

Exchange Feed:

# “INSIGHTS from your EXCHANGE”

A MESSAGE FROM YOUR RELATIONSHIP MANAGER

APRIL 4, 2013

## Rethinking the Annual Report



The annual report remains the most important document in communicating your passion and plan for growth to the investment community. But with tightening budgets and resources, how do you make the most of this once-a-year opportunity? The annual report also represents an important opportunity to connect with shareholders. Make no mistake, it is still relevant and part of being a public company.

The Equicom team is often asked, “Why do an annual report?” The answer is twofold:

1. **Respect:** The bottom line is that communicating with your shareholders is part of being public. You work for the grandmother in her retirement home and the most sophisticated fund manager on Bay Street. Make an effort to help them understand what they’ve invested in. Respect them.
2. **Impact:** Communication matters. One way for a company to differentiate itself is through communication. The way a company presents itself has an impact on how it is perceived.

For more information on annual reports, download ["The Annual Report: Options and Alternatives to Maximize Value"](#) to discover new and different ways to maximize your investment in the annual report.

Key takeaways of the report include:

- How to maximize your effectiveness and reach on budget;
- Choosing the appropriate medium for your annual report;
- Important steps to include in your process; and
- Annual report trends.

Click [here](#) or visit [tmxequicom.com](http://tmxequicom.com) to download the report.

## Need a Location for Your AGM, Analyst Meeting, Product Launch or Reception?



Let us help with your next event! The TMX Broadcast Centre is a state-of-the-art event space located in the heart of Toronto’s financial district. Easy to access by your target audience, our facilities can transform your next function into an unforgettable event with the Canadian capital markets as your backdrop. Expert staff, some of Toronto’s finest caterers, and all-inclusive built-in technology will make your meeting planning simple and stress-free. Our team provides unparalleled event services that deliver a high standard of excellence.

For more information on the TMX Broadcast Centre, please visit [www.tmx.com/eventrentals](http://www.tmx.com/eventrentals).

## Join us for a Workshop or at an Upcoming Event

### Workshops:



Register now for a TSX Venture Exchange workshop. Spaces are still available!

The **Timely Disclosure Fundamentals** workshop helps issuers understand their disclosure obligations and how to best meet them, as required by this key TSX Venture Exchange policy. Exchange professionals will assist with understanding of material facts, material changes and material information.

The **Mining Company Disclosure Fundamentals** workshop is geared towards those involved in preparing or approving technical disclosure materials for exploration companies. Exchange professionals experienced in the mining sector will cover the key points for achieving quality technical disclosure for mining companies.

**Managing a Public Company** is a two-day workshop with a comprehensive overview of topics such as corporate governance, basic securities law, shareholder communication, insider obligations, financial reporting and continuous disclosure requirements. It will cover responsibilities of a public company and help you develop winning strategies to manage your company. All presenters have real world experience in taking emerging growth companies to the next level of success.

These workshops are hands-on and give participants an opportunity to work through scenarios while benefiting from practical guidance on each topic.

- **TSXV Workshop: Timely Disclosure Fundamentals**  
April 11, 8:30 am – 12:00 pm MT, Calgary, AB  
April 15, 8:30 am – 12:00 pm PT, Vancouver, BC  
April 18, 8:30 am – 12:00 pm ET, Toronto, ON
- **TSXV Workshop: Mining Company Disclosure Fundamentals**  
April 29, 1:00 pm – 4:30 pm ET, Toronto, ON
- **TSXV Workshop: Managing a Public Company**  
May 30 – 31, 9:00 am – 4:30 pm ET, Toronto, ON

### Events:



- **CESCO Mining Conference**  
April 8, Santiago, Chile
- **PLATTS Global Power Markets Conference**  
April 8-10, Las Vegas, Nevada
- **Colombia Oil & Gas Summit & Exhibition**  
April 9 – 11, Cartagena, Colombia
- **Asia Oil & Gas Assembly**  
April 24-25, Hong Kong, China

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