

The background of the slide is a grayscale photograph of a modern office building's observation deck. Three people are silhouetted against a large window that offers a panoramic view of a city. The Peterson Capital logo, consisting of the name and a stylized blue and white graphic, is centered in the upper half. Below it, the title 'The Power of Retail' is written in a bold, sans-serif font. In the bottom right corner, there are three diagonal stripes in shades of blue and white.

# Peterson Capital

## The **Power** of Retail

# The Power of Retail

*“We help our clients tell a compelling story and sell it to Canada’s largest independent network of retail Investment Advisors.”*

Peterson Capital helps unleash **The Power of Retail** to investors for the benefit of our public company clients.

We introduce Canada's best and fastest growing public companies to our vast network of Investment Advisors, family offices and their clients from coast-to-coast, and into Europe.

We know **The Power of Retail**. We've been doing this for nearly 30 years. The Investment Advisors we work with know us, trust us, and open their doors to us. We have access to a pool of more than \$15 billion of discretionary retail investment funds.

And we know how to tell a story that resonates with retail investors. Your story.

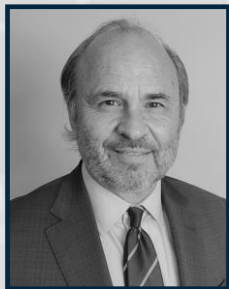
We know how to tap into **The Power of Retail**.

# Peterson Capital

**We build your story.**

**We share your story.**

**We tap into the Power of Retail.**



**Rick Peterson, Chair**

More than 30 years in Canadian capital markets. Investment Advisor, institutional sales, investment banking experience & senior roles at Midland Walwyn Capital Inc., Merrill Lynch Canada, Yorkton Securities and HSBC Securities.

Founded Peterson Capital in 2003.

# Building Your Story

Professionals who help you frame and deliver a compelling message across multiple platforms and specifically tailored to retail advisors and their clients.

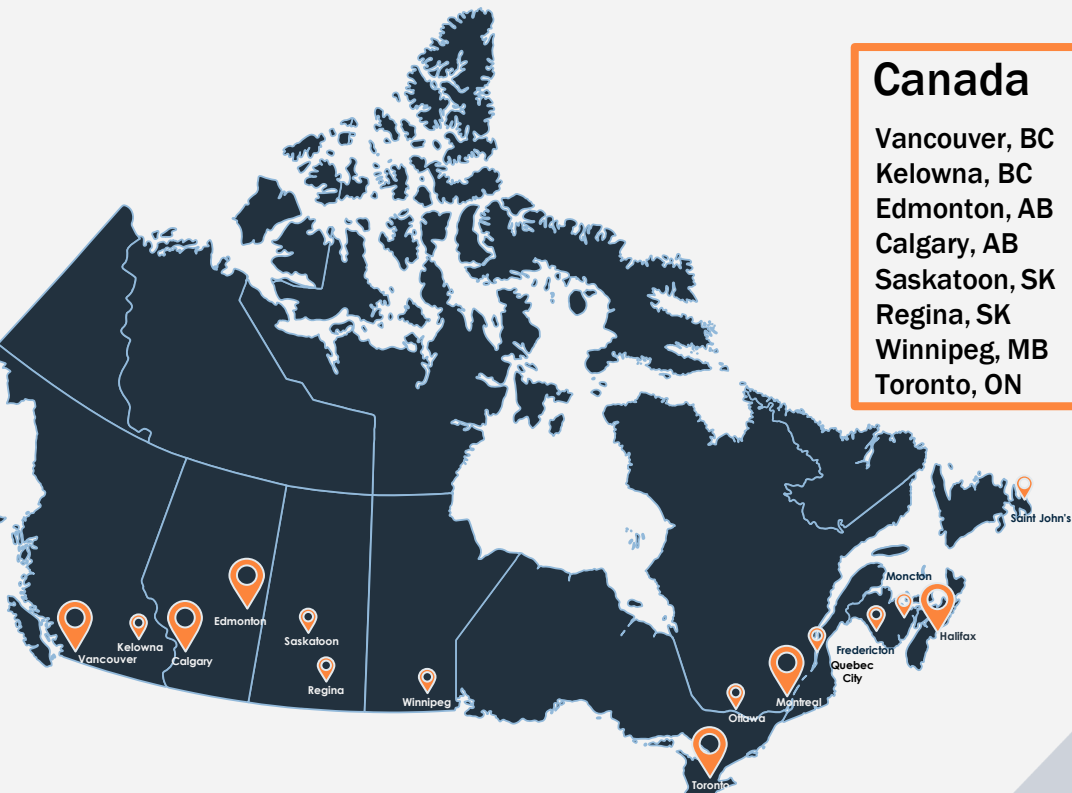
Our goal is to inspire investors with your blue-sky vision and to instill trust in you as an effective leader.

- ✓ Our executive presentation session will train the executive team to deliver a succinct and powerful message.
- ✓ A fact sheet and more detailed presentation highlight your story, as well as important milestones and catalysts. These are key marketing pieces that we update as required.
- ✓ Our daily global media monitoring service captures what the world is saying about you, which we sort, rank, and summarize for retail investors.
- ✓ All the material that supports your story is placed on our website, posted to social media, sent to our investment network, and delivered directly to you.
- ✓ Honest and direct daily meeting feedback.



# Sharing Your Story - Our Canadian Network

To more than \$15 billion in discretionary retail capital through our network of Investment Advisors and their clients.



## Canada

Vancouver, BC  
 Kelowna, BC  
 Edmonton, AB  
 Calgary, AB  
 Saskatoon, SK  
 Regina, SK  
 Winnipeg, MB  
 Toronto, ON

Ottawa, ON  
 Montreal, QC  
 Quebec City, QC  
 Saint John, NB  
 Moncton, NB  
 Fredericton, NB  
 Halifax, NS

## One of Canada's largest Investment Advisor Networks

	Investment Dealers	# of Advisors
1	TD	2000
2	Manulife Securities	1900
3	RBC	1700
4	CIBC	1400
5	Bank of Montreal	1300
6	<b>Peterson Capital *</b>	<b>919</b>
7	Bank of Nova Scotia	600
8	National Bank	500
9	Raymond James	480
10	Industrial Alliance	250
11	PI Financial	200
12	Richardson Wealth	188
13	Canaccord Genuity	148
14	Leede-Jones Gable	140
15	Mackie Research	100

\*Total Investment Advisors we work with found in ranks of investment dealers - IA totals effective May 2021

# Sharing Your Story - Our European Network

Our European Capital Markets team of bilingual investor relations experts will work with you to ensure your story is set for success. We will introduce you to Europe's leading fund managers, family office, and high net worth investors who know and appreciate Canadian stories and are genuinely interested in your company.

Our extensive network is comprised of more than **100 investors across the major financial hubs**, providing a unique opportunity to gain exposure to European capital markets.

We offer individual in-person meetings, investor luncheons, one on one breakfast, lunch, or dinner meetings, and of course, zoom meetings.

## European Capital Markets Team



Amie Lauder  
Head (Paris)



Nicole Loghin  
Sr VP (Mallorca)



Mathieu Giusti  
Associate (Paris)



Robert Séguin  
Partner, Westmount Capital (Geneva)



Paris



Milan



Geneva & Zurich



Madrid



Monaco



# Peterson Capital Clients in Europe

Year to Date - 2022



MiniLuxe



# Recent Client Testimonials



**"While working with Peterson Capital, Teranga was introduced to a very broad and deep network of retail investment advisors across Canada who opened their door to us because of their strong relationships with the highly professional Peterson Capital team."**  
Trish Moran, Former Head of Investor Relations, Teranga Gold Corp. - Canadian Platform



**"In addition to introductions to engaged, high-quality Investment Advisors, Peterson Capital helped us adapt our pitch and investor presentation in a way that resonates clearly with a retail audience. The team understands how to tap into "the power of retail" in a way that clearly sets them apart from their peers."**  
Trent Mell, CEO, Electra Battery Metals - Canadian Platform



**"We've worked with Peterson Capital since early 2018...We've tripled the liquidity in our stock trading since we've been introduced to their network...They've been involved directly in every financing we've done since then. As a Quebec-based company, we're more than pleased that several members of the Peterson team are fluently bilingual."**  
Frédéric Dugré, President & CEO / President et chef de la direction, H2O Innovation - Canadian & European Platform



**"When Peterson Capital calls, I answer. They are professional, focus on quality opportunities, and I have developed a productive working relationship with them and look forward to continuing our relationship."**  
Investment Advisor, Industrial Alliance Securities Inc.



**"The Peterson Capital European Capital Markets Team scheduled some of the most impactful retail meetings we have had since being public. Each day we got feedback both from the team and from the investors to improve our messaging and communication. With this, they not only worked with our presentation but their own. It seemed this dynamic team is looking for all-win investments where they have selected companies and investors to work together that have similar interests and timelines. I was truly impressed by the work they did and can't imagine not doing it again if invited."**  
Jesse Douglas, CEO of Green Impact Partners – European Platform



**"I found the luncheon events in Geneva and Zurich to be well attended, with quality investors who asked intelligent questions. The people I met constitute strong potential to create long lasting relationships with patient investors. The events were well organized, Peterson Capital also scheduled complementary meetings before and after the luncheons, in order to maximize the use of my time. They were always professional, cordial, and provided me with whatever assistance I needed. I would definitely do the events again at the same locations for follow-up, or at new locations to expand reach."**  
Sean Krakowsky, CEO of Nanalysis Scientific – European Platform

## RAYMOND JAMES

**"I have worked with Peterson Capital for many years and have found the Peterson Capital team very valuable for meetings with interesting companies, providing research and updates on companies of interest, and helping us maintain relationships to allow access to help those businesses with their financings.."**  
Senior Wealth Advisor, Raymond James Ltd.

To hear what they are saying about us, please visit our website at:

<https://www.petersoncapital.ca/testimonials>



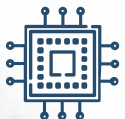
# Industry Agnostic

We let you be the expert in your own subject matter – what we know is how to communicate your message to a retail audience to maximize impact and their understanding.

For a full list of our past and present clients, please visit our website at:  
<https://www.petersoncapital.ca/active-clients>



LIFE SCIENCES



TECHNOLOGY



SPECIAL SITS

OIL & GAS



GREEN ENERGY



MINING



# Client Financings Supported



- **Western Alaska** - \$ 5 million private placement May 5, 2022

- **ROK Resources** - \$17.3-million equity offering March 4, 2022

- **Surge Energy** – \$130-million term debt financing December 09, 2021

- **Now Vertical** – \$17-million overnight marketed public offering November 11, 2021

- **Integra Resources** – \$17-million bought deal September 17, 2021

- **Converge Technology Solutions** – \$259.02-million bought deal August 24, 2021

- **Valeo Pharma** – \$10M bought deal financing June 8, 2021

- **CubicFarm Systems** – initial TSX listing, bought deal financing 2020-21 ~\$36.2M

- **Converge Technology Solutions** – six oversubscribed bought deals 2020-21 ~\$41.4M

- **Bloom Health Partners** – \$1.27million private placement May 14, 2021

- **Surge Energy** – oversubscribed bought deal May 13, 2021 ~\$23M

- **H2O Innovation** – secondary financings ~\$38.7M, 3 acquisitions 2018-21

- **Tetra BioPharma** – secondary offerings 2020-21 ~\$23.5M

- **Zenabis** – initial TSX listing, participation in three secondary financings 2019-20 ~\$75M

- **Helius Medical Technologies** – secondary offerings 2018-20 ~\$7.3M



# Vision, Mission, & Values

## Trust is Our Competitive Advantage; Respect is Our Currency; Professionalism is Our North Star.

### Values

**Do The Right Thing:** Integrity is the foundation for everything we do. We are admired and respected for our commitment to integrity, trust, and transparency. We respect ourselves and everyone that we work with, as well as our profession and how we conduct our business. We do the right thing — even when no one is watching.

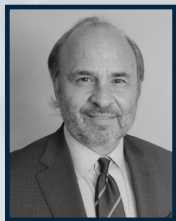
**Build Relationships & Deliver Results:** Relationships deliver results because we can't do our jobs without each other on a strong foundation of teamwork. We're all about providing great service - to clients, to investment advisors, to our communities, and to each other. A true champion of the is mindset takes pride in knowing that we're making a real difference by working together.

**Stronger United:** We work smartly, take care of our team, and have fun to ensure the sustainability and success of our organization. We are stronger united than alone. We see the value in different views and experiences, so we celebrate and embrace diversity in our team and everyone that we work with.

**Play Big:** Being a leading connector in the capital markets space requires unrivalled vision, innovation, agility, and execution. We never settle — in everything we do, we challenge our ideas of what's possible in order to better meet the needs of everyone that we work with. We deliver outstanding results by establishing a culture of exceptional execution and rewarding those who create great outcomes.

**Be Passionate:** Care about your work and take pride in what you do. Our passion drives us to work with great urgency and to hold each other accountable. We extend our passion beyond our day jobs and believe in supporting our communities and elevating ourselves and everyone around us. We act with purpose and are intentional about the goals that we set out to achieve.

# Our Team



**Rick Peterson**  
Chair  
Edmonton



**Jennifer Langford**  
CEO  
Vancouver



**Greg Stumph**  
President & COO  
Edmonton



**Amie Lauder**  
Head – European Capital Markets  
Paris



**Amy Hoey**  
Vice President  
Vancouver



**Adam Woodward**  
Vice President  
Calgary



**Doug Doull**  
Vice President  
Toronto



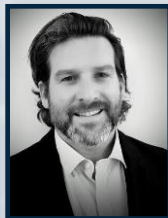
**Tim Skoubouris**  
Vice President  
Toronto



**Nicole Loghin**  
Vice President  
Toronto / Mallorca



**David Kean**  
Vice President  
Moncton



**Alexis de la Renaudière**  
Sales Associate  
Montreal



**Donna Larson**  
Sales Associate  
Grande Prairie



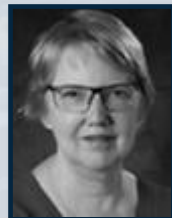
**Mathieu Giusti**  
Sales Associate  
Paris



**Robert Séguin**  
Partner Westmount Capital  
Geneva



**Benjamin Zumstein**  
VP European Sales  
Geneva



**Ute Koessler**  
Communications Manager  
Vancouver



**Cameron Ray**  
Marketing Manager  
Kelowna



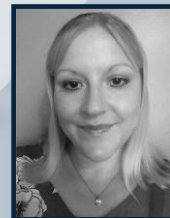
**Erin Krushelnicki**  
Client Engagement  
Calgary



**Thanasi Pananos**  
Data Analyst  
Edmonton



**Sarah Osagle**  
Executive Assistant  
Edmonton



**Angela Guignon**  
Administrative Assistant  
Edmonton



**David Clement**  
Media Analyst  
Toronto



**Barry Kuntz**  
Presentation Specialist  
Toronto

# Peterson Capital

## The Power of Retail

# *Thank You!*

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[www.petersoncapital.ca](http://www.petersoncapital.ca)

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London Paris - Geneva - Zürich - Monaco - Milan - Dubai