

# YOUR STORY IS IMPORTANT

Powering successful financial journeys

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2024

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# ABOUT US

We are a boutique financial and Investor Relations advisory firm that partners with small-cap public companies and cutting-edge start-ups to execute capital formation, investor relations and marketing communications strategies.

## Unlock Your Potential:

- Access capital at a fair value
- Take control of your corporate brand narrative
- Build a network of brand champions

## Experience the BoxTop Advantage:

- Decades of capital markets experience
- Creative excellence in communications
- Unyielding dedication to awareness, loyalty, and trust

## Our Strengths:

- Extensive network of hand-picked experts
- Deep relationships with the investment community
- Interdisciplinary approach to awareness building

# OUR APPROACH

We present a unique proposition for small-cap public companies and innovative start-ups seeking in-house Investor Relations and marketing communications support on a part-time basis.

BoxTop's engagement model assures clients a dynamic resource that is seamlessly integrated into their framework while optimizing operational efficiency.

## Deep Understanding and Authentic Messaging:

- We pride ourselves on working closely with our clients to develop a deep understanding of their company culture to facilitate consistent, authentic messaging to investors and stakeholders that aligns with their strategy.

## Long-Term Relationship Building for Stability:

- We understand the importance of building long-term relationships in business. At BoxTop, we focus on developing those relationships for our clients to foster a stable investor base, minimize volatility and uncertainties, and ultimately contribute to sustained return on investment and a better cost of capital.

## Specialized Services for Sustainable Returns:

- We craft custom, targeted, investor relations, capital markets and marketing communications programs designed specifically for each client's unique value proposition. These programs identify, nurture and sustain long-term interest from potential brand champions and investors.

# WE HELP PUBLIC COMPANIES

## Navigate Capital Markets

**Provide strategic advice and assistance** on capital structure options and available sources of growth capital to assist with the execution of financings, recapitalizations and preparation for sale.

**Develop and maintain relationships** with current shareholders, potential shareholders and key capital markets players. Effective investor relations programs build confidence within organizations, increase amount of long-term investors, and reduce overall cost of capital.

**Maintain a clear, effective, and consistent communications program that highlights their most salient goals**, set milestones and reports on them, and liberates the C-Suite to allocate more time to operating and growing the business.



# WE HELP PRIVATE COMPANIES

## Communicate with the Right Stakeholders

**Develop effective value propositions** to reflect the upside potential in a concise and meaningful way.

**Create strategies to disseminate news** and utilize social media to maximize impact, identify key audiences, and align communications with milestones.

**Create processes in advance of a liquidity transaction** by analysing business strengths and laying the ground-work for growth.

**Create high quality materials** to build and maintain the confidence of shareholders.

**Stay current on regulatory and capital markets trends** that have the potential to impact the company's operational environment.



# TEAM

Our combined experience creates a one-stop Investor Relations advisory experience



**Glen Nelson,**  
Founder and  
Managing Director

BoxTop is led by Glen Nelson, a seasoned strategic communications professional with over 20 years of senior communications, Investor Relations and capital markets communications experience. While counselling senior management teams from more than 30 public and private companies, Glen has showcased his extensive experience in investor relations, IPOs, M&A, investor outreach, media, and crisis management.



**Brian Radiff,**  
Assistant Director

Brian is a corporate and crisis communications specialist with more than 15 years of experience working with senior-level executives at various private and publicly traded companies. His expertise in digital strategy and execution stems from Brian's foundational technology strengths, while his graphic design education helps him to specialize in all things brand. Brian also brings more than five years of real-world emergency operations centre experience and Incident Command System 300 level certification to the BoxTop team.

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**Ryan Mercier**  
**CPA, CA**  
Director

Ryan Mercier is a finance professional with over 10 years of experience in audit, financial reporting, and mergers & acquisitions for both private and public entities. Highlights include working directly on the sale of an energy technology company for just shy of \$1B to an American Private Equity firm. He was also the CFO of a cannabis company that he helped drive from startup to public listing in less than one year. Ryan holds a Bachelor of Commerce Degree from the University of Alberta and is a Chartered Professional Accountant.



**Stephanie Mesher**  
Advisor

Stephanie Mesher is a Director at BoxTop Communications. Stephanie has spent the last 15 years in communications, primarily focusing on financial and capital markets communications. Her 10 years of financial, capital markets and client relationship management with a large Canadian-bank owned retail brokerage. Stephanie has worked at C-suite level with both private and publicly traded companies, predominantly in Alberta with expertise including investor relations, investor outreach, financial communications, communications strategy, marketing and marketing strategy.

# SERVICES + SOLUTIONS

Full-cycle capital planning, monetization and investor engagement:

## Capital Advisory

- Growth or acquisition financing
- Banking relationships
- Buyout of inactive shareholders
- Strategic acquisitions
- Economic development
- Operational support
- Performance management

## Stakeholder Engagement

- ESG reports
- Investor presentations
- Community outreach
- Sell-side capital markets interface
- Buy-side interface
- Financial media outreach

## IPO and Financing Services

- Listing statements
- Roadshow presentations
- Q&A preparation
- Speaker coaching
- Meeting logistics
- Coordination of webcasts

## Marketing + Social Strategy

- Logo, branding, + website design
- Annual and interim report design
- PowerPoint presentations
- Brochures, fact sheets and other collateral

## Communications Support

- Internal communications
- Database management
- Managing in-bound inquiries



# WHY CHOOSE BOXTOP?

We are equipped with:

- BoxTop was purpose-built with your business in mind. We address key challenges for small-cap and innovative start-ups, optimizing resources for impactful campaigns, establishing brand recognition, and guiding clients to carve a distinctive niche in competitive markets.
- Hands-on experience in Investor Relations and Finance, with expert knowledge of your legal, regulatory, and public disclosure requirements.
- A hand-picked collaborative network of experts that includes design, copy, and media and government relations professionals.
- Client-focused, flexible work programs tailored to the needs of your organization.



# Your Story is Important



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