



INVESTOR RELATIONS SALES PRESENTATION / MARCH 2025

Alliance Advisors IR Division

- > Partner with public and private companies
- > Serve as outsourced IR and/or IRO support
- > Implement custom-designed, strategic IR programs
- > Support clients' capital markets and business objectives
- > Serve issuers across multiple sectors and market caps



Maximizes IR opportunities;
minimizes cost of capital



45 EMPLOYEES

70 PUBLIC
CLIENTS

~\$500M AVG.
MARKET
CAP

14 PRIVATE
CLIENTS

16 MARKET
SECTORS

5 OTHER
CLIENTS

Broad Industry Experience

Advising Companies in a Variety of Sectors



Healthcare

- > Biotechnology
- > Diagnostics & Imaging
- > Health IT
- > Healthcare Distribution & Services
- > Medical Devices
- > Pharmaceuticals



Multi-Sector

- > Aerospace/Defense
- > Artificial Intelligence
- > Cleantech
- > Consumer
- > Cryptocurrency
- > Energy
- > Enterprise Infrastructure
- > Financial Services
- > Industrial & Diversified Growth
- > Internet & Digital Media
- > Mining / Resources
- > Real Estate / REITs
- > Semiconductors & Semi Equipment
- > Software & Services
- > Sustainable
- > Telecom
- > Wellness & Leisure
- > MORE!

Customized Programs at Any Stage – From Pre-IPO to Growth & Mature Companies



Working with In-House IR vs Full Service

Supporting In-House IR Teams

- > We are additive – supplement / support the busy in-house IR Professional (often a team of one)
- > Expert guidance on messaging, investor targeting, and market positioning.
- > Deliver ownership insights, peer analysis, and sentiment tracking.
- > Facilitate intros to investors, analysts, and key capital market players.
- > Activism communications support
- > Enhance earnings scripts, investor decks, and corporate materials.
- > Event planning support
- > Graphics / creative

Full-Service Investor Relations – No In-House IR Team

- > We develop and execute a comprehensive IR strategy
- > We craft compelling narratives that enhance visibility and attract long-term investors.
- > We identify, engage, and nurture relationships with institutional and retail investors globally
- > We manage all investor-facing materials, including earnings scripts, decks, and disclosures.
- > We handle all aspects of quarterly earnings, roadshows, and investor days, ensuring seamless execution.
- > We act as your IR department, eliminating the need for an in-house team while providing full-scale, strategic investor relations execution.



IR on Demand: Flexible Support When You Need It

A flexible block-of-hours service designed to provide you with expert investor relations support when you need it most. Perfect for companies looking to scale their IR efforts, address immediate challenges, or access professional guidance without a long-term commitment.



Great opportunity to get our foot in the door – and be the first phone call for the bigger assignments (activism and crisis, investor days, all other Alliance products and services).



Secure Your Hours



Get to Work



Track Progress



Reload

Alliance Advisors IR Services

Comprehensive Suite of Complementary Offerings

Strategic IR & Counsel

Communications & Positioning,
QE Reporting, IR Collateral,
Relationship Management, Board
Reports

Perception Studies

External & Internal Audiences

Transaction & Capital Markets Support

Pre-IPO/IPO Support, Uplisting,
M&A, Capital Raises

IR Events

Investor & Analyst Day, Research
& Development Day, Technology
& Product Webinars

Audience Expansion

Investor/Analyst/Banker
Targeting, Outreach Plans &
Execution Market Intelligence

Crisis & Activism Support

Hostile Bids, Cybersecurity,
Disasters, Missed Guidance, DOJ,
Short Selling, Regulation,
Restatements, FDA...



Alliance Advisors IR Division Is NOT



Boiler Room IR



Capital Raisers



Digital/Native Ads Agency



Booking meetings for the sake of meetings – quality over quantity



Stock Promoters



Success only fees or fee deferral,
no equity, no stock options



Going into chat rooms (other than
for observation)

Addo Investor Relations

Argot Partners

Blueshirt Group

Burns McClellan

Darrow Associates

Gateway IR

Gilmartin Group

Hayden IR

ICR Westwicke

LifeSci Advisors

MZ Group

Russo Partners

Stern IR

The Trout Group



Your Talking Points: Why Us Over the Competition

Strategic support to management and the board – this truly sets us apart! The more we're engrained with management and the board – the more indispensable we are

Seasoned IR professionals, analysts, writers, designers, PR, and digital specialists – each an expert in their field

Many former in-house IR professionals, former buy side and sell side

Full service investor relations, covering everything from strategy and communications to design and digital

We tailor our approach to meet the unique needs of each client, ensuring impactful results

We don't just execute; we bring fresh, bold ideas that set our clients apart in the market

We are accessible, proactive and always available to support our clients when they need us

We don't just check the box; we solve problems, shape narratives, and drive investor engagement

Reputation matters – we are selective about the clients we bring on

01

Monthly Retainers (Cash Only)

- > Customized to each program
- > Competitive within industry norms
- > Could be flexible, depending on needs

02

Additional Services for Existing Client

Bonus fee, identified in contracts

- > Flat fee
- > Hourly rate

03

Project Work for Non-Clients

Door opener

- > Flat fee
- > Hourly rate

Investor Relations: A Solution, Not a Product

IR is about sustained engagement, not just periodic announcements. We build trust with investors over time.

- ✓ Bridging market perception and true value
- ✓ Solving for visibility and engagement
- ✓ Navigating market challenges
- ✓ Enhancing shareholder value
- ✓ Managing complexity
- ✓ Optimizing capital markets strategy

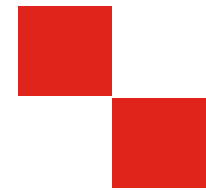


**Your story
starts
here.**

When to Refer Us: Points of Entry

- > Ineffective or stale IR program
- > Dissatisfaction with current IR firm
- > Business performance inflection
- > C-suite turnover
- > Transformation of revenue, assets and/or business model
- > New listing
- > Stock is too closely held or too diffuse
- > CFO not adept at IR or just not interested
- > In-house IR needs support
- > Short attack





Ideal Partnership: Where Does AAIR Succeed?

Profile

- > \$100M – \$3B market cap
 - > Listed on an accredited exchange
 - > Liquid stock
 - > ≥\$5 per share
 - > 1+ covering analyst
 - > Some fundamental institutional ownership
-

Performance

- > Clear strategy articulation
 - > Solid execution
 - > Good reputations
 - > Easy to monitor KPIs
 - > Numerous milestones
-

Intangibles

- > Collaborative, respectful dynamic
- > Long-term focus, realistic expectations
- > Limited IR firm switches



allianceadvisorsir.com

Alyssa Barry
President, Investor Relations
abarry@allianceadvisors.com
604-997-0965

