



How CFN Helped Saturn Oil Succeed in the Public Markets

CASE STUDY

Client



Saturn Oil & Gas Inc. (TSX-V: SOIL) is a growing Canadian energy company focused on generating positive shareholder returns through the continued responsible development of high-quality, light oil weighted assets, supported by an acquisition strategy that targets highly-accretive, complementary opportunities.

Challenges

Saturn Oil hired CFN Media to conduct a three (3) plus month targeted investor awareness campaign to leverage the power and scale of our digital financial media network and social media distribution to attract investors, increase liquidity, raise capital, and close its valuation gap between its peers.

1. **Peer Valuation Gap** – Saturn Oil was trading at a relative discount to its close peers, suggesting poor market and investor awareness.
2. **Low Trading Volume** – Saturn Oil didn't trade with as much volume as the company needed to support financing and other efforts.

Solution

CFN Media produced, ran and managed a three (3) plus month targeted investor and market outreach campaign from **May 17th, 2022 to mid November, 2022** that attracted active oil and gas investors in the U.S. and Canada. The campaign consisted of original content production to powerfully convey Saturn Oil's message via video and article ads / alerts with deployment across our SECFilings.com and CFNMedia.com financial networks.



Deliverables

Date	Type	Reach
May 17, 2022	Article / Video Post	649 Views
June 22, 2022	Article / Video Post	809 Views
June 23, 2022	Subscriber Email Alerts	13,975 / 2,349 Opens
July 25, 2022	Article / Video Post	996 Views
September 2, 2022	Article / Video Post	989 Views
October 10, 2022	Article / Video Post	548 Views

October 17, 2022	Article / Video Post	968 Views
November 3, 2022	Article / Video Post	804 Views
November 8, 2022	Subscriber Email Alerts	13,661 / 2,963 Opens

Results

Saturn Oil stock was in a downtrend before we were hired but moved significantly higher throughout our campaign. See **arrows** on chart below for campaign activity dates associated with Deliverables table above



- The stock price experienced a sustained increase during the primary campaign push between late-July and mid-November.
- The company was able to close its valuation discount to its peers and improve liquidity to support fundraising efforts.