



Meadowbank Strategic Partners Inc.

SCALABLE INVESTOR RELATIONS SOLUTIONS

Why Choose Meadowbank?

- Experienced in providing scalable IR services to a range of issuers across various industries
- Knowledge of industry best practices as well as stock exchange rules and securities commission regulations
- The Meadowbank Method™ – a unique process honed through experience
- Access to over 80 third-party service providers to enhance the core IR function
- Strategic partners who are experts in financial analysis; investor outreach and non-deal road shows; sustainability; as well as presentations, social media and websites
- Longstanding member of the Canadian Investor Relations Institute

About the Firm

Meadowbank Strategic Partners Inc. (“Meadowbank”) is the investor relations (“IR”) focused consulting firm of Nick Kuzyk, MBA.

The firm exists to help clients create value through IR and tackle other important work not getting done in certain key areas, due to a lack of time, energy and/or human capital.

Meadowbank also exists to offer senior executives and boards of directors the option of having work done discretely on confidential opportunities by an external party.

Meadowbank is a proud member of the:



Mission & Vision

Mission Statement

To create enduring value for clients through investor relations and the firm's other practice areas, while operating with integrity and a focus on great service.

Vision

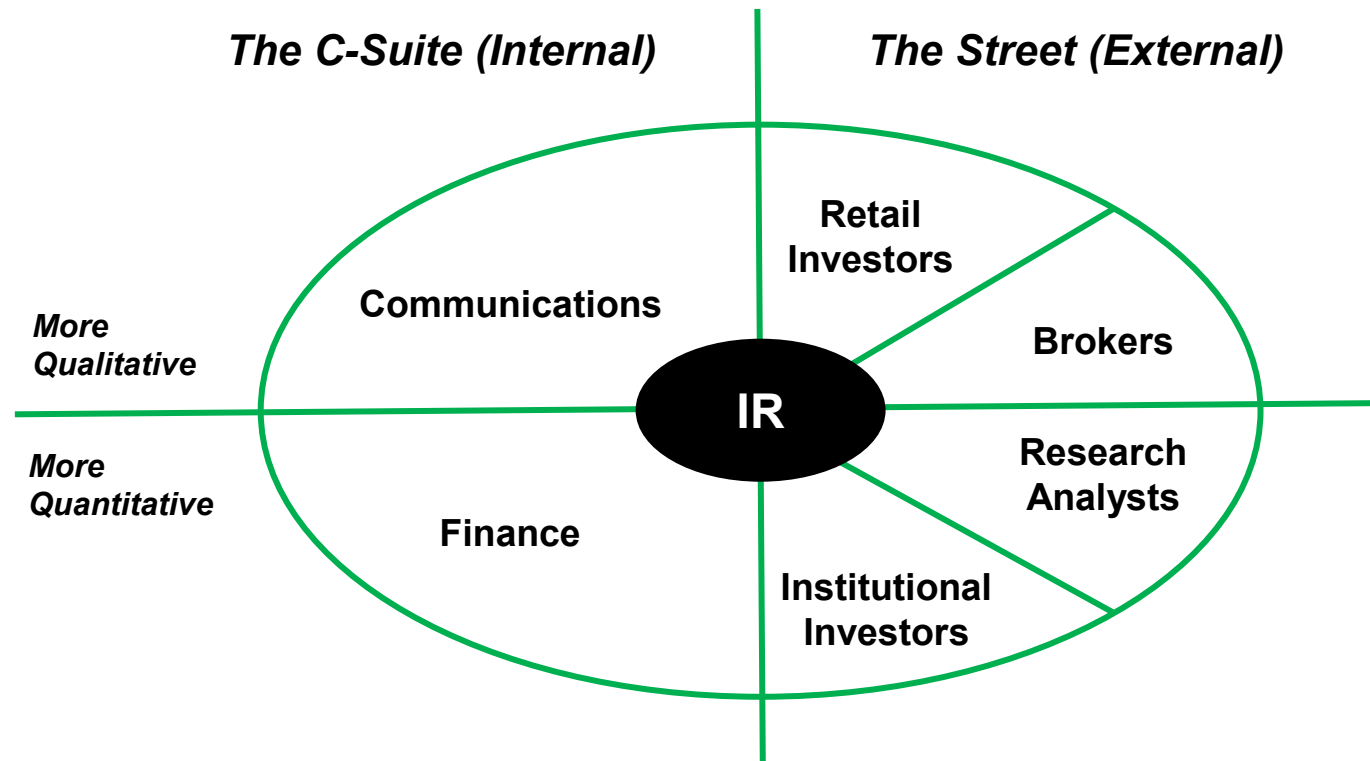
To become indispensable to a diverse portfolio of excellent clients around the world, with the mutual benefit of ongoing learning and transformational growth over time.

Five Core Values

- **A Clear Conscience** – Be Equitable To Sleep Soundly
- **Benevolence** – Care, Give and Be Happy
- **Effort** – Work Hard and Always Be Willing to Try
- **The Golden Rule** – Treat Clients As You'd Like To Be Treated
- **Optimism** – Have A Predisposition To Saying Yes

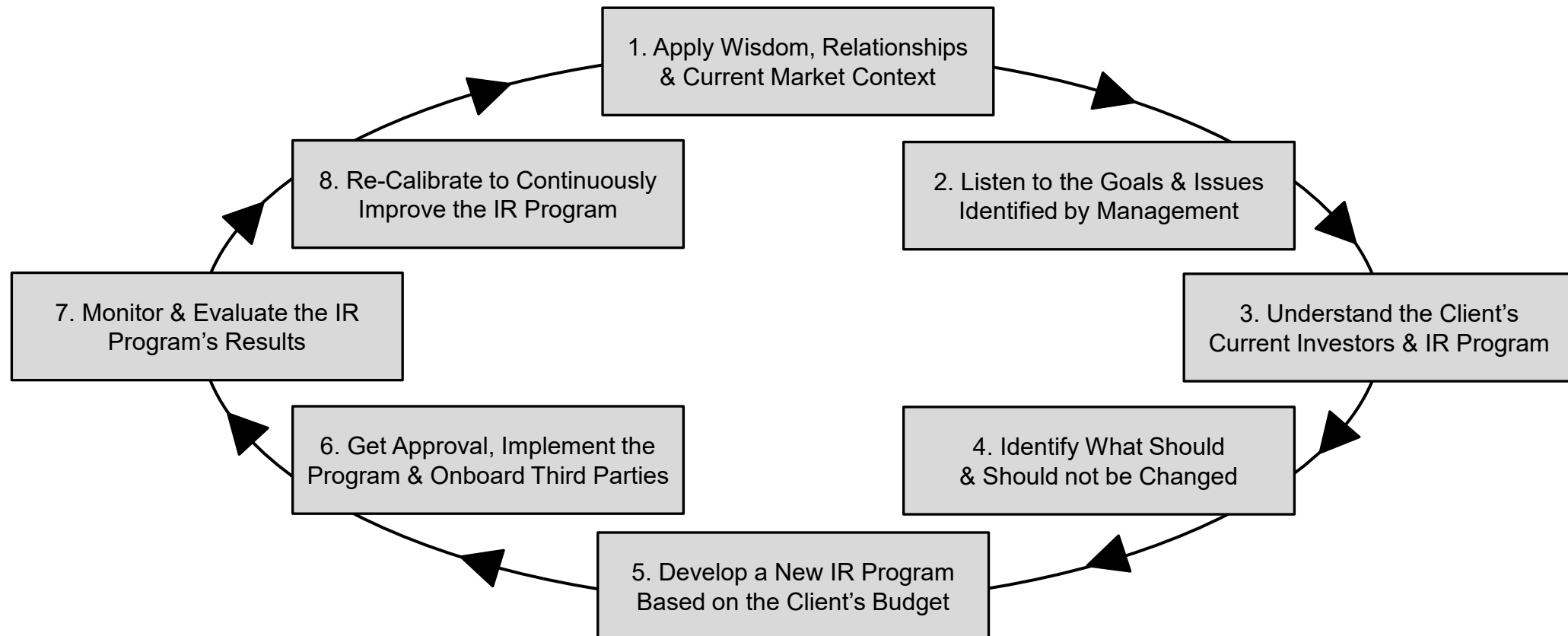
IR According to Meadowbank

Investor Relations exists at the unique intersection of The C-Suite and The Street:



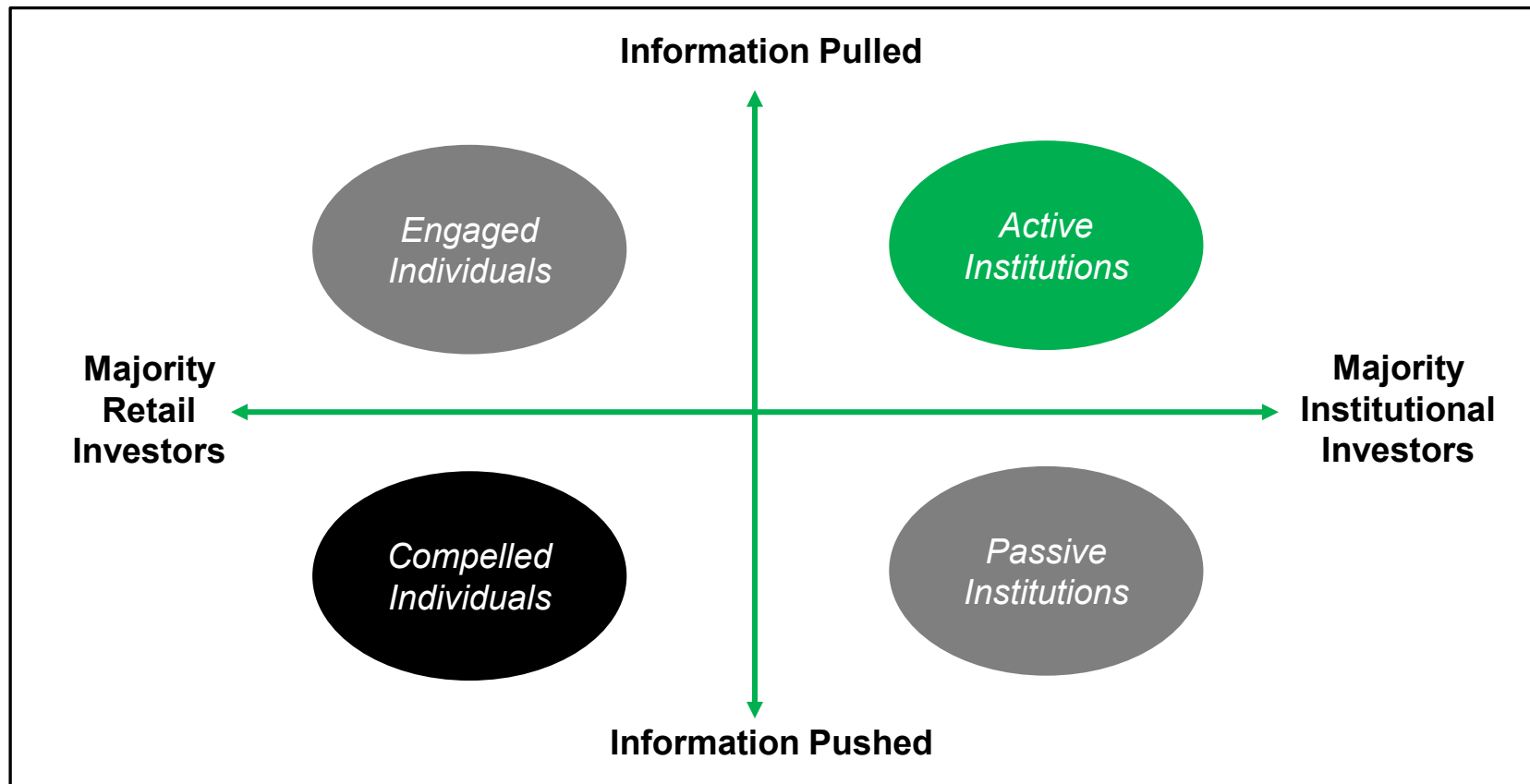
The Meadowbank Method™

A Unique Process to Developing Client IR Programs, Honed Through Experience:



The Meadowbank Matrix™

A Key Tool for Assessing the Fit Between a Client's Investor Base and its IR Program:



Scope of IR Services

As a client's 'IR quarterback', the firm can directly provide or indirectly arrange:

- AGM Coordination
- Answir™ AI Assistant for IR
- Broker & Research Analyst Relationships
- Budgeting
- Conference Calls
- Executive & BOD Engagement
- Financial Statement & MDA Review
- Investor Communications & Targeting
- Lead Cultivation
- Mailing List Development & Use
- News Release Writing & Issuance
- Peer Group Analysis & Monitoring
- Presentations & Fact Sheets
- Regulatory Agency Interaction
- Social Media Posting
- Transfer Agent Administration
- Third-Party Service Provider Management
- Website Updating



*answer*TM – AI-Powered IR Intelligence

- www.answer.ai – a new, AI-driven business line of Meadowbank Strategic Partners Inc.
- AI-powered IR intelligence platform (AI assistant + analytics dashboard) for public companies to better engage with and understand their investors
- For any public issuer to have embedded on their website, as is now common on the websites of e-commerce websites and even municipalities and the CRA
- Quickly and accurately answers investor questions in conversational style
- Uses a company's large amount of information already in the public domain (found on SEDAR+ and/or EDGAR, corporate website, stock market data, etc.)

The Brand:

- Conveys that the agent is a reliable resource for public issuers, IROs and investors alike
 - Therefore, answer + IR = *answer*

IR Service Provider Network

The firm's network includes over 80 third-party service providers in the areas of:

- Blog Posting
- Corporate Branding
- Digital Marketing
- Editorials & Landing Pages
- ESG Reporting & Governance
- Financial Analytics
- Infographics
- Investor Lead Generation
- Market-Making
- Media and/or Sentiment Monitoring
- Newswire Services
- News Release Amplification
- Non-Deal Road Shows
- Presentations & Fact Sheets
- Public Relations
- Regulatory Filings & Back-Office Administration
- Social Media & Forum Engagement
- Stock Surveillance
- Video Interviews & Production
- Website Development & SEO Optimization

Client Industry Summary

Clients doing business in the following industries:

- Advanced Materials
- Cannabis
- Cellular Agriculture
- Cloud Kitchens
- Carbon Offsets
- Fuel Systems
- Energy
- Helium
- Legal
- Lithium
- Metaverse
- NFTs
- Ocean Economy
- Supplements
- Psychedelics
- Web3

Clients listed on the following stock exchanges:

- NASDAQ
- TSXV & TSX
- Cboe Canada
- CSE
- Frankfurt
- OTC

Select Clients to Date



IR Consulting Fee Structure

Option 1 – Monthly Retainer

MDWBNK can be engaged on an ongoing basis, via the payment of a retainer, to provide consulting services up to a pre-determined amount of time per month.

Option 2 – Hourly Basis

MDWBNK can be engaged on an ad hoc basis to provide consulting services, via the pre-purchase of a bulk amount of time and/or via hourly billing with monthly invoicing.

Option 3 – Hybrid or Other

Depending on the engagement, a combination of Options 1 and 2 can be structured, along with non-cash consideration (shares, options, RSUs, etc.) if and as permitted. Or, project-based engagements may also be considered.

About Nick Kuzyk



Upon earning an HBA from the Richard Ivey School of Business at the UWO in 2002, Nick moved to Calgary to become a Business Analyst with Basek Holdings Inc., a private investment company. With Basek, he worked with start-up entities to analyze and refine business plans, help raise capital, and also screen investment opportunities.

In 2004, Nick worked at Overlord Financial Inc. (which became Aston Hill Financial), a firm founded by income trust inventor Marcel Tremblay. There, he assisted the firm and its subsidiaries with financial modeling, equity analysis and investor relations. From 2006-2007, Nick founded his own consultancy, Meadowbank Strategic Partners Inc., which served the clients named herein, among others.

In 2008, Nick earned his MBA (Ivey) and graduated on the Dean's List. During the program, he co-organized a class trip to spend a day with Warren Buffett in Omaha, NB. Afterwards, Nick accepted the role of Sr. Business Development Associate with Kinder Morgan Canada Terminals. At KMCT, he expanded his expertise in financial modeling with a focus on midstream asset acquisitions, due diligence and business development.

In 2012, Nick accepted the role of Senior Financial Lead in the Competitive Process group of the Alberta Electric System Operator, where he helped structure its first public-private-partnership for critical transmission infrastructure. Then after joining Keyera (TSX:KEY) in 2013 and working in Corporate Development on acquisitions and divestitures until late 2014, he worked as the company's Manager of Investor Relations until 2018.

From 2018 to 2020, Nick was the Chief Strategy Officer & SVP Capital Markets at High Tide Inc. (CSE:HITI), a leading cannabis retailer that he helped take public and grow through a series of financings and acquisitions. In mid-2020, Nick re-opened his consultancy (Meadowbank) to provide corporate clients with scalable investor relations services and offer assistance in other practice areas including but not limited to business development, capital markets, corporate finance, mergers and acquisitions and strategy.

In his personal time, Nick enjoys spending time with his family and playing golf. His travels currently span 47 countries. In the community, Nick has been a board member of the Alberta chapter of the Canadian Investor Relations Institute since 2017.

Contact Information

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