

Case Study

Mining The Online World For Retail Success!

May 2010 – December 2010

Scenario:

- A company with a historical copper, molybdenum and gold property in Nova Scotia.
- Substantial technical and financial support from a major China based resource oriented firm.
- The company was stuck with a \$10 million market cap and sporadic trading.
- A major stock overhang appeared imminent with the forthcoming expiry of “in the money” warrants.

Kicking into action:

- May 2010 - The Howard Group engaged.
- ✓ Revised messaging to focus on Chinese technical expertise, financial backing, plans to expand through acquisition and exploitation of the east coast property.
 - ✓ With a story too small for funds, all efforts were poured into attracting the attention of retail investors. Branding and name recognition were critical. A basket of initiatives were developed including, A) upgrades to client website B) client HG introduction letter to shareholders C) multiple contacts with brokers & investors D) client page on HG website E) regular HG client IR blog F) customized database G) online photo gallery H) completely revised investor presentation & corporate overview I) HG introduction commentary broadly released J) blog news and post on various investing portals K) Calgary & Vancouver road show L) Virtual Metals and Mining Conference M) “Opportunity Knocks II” HG Investor Conference N) corporate video.



The Results:

1. Average Daily Volume – Pre HG – 60,000 -> Average Daily Volume – Post HG - 150,000
2. Vancouver investment community embraced company as a result of its Chinese connection.
3. Chinese investors were attracted to the story.
4. Retail foundation was the key to liquidity. Online marketing to retail audience proved successful. Overhang of 10 million shares from previous financing was absorbed.

