

HYBRID FINANCIAL



POWERED BY

basi  .ai

TORONTO

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MONTREAL

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WELCOME TO HYBRID FINANCIAL

Established in 2011, Hybrid Financial is a sales and distribution company that actively connects issuers to the investment community across North America. Using a data driven approach and a team of over 70 sales professionals, Hybrid offers comprehensive coverage of both Canadian and U.S. markets.

2019



70+

SALES
PROFESSIONALS



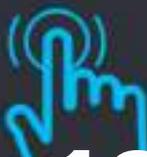
3.2MM

LIVE CALLS



10.3MM

EMAILS SENT



18.2MM

DATA POINTS COLLECTED
ON OUR DATABASE

Hybrid's Reach

11.5K+
Canadian
Investment
Advisors

220K+
American
Financial
Advisors

40K+
North
American
Institutions

4,200+ North
American
Family
Offices

Areas of Expertise



INVESTOR RELATIONS

- Represented 125+ Public Companies in 2019
- 4,800+ Investment professionals invested in our clients



CAPITAL MARKETS

- 60+ Offerings closed in 2019
- Total Transaction Value > \$960 Million



***YOUR BRAND.
YOUR MESSAGE.
OUR AUDIENCE.***



Investor Relations

Hybrid creates a proprietary, customized database tailored to your company to optimize your IR campaign. Investor profiles are updated in real time with information such as buying habits, sector preferences, product interests, and more. Contacts are actively ranked based on this data to ensure the highest likelihood of success.

Hybrid provides your company with a dedicated sales team that distributes your message to the investment community under your brand. All communication is approved by you to ensure the integrity of your brand and tracked to maximize real-time engagement with potential investors.

200+ Clients Represented:

- ✓ Cannabis
- ✓ Mining
- ✓ Technology
- ✓ Financials
- ✓ Real Estate
- ✓ Healthcare
- ✓ Energy
- ✓ Food & Beverage
- ✓ Media & Entertainment



COMMUNICATIONS

Generate 1000+ unique phone calls per month, in addition to tailored email campaigns designed to distribute news and engage with your pipeline.



REPORTING

A list of your leads are sent on a weekly basis in addition to detailed monthly reports that provide full transparency into Hybrid's activities to date. (Sample report available upon request.)



WHITE LABEL SOLUTIONS

Hybrid acts as a direct extension of your brand and distributes your message to your audience. Your IR firm should be branding your company, not themselves.



Capital Raises

Leverage our team of 70+ sales professionals to mass-market your capital raise to Investment Advisors, Institutions and Family Offices across North America.

Hybrid only gets paid if your offering closes, so we are 100% aligned with your goal of raising capital. We will work with your lead underwriter to direct orders to the book.

Performance Since 2017

- Raised Capital for **115+** issuers
- Successfully closed **150+** offerings
- Total transactional value of **\$3.26B**

- ✓ **IPO's + RTO's**
- ✓ **Follow-On Offerings**
- ✓ **Prospectus Offerings**
- ✓ **Private Placements**
- ✓ **SPAC's**
- ✓ **Flow-Through Offerings**



OUTREACH

Market the offering nationally while calling all brokers in the syndicate and reaching out to all engaged members of the selling group.



EMAIL CAMPAIGN

Launch an email campaign highlighting the offering to every investment advisor, family office, and institutional investor in the country all while tracking engagement to prioritize leads for follow up phone calls.



REPORTING

We provide a list of engaged brokers interested in or purchasing the financing in addition to a detailed final report highlighting all of Hybrid's activities made during the offering.