



## annual reporting package

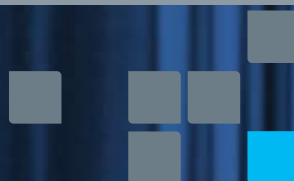


### Clear and cost-effective communications option for unclear times.

Communicating clearly with your shareholders in today's market is critical. So is spending your money more effectively and efficiently. Achieve more for less. It's that simple.

**Equicom is pleased to introduce:**

- Premium Annual Report Wrap
- PDF e-Annual Report
- AGM PowerPoint Presentation
- Notice of Annual Meeting Press Release
- Premium Plus Webcast of AGM including a Podcast
- Exposure on TMXmoney.com





## annual reporting package

Making an investment decision is a tough choice and shareholders and analysts want the information needed to make the right one. They want to know how a company's key achievements, investment proposition and growth strategy combine to build shareholder value.

At Equicom Group (Equicom), a wholly-owned subsidiary of TMX Group, our primary focus is helping issuers optimize the impact of their financial and corporate communications. By optimizing, we mean the rapid transfer and lasting recall of key messages — all in a cost-effective manner!

### tell the whole story — Premium Annual Report Wrap

Good annual reports work. Bad annual reports don't.

The modern annual report (AR) is about strategy and your future; it's not only about past results. The Premium AR Wrap ("wrap") was developed for those issuers looking for a strategic, cost-effective alternative to a traditional AR. The wrap will fulfill all regulatory requirements while providing the added value of professional design that tells your company's story with impact.

The Premium AR Wrap includes:

- Development of your key messages by Equicom's Strategic Design team
- Design concept and layout of the front and back covers plus an additional eight pages at the beginning of the wrap, including a typeset Letter to Shareholders'
- Proof-reading and supply of print-ready files



CryoCath Annual Report



Helix Annual Report



AXIA Annual Report

### be accessible — PDF e-Annual Report

Most investors in today's market look to the Internet to meet their information needs.

As part of this special offer, we will take your annual report and create a dynamic and interactive PDF that is indexed, allowing users to easily access specific sections on-line and to download or print these sections.



## communicate more – AGM PowerPoint Presentation

While your annual report is an effective communications tool, once a year, issuers have the opportunity to interact directly with shareholders at their annual general meeting (AGM). We will build a high-quality presentation to support your AGM that can be easily updated for use in investor meetings throughout the year.

The presentation will incorporate your company's key strengths and tell your story in a way that will be remembered by shareholders and the professional investment community. By combining high retention messaging along with strong visual support, our presentations ensure that corporate messaging is consistent, clear and impactful.

Your investor presentation will include:

- The distillation of key messages from your annual report
- The complete development and design of a 20-slide PowerPoint presentation.



SemBioSys Presentation



Mercator Minerals Presentation



LAB International Presentation

## go national – Notice of Annual Meeting Press Release

Equicom will disseminate your Notice of Annual Meeting press release announcing the details of your upcoming AGM across our exclusive Equicom Disclosure Network (EDN) newswire, which is a national network targeted at the media and investment community<sup>2</sup>.

## say it clearly – Premium Plus Webcast of AGM including a Podcast

In today's market, stakeholders are global.

We bring your AGM to the world through a Premium Plus Level<sup>3</sup> audio webcast with viewer-driven slides. For those who could not attend your AGM in person, the webcast will remain on-line for 12 months. A podcast is also included for investors who are on the go, and this permanent audio file can also be posted on your website.

## get noticed – TMXmoney.com

Your notice of meeting and a link to all of your annual reporting materials will be created and hosted on tmxmoney.com.

TMX Money is a leading financial website serving over 1.2 million Canadian and U.S./International investors every month.

## Price: \$25,000

Translation, photography, 3d illustration, printing of annual reports, or mailing costs are excluded, or quoted separately on request. Coordination of regulatory deadlines, mailing quantities with Transfer Agent and Broadridge, AGM venue booking and more – Equicom can offer guidance or quote separately on request.

<sup>1</sup>Letter to Shareholders – text provided by issuer or quoted separately on request

<sup>2</sup>Annual Meeting press release – maximum word count 500 words

<sup>3</sup>Premium Plus Webcast includes:

Up to a 90 minute single AUDIO stream with viewer driven slides, Windows Media Player AND/OR Real Player, Corporate Logo with a link to your website, Forward Looking Statement Acknowledgement, one photo of key speaker, event description and corporate profile, registration of webcast attendees, and registration page – client branded, Q&A chat, Tell-a-friend e-mail link, 1,000 simultaneous live listener capacity, podcast viewer statistics, unlimited archive listener capacity, 365 day archive and podcast

## For more information, please contact:

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