







## Welcome Package













# venture **50**...

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## Message from TSX Venture Exchange

On behalf of TSX Venture Exchange (TSXV), congratulations on earning a coveted spot on the 2025 TSX Venture 50™.

Our annual issuer recognition program showcases some of the best and brightest small cap companies from across Canada and around the world that are driving growth and innovation. This list of top performers on TSXV reflects the impressive global reach of our venture market and the diverse opportunities available to investors.

As a TSX Venture 50 company, you have set yourself apart from your competition in utilizing the public markets to access capital and advance your business objectives while delivering value to shareholders. The Canadian economy is stronger because of the collective contributions of growth-stage companies like yours and we are delighted to celebrate your success.

Welcome to the program and we look forward to continuing to support your company's journey.



Jami Unasfay /s

**Loui Anastasopoulos** CEO, Toronto Stock Exchange

**Tim Babcock** President, TSX Venture Exchange





## Program Overview & Methodology

TSX Venture 50 is the flagship program recognizing the 50 top-performing companies on TSX Venture Exchange over the last year.

Eligible listed issuers are ranked based on three equally-weighted criteria of one-year share price appreciation, market capitalization increase, and Canadian consolidated trading value as of December 31, 2024.

In order to be considered eligible, issuers must have met the following requirements:

- Listed on TSXV (not NEX) on December 31, 2024
- Market capitalization greater than \$5 million on December 31, 2024
- Closing share price greater than \$0.25 on December 31, 2024
- Closing share price of at least \$0.10 on December 31, 2023
- Listed on TSXV more than one year as of December 31, 2024

Historical share prices have been adjusted for stock consolidations/splits.

All currencies reported in Canadian dollars.

TSXV considered companies' compliance with Exchange Requirements and exercised discretion when determining qualified candidates.

## Key Dates

FRIDAY, JANUARY 24	Deadline to submit Company Information & Assets Form
TUESDAY, JANUARY 28	Invitation to Awards Ceremony & Market Open Celebration in Vancouver
WEDNESDAY, FEBRUARY 5	Receive PR & Marketing Guide and link to personalized toolkit folder
FEBRUARY 6 & 11	PR & Media Prep Sessions
THURSDAY, FEBRUARY 13	<ul> <li>Awards Ceremony &amp; Market Open Celebration in Vancouver</li> <li>Company video profiles will be recorded in-person at the event</li> </ul>
WEDNESDAY, FEBRUARY 19	<ul><li>Launch of the 2025 TSX Venture 50</li><li>Open House Reception in the morning at TMX Market Centre in Toronto</li></ul>
FEBRUARY 19 & BEYOND	Continuation of marketing campaign initiatives

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## Campaign Snapshot

TSXV has developed a comprehensive marketing strategy to spotlight the companies ranked on the 2025 TSX Venture 50. The 8-week, complimentary campaign will launch on Wednesday, February 19 and include the following elements:

- Dedicated TSX Venture 50 webpage on TMX Money to showcase the ranking.
- Company video profile with individualized IR messaging, which will be featured on our webpage and promoted on social media.
- Personalized "We Made the List" animated graphic for your company's digital platforms.
- Customized IR fact sheet for your company's use at conferences or online, created by Market One Media Group.
- Media release & earned media strategy with sector-specific media pitching, managed by Hill & Knowlton.
- TV commercial on BNN Bloomberg & homepage takeover on BNNBloomberg.ca.
- Digital ads on trusted financial publications and platforms as well as on tsx.com and TMX Money.
- Email communication to active TMX Money users.
- Exposure on Blossom Social to their community of 190k+ retail investors in Canada through a custom in-app experience showcasing the 2025 list, as well as a dedicated company stock page containing the video profile, stock information, and more.

In addition to our marketing initiatives, we have secured a number of partnerships that will offer additional benefits exclusively for TSX Venture 50 companies. <u>Click here</u> to learn more about our partners and their offerings.

- Complimentary media release distributed by TMX Newsfile to announce your ranking.
- **Complimentary 30-minute consultation** with Market One, where they will learn about your company's unique marketing and content strategy needs and offer solutions to support your efforts.
- **Special discount** to access Blossom's Learn & Earn program.
- **Complimentary access** to the <u>CEM Advisory MasterClass Video Series</u> for 3 months.
- **Special discount** to attend the <u>TSX Venture Growth Capital Event</u>, organized by CEM. The conference will take place in Kelowna, BC from July 18–20, 2025.

#### **PR & MARKETING TOOLKIT**

In February, your company's point person will receive a PR & Marketing Toolkit that includes the TSX Venture 50 logo suite, key program messaging, sample media releases, and various marketing assets to help your company actively participate in the launch of the list. We encourage you to be a part of our campaign and share your achievement with your network.

#### HIGHLIGHTS FROM OUR 2024 CAMPAIGN

## 64 MILLION+

total impressions across all platforms **1** MILLION+ total views on company

video profiles

**400**+ earned media hits









## **Company Video Profile**

As part of your ranking on the TSX Venture 50, your company has the opportunity to create a 60-second video profile that will be featured on our website and social media, as well as distributed through our partners' channels. You can also utilize the video on your company's digital platforms. You can watch the <u>2024 videos</u> for reference.

#### FILMING YOUR VIDEO PROFILE

The video profile will be recorded in-person by our media partner Market One during the Awards Ceremony & Market Open Celebration in Vancouver on Thursday, February 13. Your company spokesperson will have a 5-minute window to answer the interview questions and the best responses will be edited together to create the final video.

Here is what you can expect at the event:

- Your company will be assigned a filming timeslot when you check in at the venue.
- A member of the TSXV team will find your company spokesperson a few minutes before the scheduled interview time to escort them to the filming location.
- The interview will get underway after your spokesperson is settled in and there will be opportunities to do more than one take of the questions if necessary.

If your company is unable to attend the event in Vancouver, TSXV is hosting an open house reception on the morning of Wednesday, February 19 in Toronto. Your company spokesperson will have an opportunity to record a video profile there.

Please contact Carolina Albernaz at <u>carolina.albernaz@tmx.com</u> as soon as possible if neither of these options work for your company so we can try to find alternative solutions.

#### **INTERVIEW QUESTIONS**

- Provide a 1 to 2 sentence description / elevator pitch of your company.
- What key initiatives or achievements in 2024 helped set your company apart and led to your TSX Venture 50 ranking?
- > What are your company's main growth opportunities in the next 12 months?
- What does the TSX Venture 50 recognition mean to you and your team?

#### TIPS

- Review the questions and prepare your answers prior to the interview.
- > Deliver concise answers.
- Answers should be self-contained statements as the interviewer's voice is edited out.
- > Avoid "forward-looking" statements that promise financial returns or performances.
- Avoid superlatives such as "best", "most advanced", "most successful", "largest", etc.

#### **DRESS CODE**

- > Business attire
- > Avoid wearing strong colours and patterns







## Submitting Your Company Information & Assets

To help us profile your company and create awareness for your TSX Venture 50 ranking, we need some information and assets from you. Please complete the following form by **Friday, January 24**.

#### **COMPLETE FORM**

If you encounter any issues submitting the form online, please contact Carolina Albernaz at <u>carolina.albernaz@tmx.com</u>.

## Awards Ceremony & Market Open Celebration

TSXV is hosting an in-person celebration in Vancouver on February 13 to recognize the 2025 TSX Venture 50 companies and record a Market Open ceremony for broadcast on launch day the following week.

You will be joined by TSX and TSXV leadership, representatives from other companies that made the list, and our program partners to toast your success. In addition, a commemorative award will be presented to each company in attendance.

During the event, we will film a short video profile with your company spokesperson that will be shared as part of our marketing campaign. Please visit the <u>Company Video Profile</u> section for more information.

An official invitation with registration details will be sent to your company's point person on January 28.

EVENT DETAILS	5
DATE	Thursday, February 13
ТІМЕ	4:00 – 7:00 pm PT
LOCATION	The Kent Vancouver — 534 Cambie St, Vancouver, BC, V6B 2N7
GUESTS	3 per company

If your company is unable to attend the event in Vancouver, we will also have an open house reception on the morning of Wednesday, February 19 at TMX Market Centre in Toronto. You will receive your award and have an opportunity to record the company video profile.

## **Our Partners**

**BLOSSOM SOCIAL** 

<u>Blossom</u> is the fastest-growing social network for retail investors, with over 200,000 Canadian millennial investors on the platform, and was recently rated by Apple as one of Top 25 Apps of 2025.

On Blossom, investors share portfolios, trades, and investment ideas backed up by real-time data from their linked brokerage accounts. To date, over \$1B in assets have been connected to Blossom.



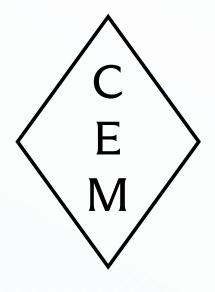
Blossom works with some of Canada's largest ETF providers and TSX/TSXV issuers to help them reach new investors. Through their Learn & Earn program, users complete short lessons about your company (based on details from your investor presentation) to earn a small reward, with all users who complete the lessons shared with you as leads to add to your mailing list.

Blossom is offering an exclusive marketing package to the 2025 TSX Venture 50 companies:

#### 6-Month Learn & Earn Campaign: \$3,500 per month

- Lesson created about your company for the Blossom Learn & Earn portal, highlighting your TSX Venture 50 ranking and leveraging existing TSX Venture 50 materials
- Lesson showcased on Blossom for 6-months with 400 leads provided per month
- 30% discount from standard pricing

If you are interested in working with Blossom to reach new investors or in learning more, shoot an email to <u>tim@blossomsocial.ca</u>!



Investment professionals are often overwhelmed by companies seeking to raise capital or gain open-market support to increase liquidity. How can you stand out and effectively deliver your message and build relationships that can make a difference?

<u>CEM</u> provides unique opportunities to build relationships with key contacts in the investment community. Through the CEM partners' fund and over 10 years of curating an exclusive investor database, this allows you to just show up. CEM has done the legwork.

<u>Learn more</u> about CEM's four-pillared approach on their website.

CEM is offering complimentary access to their CEM Advisory MasterClass Video Series. More information on this opportunity will be shared in the PR & Marketing Guide.

#### MARKET ONE MEDIA GROUP

## **MarketOne**

<u>Market One</u> is North America's leading investor marketing agency. They create awareness through targeted content, generate leads through strategic initiatives, and convert those leads into potential investors through a solid conversion strategy. With a proven record of managing over \$250 million in ad-buys and providing outstanding awareness programs and lead generation services, Market One is your reliable partner for investment success.

If you are interested in learning how Market One can support your company beyond TSX Venture 50, email Brett Yelland, Senior Sales Executive | Media, at <u>brett@marketone.ca</u>.

# MNP

MNP is a leading national accounting, tax and business consulting firm in Canada - acting on behalf of companies all over the world. MNP's Public Companies team has invested substantial time and resources into understanding every aspect of the client groups in which they specialize. As a result, MNP provides customized services, advice, and strategies that will position your business ahead of the competition. MNP helps public companies stay compliant, accountable, transparent, and profitable. Their comprehensive suite of services is specifically designed to address the key challenges for public companies, regardless of industry. They provide support on everything from information security issues to complex regulatory requirements, so you can make decisions with confidence and reach your business goals.

MNP is registered with the Canadian Public Accountability Board (CPAB) and the US Public Company Accounting Oversight Board (PCAOB). MNP auditors adhere to the highest quality auditing standards in the industry and enable MNP to serve clients.

#### **TMX NEWSFILE**



Established in 1997, <u>TMX Newsfile</u> is your customer-first newswire and regulatory filing team that delivers service and support you won't find anywhere else in the industry.

TMX Newsfile's comprehensive circuits distribute news to a worldwide audience of investors, analysts and institutions while ensuring compliance with all Stock Exchanges by reaching major broker terminals, financial databases, aggregators, media and more.

Choose TMX Newsfile for service excellence powered by experienced professionals who make the difference.

TMX Newsfile is offering to distribute a media release at no cost to help you announce your ranking. Details on how to submit your release will be available in the PR & Marketing Guide.

## Contact Us

If you have any questions about the 2025 TSX Venture 50 program, please reach out to us.

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