

## More than investor relations!

Providing hands-on, responsive service to TSX listed issuers and pre-public companies is what we do. With a focus on investor relations advice and support we have also built a suite of services to help companies move their strategic goals forward in other areas.

We may surprise you. For responsive support and advice on your internal and external communications initiatives, we can assist.

### Internal communications programs...we conceptualize, train and host

We have experience in designing unique internal training programs and workshops to give professionals the tools they need to communicate more effectively.

Working with an international pharmaceutical company, The Capital Lab developed a customized approach for senior professionals to improve their sales force meetings. We facilitated meeting agendas, moved large groups of busy executives towards specific goals and tasks and made recommendations on how to simplify and improve large, national meetings.

We have experience consulting with executives on how they can improve their communications to director and C-level executives. Please contact us for more information on how we can consult 1 to 1 or in small group settings to improve internal communications, for initiatives including:

1. Coaching to improve content, delivery and the 'ask' in powerpoint presentations
2. Communication workshops for teams: ice breakers, team building and strategy sessions.

*Providing the most responsive executive support available for growing public companies*

## Outsourced corporate secretary...we do it all from warrant exercises to board books

The corporate secretary function requires speedy follow-up, document diligence and a robust knowledge of disclosure and filing processes for TSX issuers. The Capital Lab can take care of all your needs in this function:

- Manage the shareholder registry, stock option and warrant exercises
- Coordinate and manage boardbooks and director relations
- Provide training on materiality, disclosure and insider trading rules and obligations to company employees
- Maintain minute books
- Provide filing services

## Data rooms, research and deal coordination...efficient transaction coordination

In the event of an acquisition or financing, we can support your process. We have organized virtual data rooms for issuers with only 24 hrs notice, getting the data room in working order within 48 hours. We can coordinate prospectuses, AIFs and other agreements such as perfection agreements to alleviate the coordination process internally.

We believe in efficiency and the elegance of simplicity. Once your data room is set up, we make sure it is ready for the time it is needed.

## Industry strategic analysis

Looking for a synopsis of the company's performance relative to industry?

If you need trading analysis, comparable company analysis or industry benchmarking for key performance indicators, we can produce the results you need on a timely basis for both special reports or on an ongoing basis as a management tool. Full development of investment opportunity presentations to BODs and for business development efforts is also possible.



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## We coach and train...on street accepted presentation methods

Presenting to audiences large and small does not come naturally to everyone. For presentation coaching, presentation preparation and dry-runs we can set you up for success.

From complete presentation overhauls, to scripting and development of key messages, we can work with you to develop a format and style that works uniquely for your team and your company.

All areas of investor presentations can be covered:

- Market expectations
- Challenging situations (i.e. missed guidance, restructuring)
- Managing large groups
- Financing and M&A communications
- Language barriers
- Presenting in a team: what works, what does not

## We do TSXV to TSX migrations

The process of migrating from the TSX Venture to the TSX involves a lengthy process of documentation provided to the TSX so that you receive timely approval. The Capital Lab provided suggestions on this process in a previous Bulletin in 2010 (available on request).

Working with the TSX, your legal team and company management. We are an extension to your team shepherding through the documentation so you can get approval efficiently, and with little to no headache!

## MD&A overhauls and improvement

How does your Management's Discussion and Analysis document rate to peers? Does the MD&A meet current standards of information disclosure and adequately summarize management's view of the accounting of the business? How can the communications style, language, information and visuals be improved?

We are experienced at providing in-depth analysis of your MD&A and areas for improvement you can rely on

us to do a full peer review, make recommendations and develop a complete template for future MDA reports.

## Media training...don't talk to media without it

Let us assist you with your media efforts. Experienced in a variety of media situations, we can help you navigate many different types of media situations to ensure the management team is prepared and comfortable in this communication style. The most important thing to remember is that media respect executives with media training: both the executive and the journalist get more of what they want! Consider initiatives such as:

- Small group and 1 on 1 mock interviews
- Media training for the CEO in special situations
- Crisis management and media response

## Website development

We provide web solutions large and small, from tweaking current web sites and incorporating best practice from an investor relations perspective, to managing the complete redevelopment and repositioning of the website. We work with your budget and time frame to prepare clear, correct and impactful web content. A proper website is a marketing tool which not only provides a repository of information on the company but also acts as a means to crystallize and deliver the company's corporate strategy and investment benefits.

We have developed new website for CSR specific initiatives, and also redeveloped websites for newly public companies. Our design philosophy ensures a modern and contemporary look and feel, with minimal clutter.

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## Community

**Please see our website for more information on our commitment to community initiatives.**

[www.thecapitalab.com/community](http://www.thecapitalab.com/community)

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*Please talk to us in more detail on any of the above initiatives.*

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**The Capital Lab** : strategic investor relations and business development. [www.thecapitalab.com](http://www.thecapitalab.com).

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