

The image features a modern office interior with large windows overlooking a cityscape. Three people are silhouetted against the windows, looking out. The Peterson Capital logo, consisting of the name and a stylized blue and white symbol, is centered at the top. Below it, the tagline 'The Power of Retail' is written in a bold, dark font. The background is a grayscale cityscape with various buildings and structures. In the bottom right corner, there are three diagonal blue stripes. In the bottom left corner, the text 'Q2 2024' is displayed in a dark font.

Peterson Capital

The Power of Retail

Q2 2024

The Power of Retail

*A global network of retail investment professionals
who manage more than \$15 billion of
discretionary equity capital*

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 the UK and Europe.

We know **The Power of Retail**. We've been doing this for 21 years. The professionals we work with know us, trust us, and open their doors to us.

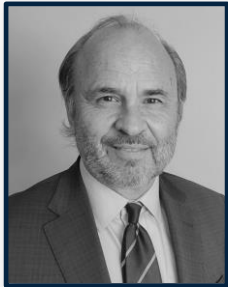
And we know how to tell a story – your story – and “sell” your story in a way that resonates with them.

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

Peterson Capital

1. We **BUILD** your story
2. We **TELL** your story
3. We **"SELL"** your story

We help you 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 “CEO Bootcamp” presentation session will provide clear guidelines on how to deliver a compelling & powerful message to our IA and family office audience.
- ✓ A fact sheet and more detailed presentation highlight your story, as well as important milestones and catalysts.
- ✓ All the material that supports your story is placed on our website and sent to our entire network.
- ✓ Honest and direct meeting feedback.



Greg Stumph
President & COO

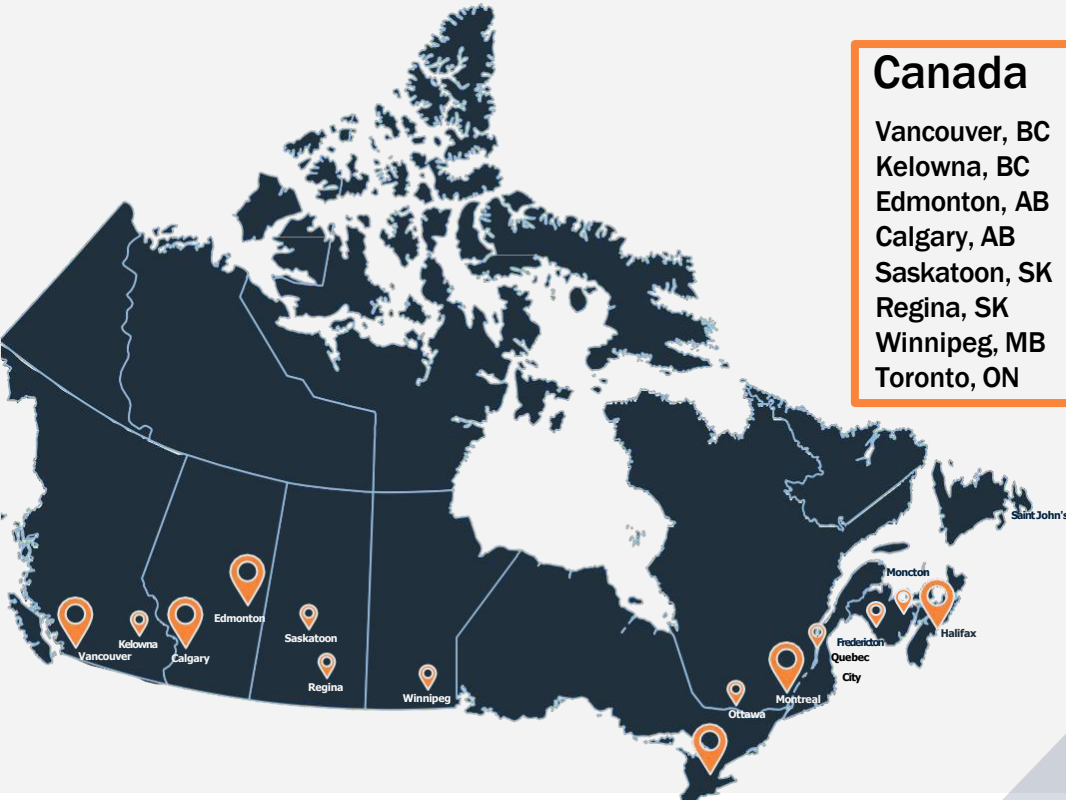


Barry Kuntz
Presentation Specialist



Telling Your Story - Our Canadian Network

Our clients tell a compelling story and "sell" it to one of Canada's largest independent network of more than 900 retail Investment Advisors.



Canada

Vancouver, BC Ottawa, ON
 Kelowna, BC Montreal, QC
 Edmonton, AB Quebec City, QC
 Calgary, AB Saint John, NB
 Saskatoon, SK Moncton, NB
 Regina, SK Fredericton, NB
 Winnipeg, MB Halifax, NS
 Toronto, ON

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	Peterson Capital *	919
7	Bank of Nova Scotia	600
8	National Bank	500
9	Raymond James	480
10	Industrial Alliance	250
11	PIFinancial	200
12	Richardson Wealth	188
13	Canaccord Genuity	148
14	Leede-Jones Gable	140
15	Mackie Research	100

*TotalInvestmentAdvisors we workwith found in ranks of investment dealers - IA totaleffective May 2021

Telling Your Story - Our European Network

Our European and UK Capital Markets team will work with you to ensure your story is set for success. We will introduce you to more than 125 leading fund managers, family office, and high net worth investors.

We are with you every step of the way. We highlight your story, make your trip enjoyable, and assure prompt, clear and direct feedback with follow-up ideas after every single meeting.



Tony Reda, President & CEO, Director & Founder of Tectonic Metals



“Selling” Your Story

Once your roadshow has been completed, the real work of converting these new contacts to becoming new shareholders begins. We are there to help you truly “sell” your story.

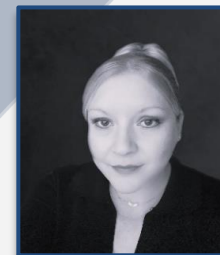
- **Data mining:** a deep dive into the feedback and commentaries we receive and find out where to best deploy your time and attention for maximum results. We'll follow-up with research or background material, highlight your catalysts, provide market comparables and deliver your company's messaging in a clear, concise and accurate way.
- **Personal contact:** prioritize follow-up calls, discussions with management and board members, and reach out to independent research analysts for their views and commentary on our clients or the sector. We will schedule meetings, conference calls and personal 1-1 meetings where possible.
- **Profile support:** introduce your story to earned media outlets to increase your profile and exposure to the key management team.
- **News Distribution:** Highlight your catalysts, milestones and key events to our entire Peterson Capital database of more than 2,500 investment industry professionals across Canada, the UK and Europe.



Rick Peterson
Chair



Greg Stumph
President & COO



Angela Guignon
Manager of Operations

Client roster 2023-2024 (Q2)



Our Team



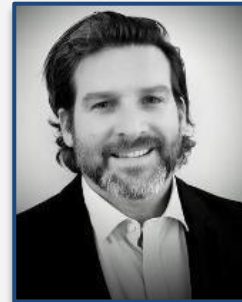
Rick Peterson
Chair
 Edmonton, AB



Greg Stumph
President & COO
 Edmonton, AB



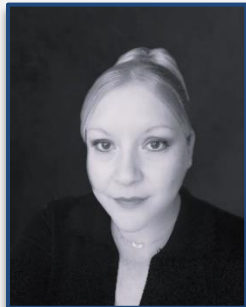
Bob Mawhinney
Sr. Vice President
 Vancouver, BC



Alexis de la Renaudière
Managing Director
 Montreal, QC



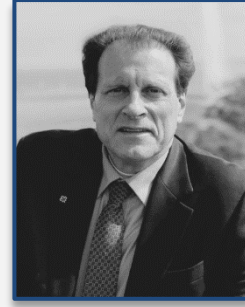
David Kean
Vice President
 Fredericton, NB



Angela Guignon
Manager of Operations
 Edmonton, AB



Barry Kuntz
Presentation Specialist
 Toronto, ON



Robert Séguin
Managing Director
 Geneva, Switzerland



Nicole Loghin
Senior Vice President
 Toronto/Mallorca



Peter Cowan
Vice President
 London, UK

Peterson Capital

The **Power** of Retail

Thank You!

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www.petersoncapital.ca

Vancouver - Calgary - Edmonton - Winnipeg - Toronto - Ottawa - Montréal - Quebec City - Saint John - Fredericton - Moncton - Halifax
Berlin - Dublin - Frankfurt - Geneva - Hamburg - London - Lugano - Paris - Monaco - Milan - Munich - Zurich