

# Peterson Capital

Capital markets advisory services to Canada's leading growth companies since 2003

## Meet Canada's Top Investment Advisors & Fund Managers in 90 Days

VANCOUVER - CALGARY - EDMONTON - WINNIPEG - TORONTO - OTTAWA - MONTREAL - SAINT JOHN - MONCTON - FREDERICTON - HALIFAX  
LONDON - PARIS - GENEVA - ZURICH - MONACO - MILAN

### Our Services

We help our clients increase their capital markets support through introductions to our network of Investment Advisors, fund managers and family offices across Canada and in Europe.



**Rick Peterson**  
President



**Michelle Borromeo**  
Vice President



**David Kean**  
Vice President



**Ross Rayment**  
Vice President



**Ben Zumstein**  
V.P. European Inst. Sales



**Nicole Loghlin**  
Business Dev. Associate



**Stephan Peterson**  
Business Dev. Associate

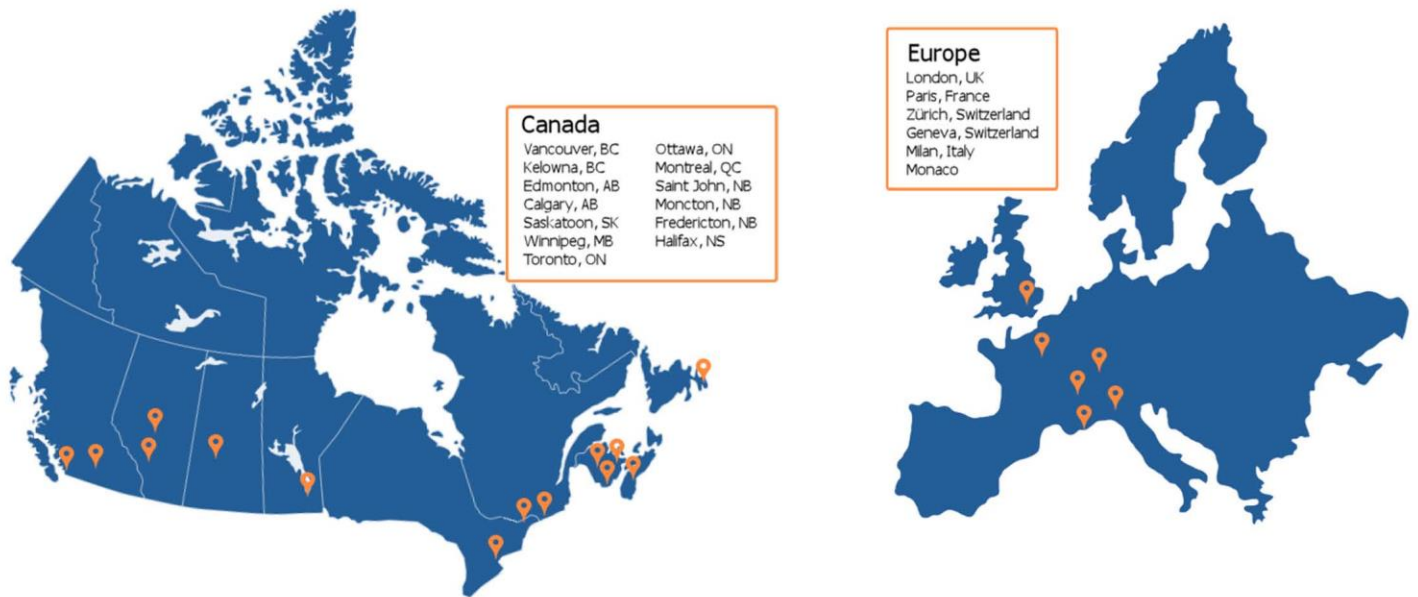


**Angela Guignion**  
Office Manager

### What We Do

- Professional introductions of your company to our network of qualified Investment Advisors and institutional fund managers across Canada, as well as select family offices in Europe.
- A team approach - we work with your internal IR department in a cost-effective and flexible campaign that will leverage your existing IR assets.
- Flexible and cost-efficient – we are fully committed to deliver tangible results to you in 90 days or less. We work on a month-to-month basis, with no long-term commitment, and you can stop at any time by giving us simple notice.

# Peterson Capital



## How We Do It: 3 Simple Steps

1. We will work with you and put together a powerful, retail-focused Fact Sheet that offers the highlights of your company, the Key Reasons to Buy, as well as Milestones and Catalysts. We will then individually call and introduce your story to our member's network who we believe will have a genuine interest in it. Each of our contacts has a different appetite for different stories depending on sector, market cap, liquidity and financing requirements. We focus only on the ones who are best suited to follow your company and support it in the markets.
2. We then set up individual 1-1 meetings with your management team to those in our network who'd like to meet with you. You'll meet face-to-face likely 50-75 IAs & institutional fund managers in this first round of meetings, pitch them personally, and forge a strong relationship.
3. We then follow up with a new round of calls to harvest feedback and comments on your story. We will update our network as you hit Milestones & Catalysts and point out to them the progress in your story.



Contact: Rick Peterson - [rick@petersoncapital.ca](mailto:rick@petersoncapital.ca) - 780.868.6822 - [www.petersoncapital.ca](http://www.petersoncapital.ca)

The information presented on this fact sheet is for information purposes only, and does not constitute an opinion, advice or a recommendation regarding any securities referred to herein. Information presented on this website should be read in conjunction with the prospectus or other offering document for those securities. Peterson Capital is a division of Grignan Holdings Ltd. Neither Peterson Capital nor Grignan Holdings Ltd. is registered in any capacity under applicable securities laws. © Peterson Capital, a division of Grignan Holdings Ltd