MDW
BNK

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:

CIRI Canadian Investor Relations Institute

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

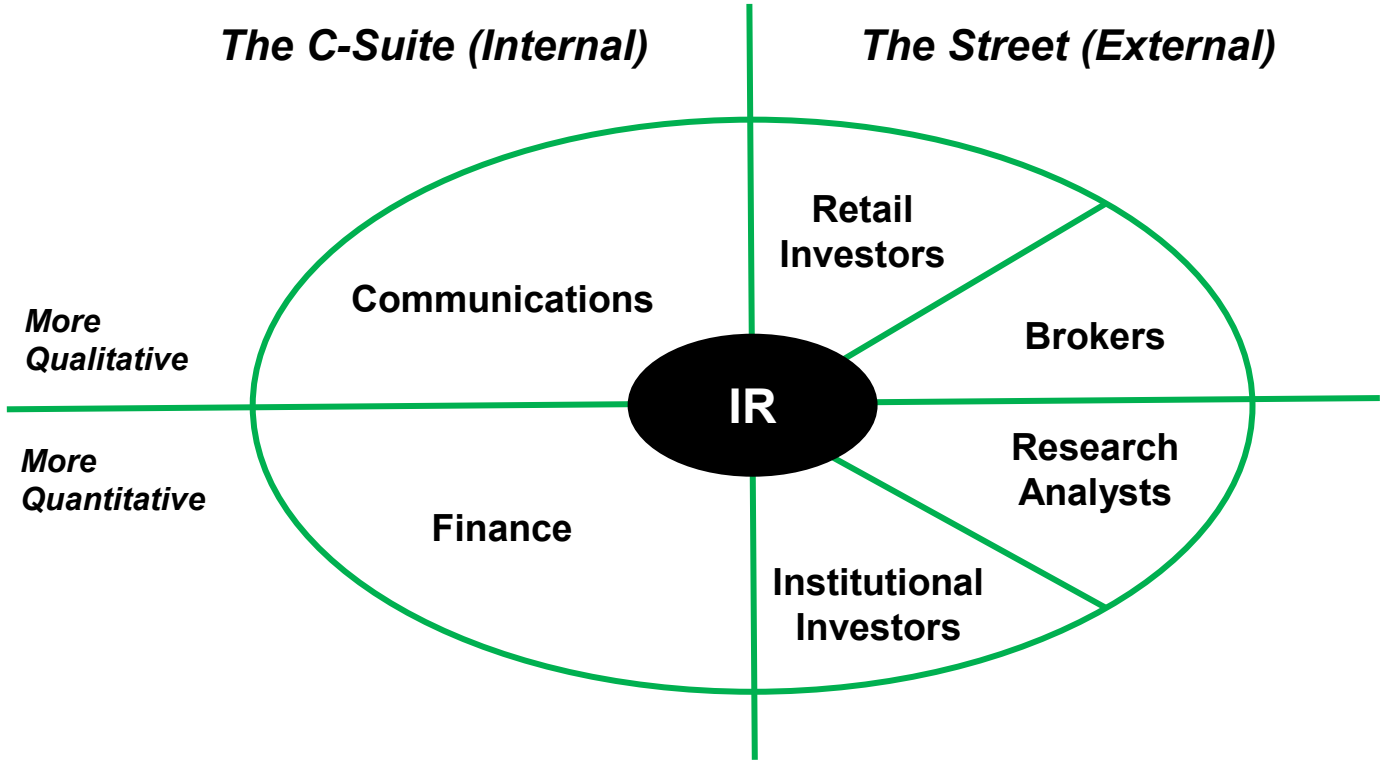
To become indispensable to a diverse portfolio of excellent clients around the world, with the mutual benefit of ongoing learning and transformational growth over time.

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

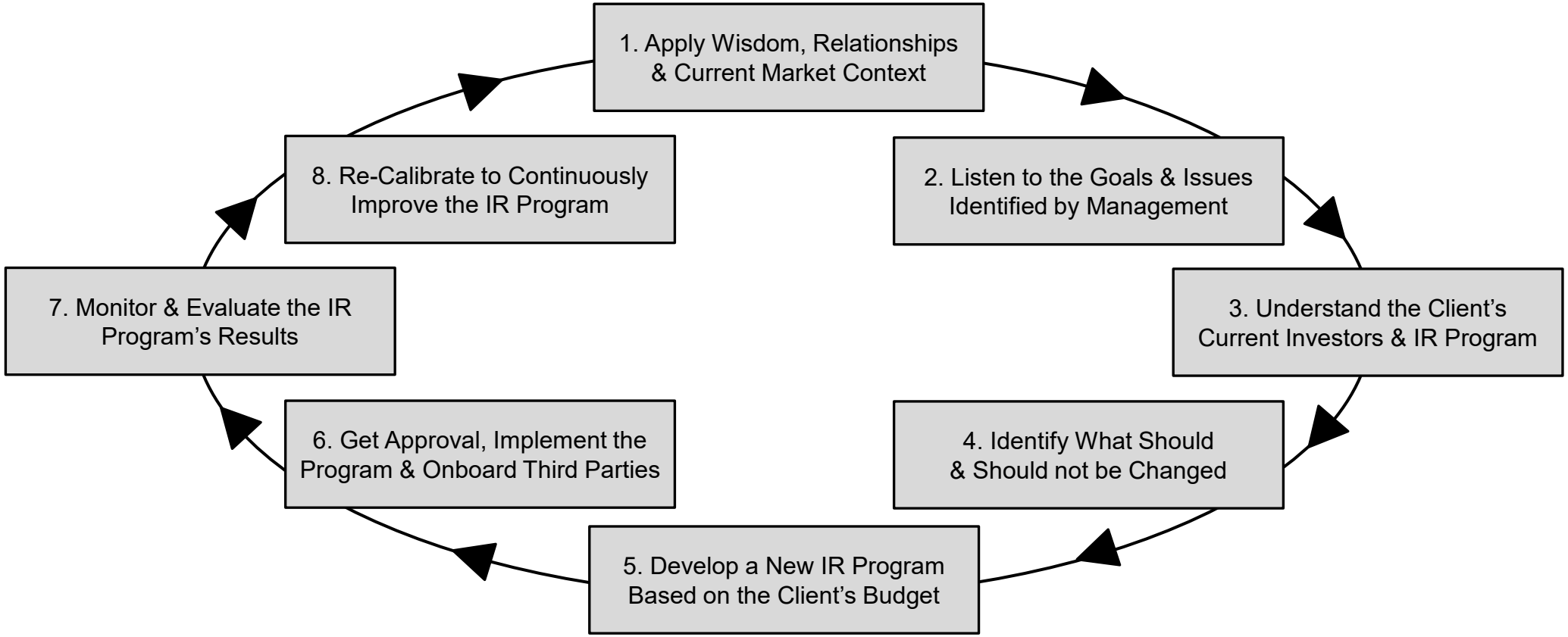
IR According to Meadowbank

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



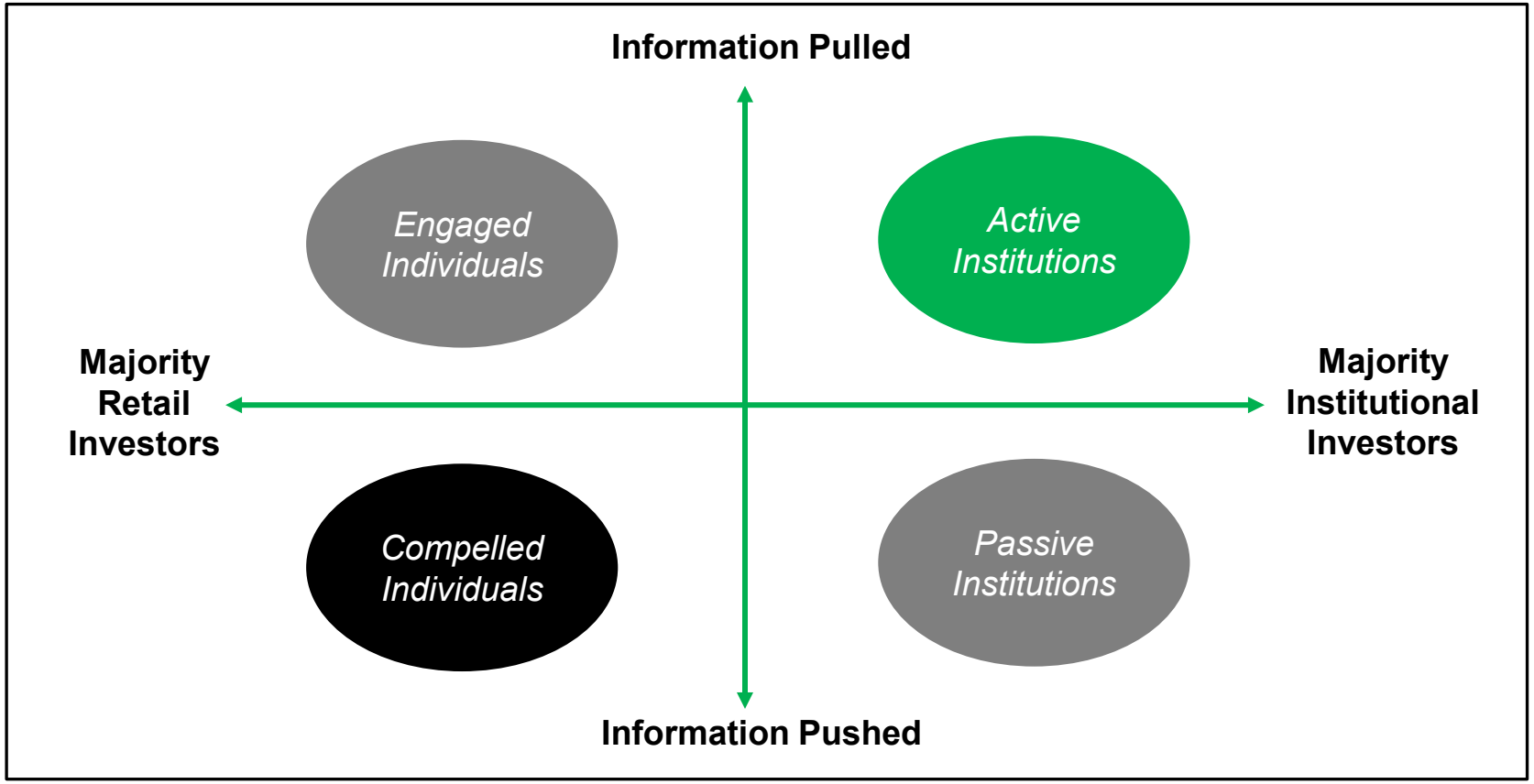
The Meadowbank Method™

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

answir™ — AI-Powered IR Intelligence

- www.answir.ai – a new, AI-driven business line of Meadowbank Strategic Partners Inc.
- AI-powered investor 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 = answir

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.

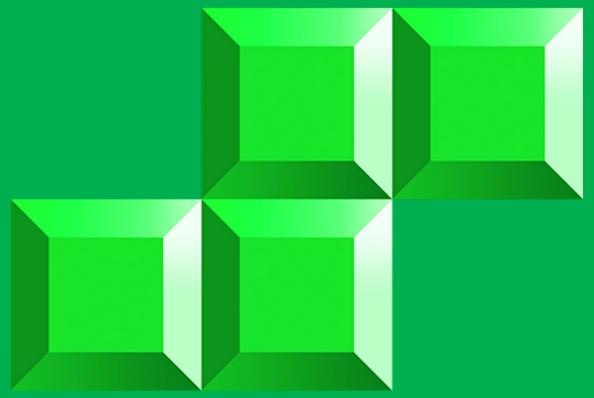
In 2008, Nick earned his MBA (Ivey) and graduated on the Dean's List. During the program, he co-organized a class trip to spend a day with Warren Buffett in Omaha, NB. Afterwards, Nick accepted the role of Sr. Business Development Associate with Kinder Morgan Canada Terminals. At KMCT, he expanded his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



Nick Kuzyk, Principal & Owner

Meadowbank Strategic Partners Inc.

Cell: (403) 978-3801

Email: nick@mdwbnk.com

Web: www.mdwbnk.com

Appendix

About Gabriella (Gaby) Martin



Gabriella (Gaby) joined Meadowbank as its Communications Specialist in early 2022. She initially joined the firm to write news releases and draft other written content, do research, assist with service provider management as well as perform other administrative duties.

Based on her success with Meadowbank to date, Gaby's role has evolved to be more client-facing, in addition to her previous duties. She currently works with the firm's Principal to deliver investor relations services to select clients

Also based in Calgary, Gaby has a Bachelor of Arts (History) from Mount Royal University, is an avid reader and loves her family's Labrador Retriever named Millie.

About Andrew Moncur



Andrew Moncur is Head of Sales primarily for Meadowbank Strategic Partners' newest offering to the Investor Relations industry – Answir.ai. He also leads revenue growth as part of Meadowbank overall.

Andrew brings over two decades of experience across leadership roles including VP of Sales, VP of Business Development, and Head of Sales & Business Development, working with emerging markets, corporate strategy, and relationship management.

Also, he is the founder of Capital Markets Dad, a website and newsletter that advises readers about investor engagement and market positioning.

About Darci-Jane (DJ) McAulay



As a sub-contractor to Meadowbank, Darci-Jane McAulay is a senior community relations, communications, public policy and public relations practitioner with over 25 years of experience in the energy sector government, First Nations and broadcasting. She her career as a news reporter with various media outlets in British Columbia before becoming the first non-aboriginal communications and public relations manager for a British Columbia First Nation.

As the Communications Director for a British Columbia senator, Darci-Jane managed strategic government communications issues in the Okanagan Valley and in Ottawa. Back in her hometown of Calgary, she was the Manager of Community Relations for EnCana for over 12 years where she successfully led a team of 15 people and contributed to the company's ability to maintain its social license to operate in sensitive communities.

Darci's experience also includes managing corporate communications departments for Paramount Resources Ltd., GLJ Ltd., and Calgary Co-op. Her strengths include community relations and engagement, regulatory compliance, crisis management, event planning and media relations."

Other Consulting Areas

1. **Business Development –** Exploration and pursuit of opportunities with new and existing customers, capital allocation for projects or strategic analysis of adjacent business lines.
2. **Capital Markets –** Advisory services with respect to stock exchange listings, the sourcing of capital, as well as the pricing and issuing of securities.
3. **Corporate Finance –** Financial analysis, forecasting and capital budgeting to optimize the performance and financial health of a business in the context of the current market conditions.
4. **Due Diligence –** In-depth data room reviews, assistance with transaction negotiation and complementary research conducted to maximize the outcome of business opportunities.

Other Consulting Areas (cont.)

5. **Governance –** Structuring and support for corporate boards to best represent the interests of stakeholders, in the context of ESG-based market trends.
6. **Mergers & Acquisitions –** Financial analysis, valuation and scenario modeling for asset-driven or share-based transactions to acquire, combine or divest of interests.
7. **Strategy –** A foundational understanding of corporate strategy, from low-cost competitiveness to heightened differentiation, updated for the evolving economy.

Strategic Partner – Alex Sekella

Areas of Expertise: website development, graphic design and brand development
Based: Greater Vancouver, British Columbia (PST)



Alex Sekella is the Founder & Owner of Boost Digital, a Greater Vancouver-based agency delivering bespoke website design, brand development and digital marketing solutions across B2B and B2C sectors. With over 20 years of experience, Alex guides clients—from start-ups to growth-stage firms—through transformative branding, UI/UX design, web development and full-suite digital campaigns.

His team serves an array of industries including clean energy, automotive, cannabis, mining and financial services, applying a personalized, results-driven approach grounded in deep marketing discipline. Alex is committed to helping companies stand out in competitive markets by combining strategic insight, creative execution and measurable outcomes.

Strategic Partner – Caitlin Cheadle

Areas of Expertise: writing, presentations, social media, IR websites
Based: Nanaimo, British Columbia (PST)



As the Founder of Cache Communications Inc., Caitlin is a former journalist and magazine editor who has worked as a communications and marketing consultant in the capital markets for the past seven years. She has created and deployed successful investor marketing campaigns and communications strategies for public and private companies in the tech, biotech, gaming, cannabis, psychedelics, and mining sectors.

Caitlin works directly with companies to build marketing strategies and position them effectively in order to attract and maintain investor interest. She creates and develops investor pitch decks, websites, blog posts, shareholder newsletters, research reports, landing pages, e-mail marketing campaigns, press releases, and native content. Her writing has appeared in numerous publications including Business Insider, Zero Hedge, Visual Capitalist and the National Post.

Strategic Partner – Adam Hart

Areas of Expertise: analytics, due diligence, financial analysis, valuation
Based: Calgary, Alberta (MST)



As the Founder of Adam Hart Consulting and currently as VP, Advisory Services at Pliris Wealth, Adam has over a decade of experience working with small-to-medium sized businesses in the areas of finance, accounting, operations and strategy. His experience includes serving as VP Finance & Controller for the Crimson Group of Companies, a cross-border energy services company with operations in Canada and the US and as Director of Finance for King Media, Canada's largest action sports media group. Mr. Hart also built and subsequently managed the Finance and Operations group for Citrus Capital Partners, a boutique consulting firm in Calgary.

Adam specializes in the short-term development and management of finance divisions for SMEs as well as financial modelling, market research and project valuations to support M&A transactions and investment decisions. He received his Bachelor of Commerce in Economics from McGill University.

Strategic Partner – Shauna Mason

Areas of Expertise: ESG, investor relations, governance, stakeholder communications
Based: Calgary, Alberta (MST)



As Founder of Malaika Corp., Shauna is a influential IR, governance, communications and ESG leader with 18 years of experience in developing strategies and programs for both public and private companies. Ms. Mason is skilled at developing integrated communication strategies that engages stakeholders in a meaningful way while enhancing the corporate image.

Shauna has written ESG/Sustainability reports, managed materiality assessments and created ESG strategies providing many benefits including improved rating agency scores, awards and recognition, access to capital and reduced insurance premiums.

She holds a Master of Business Administration (MBA) degree from Queen's University and an Honours Bachelor of Commerce (HBCOM) degree from McMaster University and is a Chartered Governance professional (FCG).

Consulting Engagements

National Cannabis Retailer (Public) - Calgary

Meadowbank was primarily engaged to provide a broad set of investor relations services; quantitative analysis and advisory services for debt restructuring; due diligence services and assistance with the renegotiation of an asset-based transaction.

Cloud Kitchen Operator (Public) - Taipei/Vancouver

The firm was hired to develop a comprehensive investor relations program, complete with a budget funded by an interim capital raise, as the client prepared to and then listed its rapidly growing, international business on the public markets.

Consulting Engagements (cont.)

Cannabis Extractor/Processor (Public) - Kelowna/Toronto

Based on a combination of limited internal resources and a high level of strategic importance assigned to the opportunity, Meadowbank was secured by this client to analyze, structure and launch a new business line offering white-label products for customers in an adjacent area of the value chain.

Advanced Composite Materials Corp. (Public) - New York

The firm was engaged to manage and advance the client's investor relations program subsequent to a shift in its strategic focus due to the emergence of a new market opportunity, as well as to provide capital markets advisory services.

Consulting Engagements (cont.)

Regional Cannabis Retailer (Private) – Ontario

Meadowbank was engaged to create a gross margin enhancement program by analyzing company and industry data, structuring a dynamic service offering and delivering a pitch deck and contract for use by the client's sales personnel.

Cannabis Extractor/Processor (Private) – Vancouver

To address and evaluate high growth opportunities for the client, Meadowbank was secured to assist with its sales and marketing strategy and executive leadership, as well as to provide general capital fundraising support.

Consulting Engagements (cont.)

Licensed Cannabis Producer (Public) – Vancouver

In parallel with a change in leadership and a new competitive strategy, Meadowbank was hired to manage and advance the client's investor relations program and provide corporate governance advisory services to the Chief Executive Officer.

Ketamine Clinic Aggregator (Public) – Vancouver

The firm was engaged to establish, maintain and grow the client’s investor relations program as it embarked on an aggressive growth strategy, as well as to assist in providing capital markets and general corporate development advisory services.

Consulting Engagements (cont.)

Ocean Economy Incubator (Public) – Vancouver

Meadowbank was engaged to quarterback and oversee the company's investor relations program as it embarked on becoming public issuer, as well as to advise on capital markets issues and provide general corporate development support, as required.

Helium E&P (Public) – Calgary

Secured to originate and execute the company's investor relations program, Meadowbank prepared the company for becoming a public issuer and put a robust yet appropriate program in place.

Consulting Engagements (cont.)

Cellular Agriculture Platform (Public) – Vancouver

Meadowbank was hired to quarterback the issuer's investor relations program as it prepared to become a public issuer, as well as to provide capital markets advisory services and corporate development support.

Regional Cannabis Retailer (Public) – Vancouver

The firm was retained to provide investor relations advisory services to help the established public entity optimize its program, establish benchmarks to measure the effectiveness of service providers and otherwise modernize its external communications.

Consulting Engagements (cont.)

Supplement Producer (Public) – Los Angeles

The consultancy was engaged to help evolve the company's investor relations program as a new public issuer with a dual-class share structure, as well as to provide capital markets and corporate development advisory services.

Law Firm (Private) – Toronto

Meadowbank has been engaged on multiple occasions to perform news release writing as well as due diligence and acquisition analysis for various clients of the law firm.

Consulting Engagements (cont.)

NFT & Metaverse Developer (Public) – Vancouver

Meadowbank was engaged to help the company go public, develop a steady pipeline of news flow prior to and after becoming a public issuer, advise on an investor relations budget and strategy, and manage third-party service providers.

Minter of NFTs from Carbon Credits (Public) – Calgary

This client engaged the firm to establish an investor relations budget and implement the plan, assist with the re-listing of the shell, onboard third-party service providers, help craft external communications and issue news releases on behalf of the company.

Consulting Engagements (cont.)

Midstream Energy Company (Public) – Calgary

The consultancy was engaged by the client to update and refresh its investor deck, after the presentation's design and layout had not been changes for many years.

Former Cannabis & CBD Entity (Public Shell) – Calgary

For three years, Meadowbank's Principal served as an independent director on the entity's board and assisted in its preparation for a reverse-takeover that was eventually completed by a junior oil and gas exploration and production company in June of 2024.

Consulting Engagements (cont.)

Fuel Systems Manufacturer (Public) – Vancouver

The client engaged Meadowbank to provide support for the existing investor relations resource in place, to assist with executing the existing investor relations program and expanding it, as needed.

Lithium Resource & Technology Company (Public) – Calgary

The firm was contracted to provide institutional investor outreach services, arrange meetings with senior management, assist with non-deal road shows, and otherwise support the existing IR team.

Consulting Engagements (cont.)

New Energy Exploration & Production Company (Public) – Calgary

Meadowbank was engaged by the newly listed client (via an RTO) to provide investor relations services, outreach activities and other support services, to a seasoned, hands-on management team in the oil and gas industry.

National Vape Product Distributor (Private) – Tempe

The firm was engaged to lead the client's go-public initiative via a dual-listed shell entity in Canada and the United States, as well as to develop a robust IR strategy for its first year as a public issuer.

Consulting Engagements (cont.)

Intermediate Oil Sands Producer (Public) – Calgary

Meadowbank was contracted by the client to provide investor relations and other support services, as well as to help navigate a dynamic corporate action situation.

Long-Standing Junior Oil & Gas Company (Public) – Calgary

The consultancy was engaged by the client to provide investor relations and other support services, as well as to develop a marketing strategy to expand and refresh its retail shareholder base.

Consulting Engagements (cont.)

Law Firm (Private) – California

Meadowbank has been engaged to assist with select news release dissemination on behalf of the law firm.