. We complement this message with visual language that helps **rapidly transfer** this information to your audience in a way they will **remember**.

## products/services

- presentation development
- fact sheet development
- annual report development
- website design



Sprott Asset Management Website

## live events

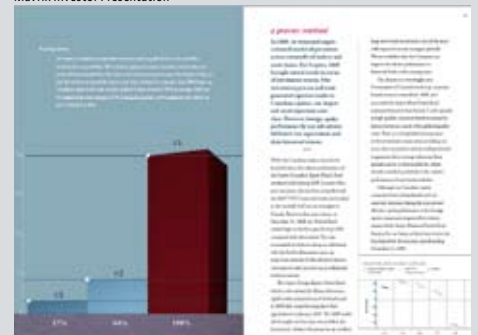
- AGMs
- analyst days
- IPO roadshows
- non-deal roadshows



Mavrix Investor Presentation



GroupWorks Presentation



Sceptre Annual Report