



One-stop shop for all your
communication needs

FALL 2023

Overview

More than **156 Years** of Collective **IR & Capital Markets** Experience

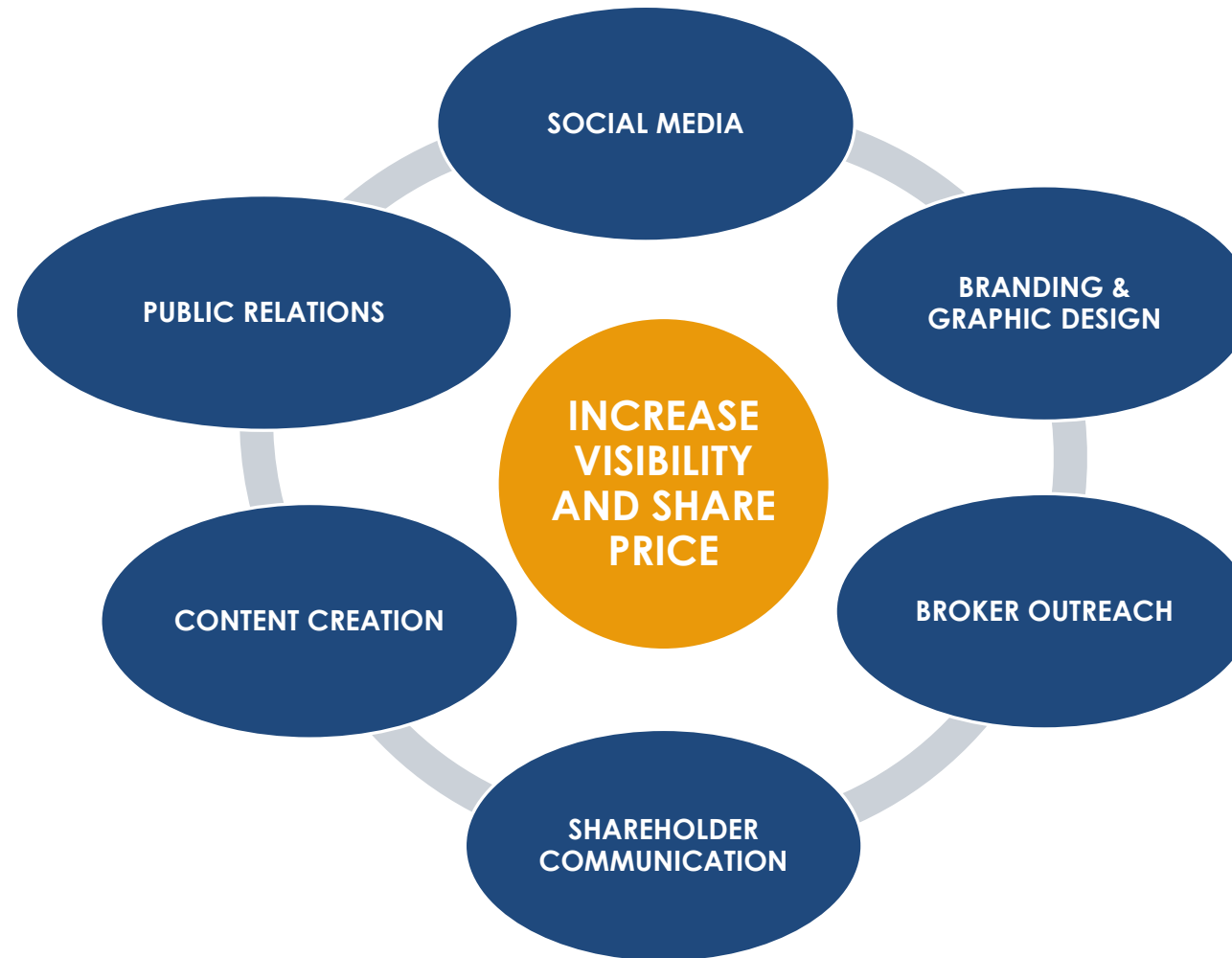
CHF Capital Markets' team consists of high-profile communications and investment industry specialists who provide individually crafted solutions for clients operating in a broad range of industries:

MINING | BIOPHARMACEUTICAL | HEALTHCARE | FINTECH |
TECHNOLOGY | OIL& GAS | SPECIAL SITUATIONS



How to Cut Through the Clutter

Through a multi-pronged capital markets approach



A low-angle, upward-looking photograph of several tall skyscrapers against a clear blue sky. The buildings are made of glass and steel, with their lines converging towards the top of the frame. A dark blue horizontal band is superimposed across the middle of the image, containing the text 'OUR SERVICES' in white.

OUR SERVICES



Corporate Communications

- Writing and editing of news releases, pitches, newsletters and blogs
- Creating and updating presentations, factsheets and financial materials
- Preparing conference call scripts, Bay Street Q&A and interview briefings
- Managing client's investor lists



Stakeholder Engagement

- Acting as a liaison between a client, its shareholders, investment industry professionals and media
- Answering shareholder emails and calls
- Maintaining contact records





Digital & Social Media

- Expanding client's online presence
- Creating content for client websites and social media channels
- Growing client's audience on Twitter, LinkedIn, Facebook and other platforms, both organically and by running strategic ad campaigns
- Sharing client press releases on the CHF social media channels
- Featuring client stories on CHF's E-newsletters and weekly blogs
- Hosting webinars and video interviews with a client



Investment Industry Outreach

- Organizing roadshows, webinars, conference calls and meetings with brokers, analysts, investment bankers and individual investors
- Getting feedback after the meetings to further improve the materials, pitch and client's presentation techniques
- Keeping investment community updated on the client's progress
- Facilitating introductions to aid clients with their financing efforts



Graphic Design & Branding

- Website audits
- Designing, updating and rebranding client's marketing and corporate materials, including logos, presentations, banners, corporate structure charts, etc.

Before

 **BENTON**
RESOURCES INC.

After

 **BENTON**
RESOURCES INC.



CHF Blogs, e-Newsletters, Webinars and Q&A's

- Opted-in subscribers to our blog (500+) receive timely news items and events
- Subscribers to our eNewsletters (5,000+) read stories highlighting client businesses in a storytelling format
- Q&A (written or video) is another effective tool that addresses questions from the investment community
- Webinars are designed to increase audience awareness, engagement and give an opportunity for investors to communicate with the Management

CHF Services Summary

PROGRAM

Social Media and Digital Communications (CHF + Issuers)

Press Releases (writing, editing and setting up on the newswire)

Media Relations and PR

CHF eNewsletter Spotlight – 4-page article

CHF Blogs

Roadshows (meetings with investment community + feedback report)

Graphic Design and Marketing Materials

Special Events Coordination and Assistance (2 major events and conferences included)

Shareholder Communication & List Management



Contact Us

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