

# CAPITAL MARKETS OUTREACH

*Attract the right investors and capital at scale based on your market objective*

October 2023



# OUR TARGETED ONLINE MEDIA PROGRAMS

Our **Capital Markets Outreach** programs are designed for private and public companies in any industry, as well as issuers of financial products, including exchange-traded funds (ETFs). These digital programs ensure investors are reached at scale based on their class and interest.

Campaigns within each program include video and media production that powerfully convey an issuer's story to the right investor audience. This media reaches targeted investors through our own financial network and advertisements on major social media platforms and ad networks like Twitter/X.

Analytics measure granular investor activity and campaign performance.



# CAPITAL MARKETS UNIVERSE



## RETAIL

- Short-form CNBC-style CEO interviews.
- High-quality editorial content for context.
- Distribution on social media and other platforms via ad buys and a proprietary investor network.
- Reach investors based on their stock interest and behaviors.



## INSTITUTIONAL

- Institutional-quality research reports.
- Circulation across a network of institutional investors, RIAs, family offices, high net worth, and accredited investors.
- Scheduling of phone calls between management and interested parties.



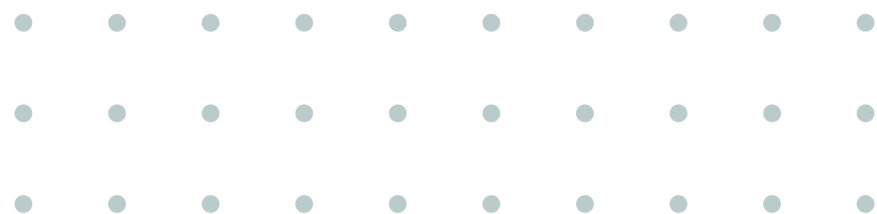
## EXCHANGES

- Partnerships with major exchanges, including the LSE, AIM, CSE, CBOE, OTC, and NASDAQ stock exchanges.
- Introductions to these exchanges to explore potential dual listings.



# Retail Investors

- Production of short-form video interviews with executives and powerful video ads that convey an issuer's value proposition.
- High-quality editorial content to accompany the videos and provide context for investors.
- Distribution through targeted social media platforms (video ad buys) and proprietary investor databases / networks.
- Call to action includes lead generation and driving investors to corporate social media accounts and website.
- Investor reach confirmed via analytics.
- Cross distribution of CEO interviews to institutional investors.



CFN Media @CFNMediaNews · 22h



[\\$IPO \\$IPOOF](#)

[#InPlayOil](#): already capitalizing on recent trends and continuing to show top-line growth along with strong free cash flow growth reaching the bottom line.



[cfnmedia.com](https://cfnmedia.com)

**Why Oil Prices Will Continue to Rise (and How to Capitalize On It)**

Crude oil prices rose more than 50% in 2021, helping send inflation to its highest levels since the 1980s. During the first quarter of 2022, ...

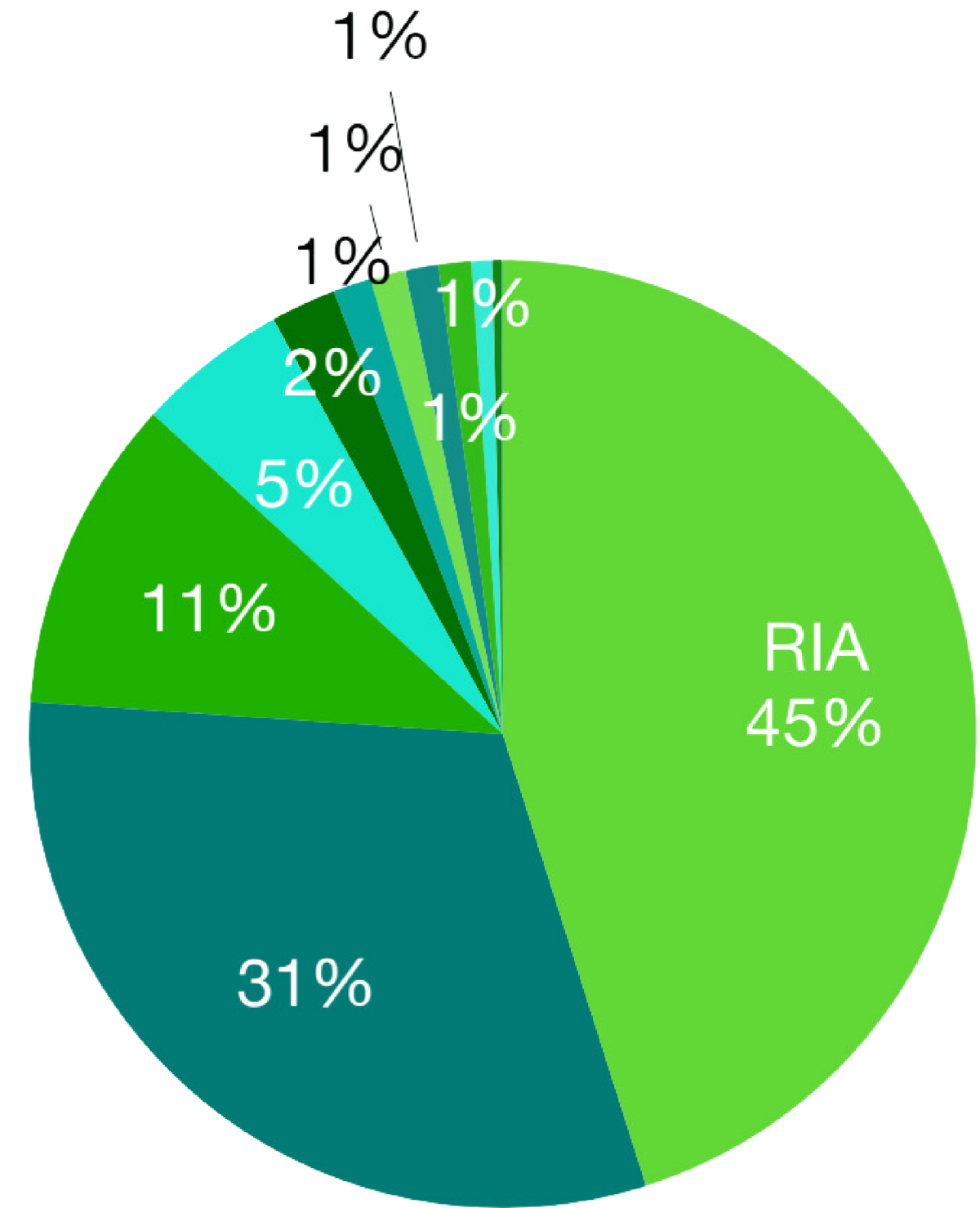
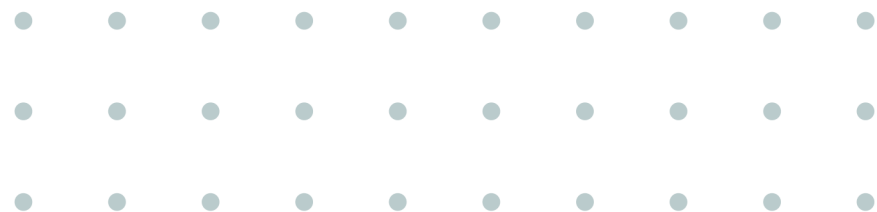


Reach hundreds of thousands to millions of retail investors each month.



# Institutional Investors

- Institutional-quality research report.
- Distribution across a network of RIAs, family offices, and other institutional investors.
- Individual follow-up with institutional investors that express interest in the research report.
- Phone calls with management and RIAs, family offices, and other high net worth or institutional investors.
- Cross distribution of research report to retail investors.



- RIA
- Private Equity
- Pension / Endowment
- Family Office
- Professional Services
- Real Estate
- Investment Manager
- Venture Capital
- Other
- Private / Public Company
- Investment Bank
- Individual Investor



# Exchanges

- Partnerships with major exchanges, including the AIM and LSE in Europe, along with the CBOE, OTC, CSE, and NASDAQ in North America.
- Introductions to these exchanges to accelerate dual listings by identifying requirements and exchange representatives.
- Outreach program will drive investor liquidity to your new listing, reaching investors in any geolocation.



**London**  
Stock Exchange





# ETF Marketing

- Production of 30-second FINRA-compliant video ads with messaging that drives a high attention rate.
- Development and A/B testing of compliant copywriting and messaging to accompany video ads, driving further organic engagement and click throughs over time.
- Configuration and continuous optimization of campaigns to drive attractive cost per impression (CPM) and cost per view (CPV) rates.
- Optimized to increase trading volume and assets under management (net capital inflows).



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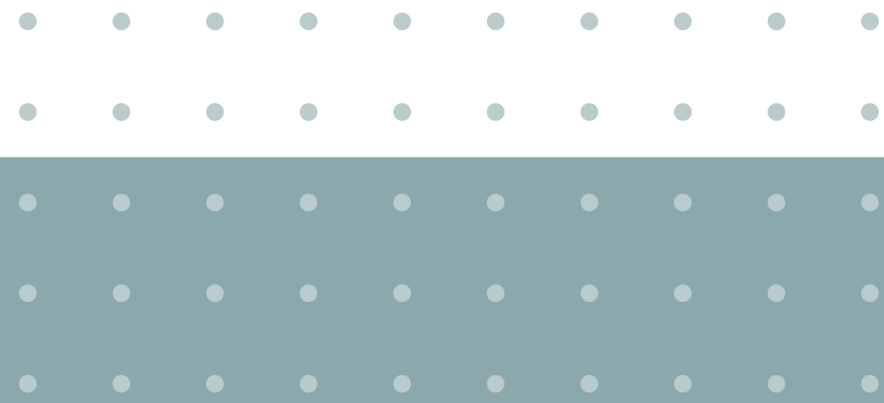
The ETF for [\\$NVDA](#) bears: [\\$NVDS](#).  
View performance at: [bit.ly/3ORMNrl](https://bit.ly/3ORMNrl)



5:00 AM · Aug 22, 2023 · **1.6M** Views

**12** Reposts   **3** Quotes   **98** Likes   **8** Bookmarks





# THANK YOU

CFN Media will provide a free consultation to build your custom capital markets outreach program.

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