

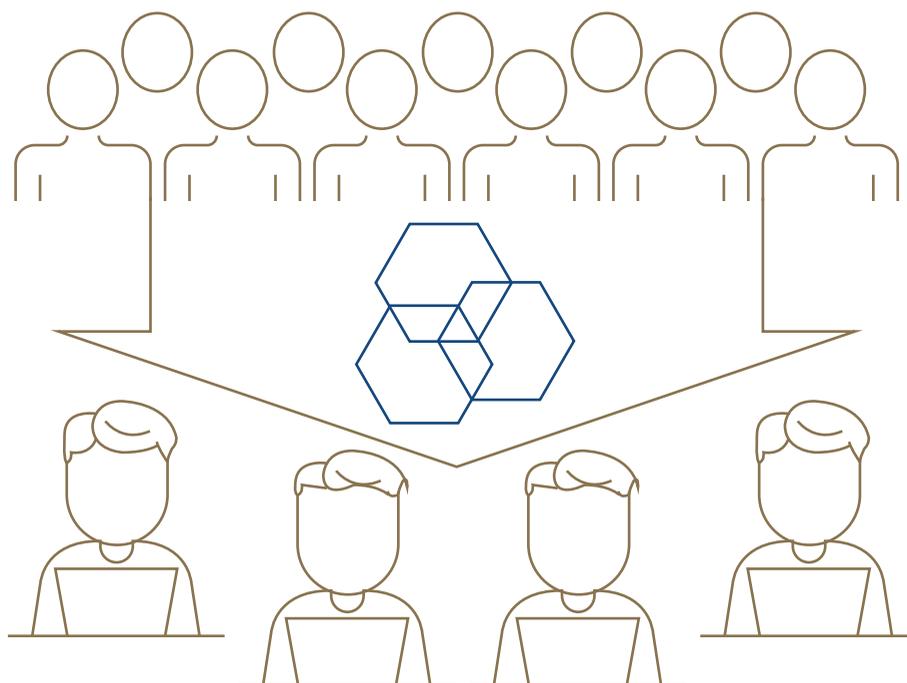
investor_targeting

Build strong relationships with real investor intelligence.

In the past, getting a company's offerings in front of the right audience relied heavily on peer-to-peer introductions and leveraging relationships within funds and firms. While this approach is still highly valuable, companies are increasingly aware of the benefit of leveraging tools and services to efficiently and effectively identify, analyze and prioritize potential buyers.

IR professionals have been challenged to know how to categorize, catalogue and reach the most promising and relevant investors. Globalization and real-time communication has affected how they approach targeting. In short, the science of targeting has become much more sophisticated and precise.

It's no secret that within the cloud-based media, advisor and investor targeting software industry, Issuer Direct is at the forefront. Built on a foundation of two decades' worth of investor intelligence and outreach business knowledge, it is raising the bar for corporate communications.



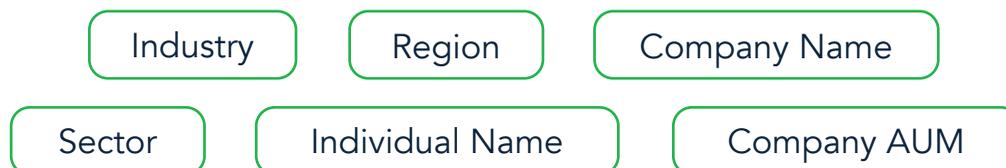
What you can do with Investor Targeting:

- 🔗 Access the most robust database of media professionals in the industry
- 🔗 Tailor information and analytics tools to your needs
- 🔗 Instantly compare your company's performance using real-time analytics
 - 🔗 The database has the most accurate, up-to-date information available.
- 🔗 Show shareholders the value of their investment against the competition
 - 🔗 Easily export that data for a presentation to your board
- 🔗 Seamlessly export your graph to a regulatory document for compliance filing
- 🔗 Create a targeted press release using the database of 3.5 million professionals
 - 🔗 Need to narrow your search to a specific region? Easily apply the many filters.
- 🔗 Search for investors using the database of 2.7 million retail investors
 - 🔗 Contact them directly through the platform
 - 🔗 Compose a targeted investor list for your next roadshow

Investor Targeting's Robust Database

- | | | |
|----------------------------------|--------------------|-------------------------------|
| 🔗 Registered Investment Advisors | 🔗 Family Offices | 🔗 Journalists |
| 🔗 Chartered Financial Analyst | 🔗 Retail Investors | 🔗 Digital Media Professionals |
| 🔗 Firms (Banks and Brokers) | 🔗 Editors | 🔗 Bloggers |
| 🔗 Accredited Investors | 🔗 Producers | 🔗 Social Media Specialists |
| 🔗 Registered Representatives | 🔗 Reporters | |

Investor Targeting's Specific Filters



To learn more about the benefits of using Investor Targeting, contact a representative today.



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