Alliance
ADVISORS

Full Capabilities

January 2025

About us

Alliance Advisors is an independent corporate advisory firm supporting global public companies in several key investor-related areas.

We go beyond; from development to execution of bold client-first strategies resulting in winning outcomes.

Shareholder Meeting Advisory – 2024

727+

Assignments Representing $6.6 trillion in Market Cap.

Compensation, Governance & Shareholder Engagement - 2024

243

Assignments Representing $4.1 trillion in Market Cap.

Celebrating

19+

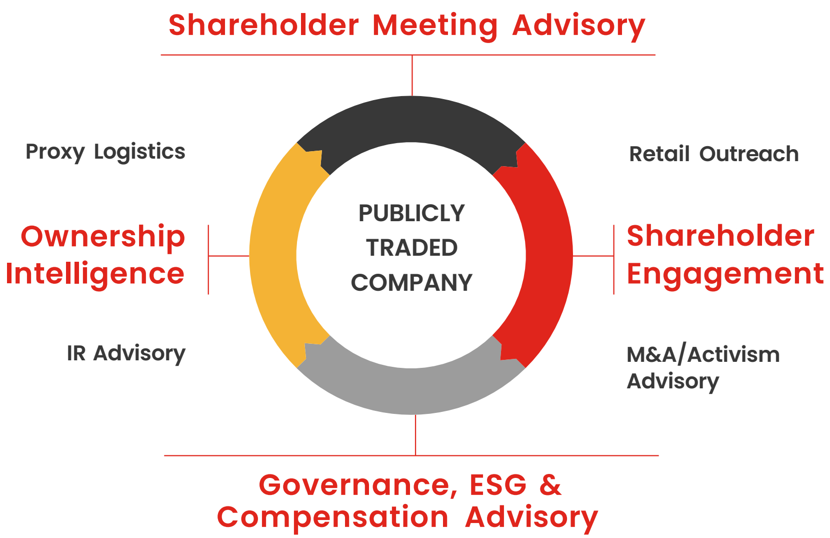
Years In Business

The numbers speak for themselves

1,200+

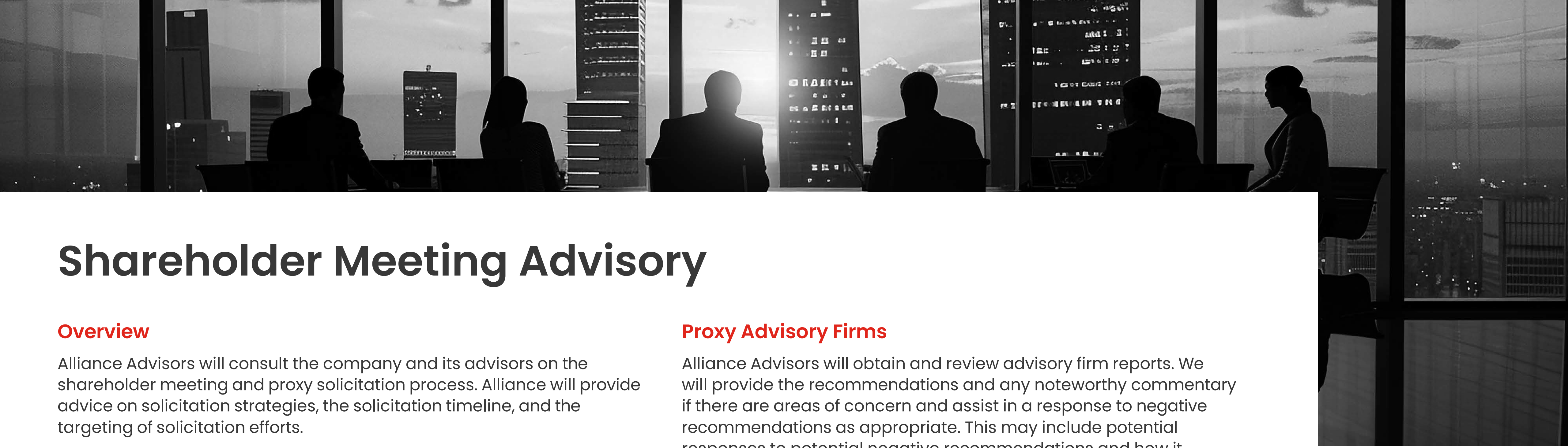
Corporate clients

Year Round Advisory Support



Shareholder Meeting Advisory & Solicitation

Alliance Advisors offers expert consultation for shareholder meetings and proxy solicitation processes. We provide strategic advice on solicitation efforts, tailored timelines, and precise targeting to support successful outcomes.



Shareholder Meeting Advisory

Overview

Alliance Advisors will consult the company and its advisors on the shareholder meeting and proxy solicitation process. Alliance will provide advice on solicitation strategies, the solicitation timeline, and the targeting of solicitation efforts.

Depository Trust (DTC)/Shareholder Lists

Alliance Advisors will register with the Depository Trust Company (DTC) as a third- party vendor and contact all proxy intermediaries and your tabulator. We will also obtain all the necessary record date listings from DTC, your transfer agent as well as all respondent banks. We will also get registered holders and NOBO lists in the event we engage in a campaign for individuals.

Institutional Solicitation

Alliance Advisors will coordinate outreach to institutions including setting up calls as requested, preparing management to dialogue with institutions, providing investor dossiers, identifying proxy advisory firms' (ISS/Glass Lewis) influence on investor proxy voting decisions, and coordinating investor follow-up.

Proxy Advisory Firms

Alliance Advisors will obtain and review advisory firm reports. We will provide the recommendations and any noteworthy commentary if there are areas of concern and assist in a response to negative recommendations as appropriate. This may include potential responses to potential negative recommendations and how it might impact the solicitation process.

NOBO and Registered Holder Campaign

Alliance Advisors recognizes that while most companies' outstanding shares are owned by institutional investors, we offer proprietary technology to reach and influence individual retail investors. Our offerings can include customized, targeted communications via phone campaigns, emails, text messages, and follow-up mailings, as well as monitoring online forums (additional fees may apply).

Solicitation Reporting

Throughout the solicitation campaign, Alliance Advisors will continually update the company on the vote status as well as updates on institutional voting.

What is Shareholder Engagement - INSIGHT?

INSIGHT is post-meeting, shareholder engagement. It is an analysis of data from NPX filings coupled with our research on how your institutional shareholders voted, their voting rationales, when available, and what influenced their decisions.

Alliance Advisors then develops and implements a tailored off-season program between the company and its institutional shareholders.

Insight deliverables are as follows:

- **Analysis of 2023 voting data:** From NPX and other publicly available sources we will provide a report on how institutions voted at the last annual meeting. This will help identify opposition/negative voting and assist with off-season prioritization.
- **Influence Analysis Report:** This document will show how the institution voted and what guidelines influenced its decision.
- **Strategy Worksheet:** Based on voting issues the company may have had, Alliance Advisors will prepare an engagement strategy that will target which institutions the company should engage with.
- **Call Prep Reports:** Prepare investor fact sheets that articulate proxy voting and engagement priorities including background on key personnel. Develop potential investor questions so that Alliance Advisors can develop appropriate messaging.
- **Final Report:** Compile data and produce an in-depth report for the Board of Directors with recommendations and conclusions.

Institutional Ownership Intelligence

Alliance Advisors delivers comprehensive ownership intelligence services, offering detailed insights into shareholder structures and dynamics. We provide strategic analysis and actionable data to support informed decision-making and effective engagement strategies.

Ownership Intelligence

Unmatched Market Insights Going Beyond Surveillance

We go beyond; from development to execution of bold client-first strategies resulting in winning outcomes.

01

Dedicated Analyst: Scheduled interactions on a weekly or bi-weekly basis ensure consistent communication and alignment. Our broader team that also supports you boasts a wide range of experiences, from the buy-side, stock exchanges, IR consultants, and advisors, to rating agencies.

02

Weekly Net Trading Activity: A continuous record of weekly net trading by institutional investors and hedge funds. We also provide the ability to intensify analysis during periods of high volatility or when particular activities demand closer scrutiny.

03

Client-Centric Solution: Developed in response to the need for a more accessible and efficient market surveillance option, OI focuses on essential data for issuers by concentrating on an issuer's core shareholders, key market influencers, and critical buying and selling activities.

04

Trading Dynamics: Analysis of average cost basis, unrealized gains/losses, and short-selling activities to provide a comprehensive financial perspective.

05

Proxy Voting & Activism Insights: Insights into the potential impact of proxy voting and activist history of core holders.

Advisory Services

We offer various advisory services, including ESG advisory, compensation and governance consulting, proxy logistics management, and retail shareholder outreach. These services are designed to provide strategic guidance and practical solutions to help companies navigate complex challenges and achieve their corporate objectives.

ESG Advisory

Our Full Circle approach provides companies with tailored support to develop an effective ESG approach and navigate the rapidly evolving investor expectations, regulatory requirements, and disclosure standards of the ESG landscape.

By taking a proactive approach to ESG and integrating environmental and social impact considerations into your existing business strategy and governance
structures, your company will be well positioned to manage risks and create value.

Our customized solutions enable our clients to best communicate their ESG story and to achieve their unique ESG objectives across the following:

- **Reporting & Disclosure**
- **Benchmarking & Investor Analysis**
- **Strategy & Capacity Building**
- **Stakeholder & Trends Assessment**
- **Climate Analysis & Reporting**
- **Annual Meeting Support**
- **Governance Composition**
- **Compensation Frameworks**

Assess

Alliance Advisors will work with you to identify material ESG topics, understand the evolving standards or requirements across the ESG landscape, and benchmark current practices.

Apply

We partner with you to develop a near- and long-term ESG strategy, establish or strengthen ESG oversight, implement process, and measure performance.

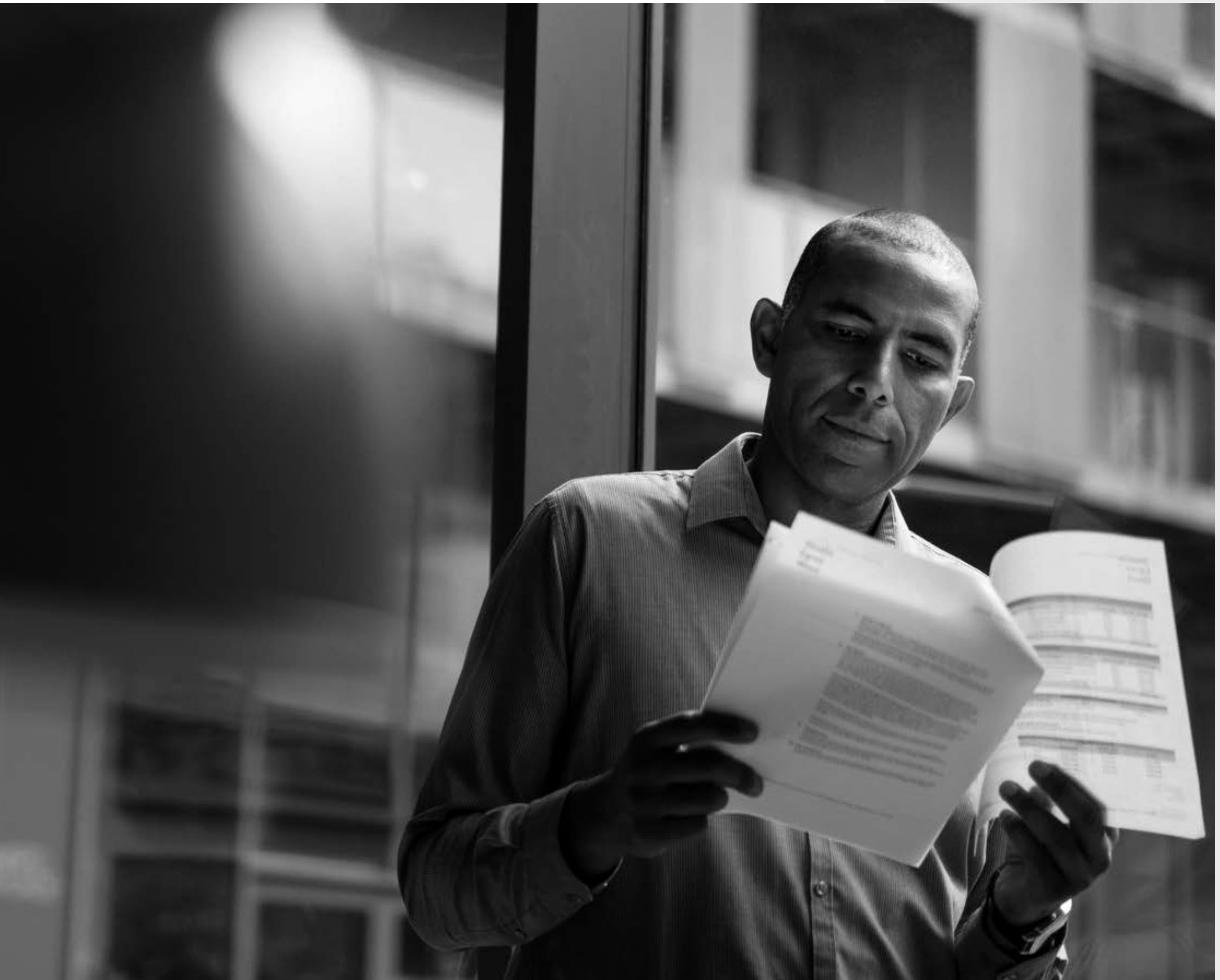
Engage

Leveraging our proprietary investor intelligence, we will craft a tailored engagement plan for your annual meeting or other campaign, and will advise on other critical stakeholder communications.

Disclose

Together with relevant stakeholders, Alliance Advisors will provide a reporting strategy to effectively tell your ESG story across your website, ESG report, and proxy statement or annual report.

Compensation & Board Evaluation



Compensation

- Help develop an equity compensation plan to maximize shareholder support.
- Conduct an institutional shareholder profile to determine the equity plan voting policies of your top institutional shareholders.
- Model your equity plan proposal against the guidelines of the major Proxy Advisory Firms, and make recommendations to improve scoring against these models.
- Review the quantitative features of your plan, such as burn rate and voting power dilution, to determine how large shareholders are likely to vote on the plan.
- Perform vote projections to determine the likely outcome of the proposal.
- Assist in drafting proxy language to best position the plan to shareholders.

Board Evaluation

- Develop a timeline for the Board evaluation process with specific milestones
- Determine which topics to prioritize during the assessment process
- Provide external and objective perspective to Board assessment
- Review current Board assessment questionnaire
- Revise current/create Board self-assessment questionnaire as needed
- Interview Board members to elicit candid feedback from each board memberabout board dynamics, performance, and composition
- Analyze director responses and report highlight key findings
- Present findings and emerging governance themes to the Board

Proxy Logistics
Single Source Solution

The Proxy Logistics group at Alliance Advisors coordinates all regulatory obligations and tasks required to conduct a shareholder meeting. Our single source solution eliminates the need for our clients to coordinate scheduling and production with their transfer agent, DTC, financial printers, transporters, web hosting firms, mailing and distribution centers and the various proxy intermediaries for their shareholder meeting.

Alliance Advisors is the only proxy solicitation firm that offers this proxy logistics program which provides the client with a single point of contact for all shareholder meeting tasks rather than having to manage multiple entities. With hundreds of corporate clients serviced annually, our Proxy Logistics Group is experts at managing the complete process from printing and mailing to vote tabulation and Inspector of Elections. This turnkey model ensures all procedures are properly executed, all timetables are met and that the entire proxy process is professionally managed with a view towards financial efficiencies.

OUR THREE STAGE APPROACH INCLUDES:

01 Consulting

- Determining Logistical Strategy with Client
- Cost-Benefit Analysis
- Selecting & Flawlessly Executing Mailing Models
- Preparation of Timeline
- Assuming Responsibility for all Vendor Outreach

02 Execution

- Broker search
- Reviewing & Printing of all Shareholder Documents
- Typesetting, EDGAR Filings, XBRL
- SEC-Compliant Web Hosting
- Mailing and Distribution

03 Meeting & More

- Vote Tabulation
- Inspector of Elections
- Invoice Verification
- Storage & Fulfilment
- Return Mail Monitoring and Activity Reporting

Retail Outreach – Our Platform

At Alliance Advisors we have the resources and the commitment to deliver successful voting results. Our secure virtual platform allows for limitless agent expansion. This platform makes bandwidth concerns a non-issue. In addition to a telephone solicitation, we offer cell phone communications with Text-to-Vote and personalized email-to-vote platforms designed to increase voting returns.

Our platform has the following modules:

- **Outbound telephone:** Our virtual cloud-based “call center” has geographically dispersed agents for maximum time zone management. Our platform allows us to scale outbound capacity up and down at will. We can provide inbound agents and bilingual agents if required.
- **Text to Vote:** Since many shareholders are reluctant to pick up a call from an unknown caller, we offer Text to Vote services. Text to Vote is an effective vote-gathering tool and allows us to send a short message containing an embedded link to a voting page. Registered or NOBO shareholders can quickly and easily vote from their cell phones.
- **Email Voting:** Email voting is like Text to Vote but with email, we can deliver a more descriptive message to registered and NOBO shareholders. With both methods, shareholders can simply click and vote.
- **In-house design and logistics:** We have internal design, print, and mailing capabilities for enhanced solicitation and custom communications. Shareholder engagement campaigns often require spur-of-the-moment specialized communications. We design in-house and deliver these to engage and inform investors.

Investor Relations

Our Investor Relations division specializes in enhancing communication and engagement with the investment community. It provides strategic support in shaping key messages, managing shareholder engagement, and delivering impactful presentations to strengthen investor confidence and align with corporate goals.

Your partner in Growth, Visibility & Value Creation

We work with public and private companies across multiple industry sectors to implement custom-designed, strategic investor relations programs.

Leveraging modern investor tools and industry best practices, we build awareness, enthusiasm, and sponsorship among target audiences to maximize shareholder value.

Our team is situated across North America, expanding our reach and visibility in key markets.

In this relationship-driven business, our presence where it matters most ensures we stay connected and deliver results.

OUR PRESENCE

NEW YORK / LOS ANGELES / BUFFALO / TORONTO / VANCOUVER / MONTREAL

01
Plan

In collaboration with key members of your team, we develop a comprehensive IR program that includes detailed timelines, action items, deliverables and budgets.

02
Integrate

We immerse ourselves in your business. We meet with key members of your team and seamlessly transition to become an integral part of your organization.

03
Execute

We deliver exceptional IR services using innovative strategies and proven solutions. We are passionate, diligent and relentlessly focused on your success.

04
Measure

We maintain seamless communication with your team, regularly reporting on progress to ensure we're always aligned with your goals.

15

A Proven Process that Combines Finance, Marketing & Strategy

- Increased management credibility
- More long-term investors & higher relative share values
- Lower cost of capital & improved access to new capital
- Strengthened internal buy-in
- More time for management to run business

04 Strategic Investor Relations
Globally Oriented, Value Enhancing Governance, Board Approved Communication Plan, Integration With Corporate Strategy & Culture

03 Progressive Investor Relations
Crisis Plan, Measurable Objectives, Industry Benchmarking, Balance +/-, Perception Studies, Board Reporting, Sophisticated Forecasting

02 Active Investor Relations Teleconferences, Expanded Data Metrics, More Frequent Disclosure, Increased Interaction, Shareholder & Peer Analysis

01 Basic Investor Relations
SEC Filings, News Releases, Annual Reports, IR Website, Disclosure Policy, Corporate Communications, Quarterly/Interim Reports

Alliance ADVISORS

Contact:

Lou Vega
lvega@allianceadvisors.com

Cristian Puhlovsky
cpuhlovsky@allianceadvisors.com

Justin Vieira
jvieira@allianceadvisors.com

Day Thomas
dthomas@allianceadvisors.com

Rajni Tokas
rtokas@allianceadvisors.com

allianceadvisors.com