

YOUR PARTNER FOR INVESTOR RELATIONS FOR OVER 35 YEARS



Founded in 1983, MaisonBrison Communications, (MBC), is one of Canada's leading financial communications firms specializing in all aspects of investor relations and stakeholder engagement.

OUR GOAL IS TO ASSIST MANAGEMENT TEAMS IN DRIVING SHAREHOLDER VALUE.

The MBC team partners with C-suite executives and Boards of Directors to deliver a focused corporate strategy for maximum results. The team actively cultivates and manages relationships with sell-side analysts, institutional investors, investment bankers and media. We are highly experienced in financial markets across North America and fully bilingual.

OUR CLIENTS

Selected Current and Past Clients of \$200M to \$2B in revenues traded on the TSX and Nasdaq



Industries

- Aerospace
- Consumer products
- Financial
- Manufacturing
- Technology
- Biotech
- Distribution
- Food
- Media
- Transportation
- Cannabis
- Energy
- Industrial
- Retail

WHY CHOOSE MAISONBRISON

- Focused on driving shareholder value for clients
- Exceptional financial markets intelligence
- Innovative solutions for all shareholder engagement
- 35 years of experience, offices in Montreal & Toronto
- Big firm results with small firm attention

OUR SERVICES

QUARTERLY PROCESS

- Results analysis
- MD&A writing
- Press releases
- Guidance discussion
- Manage expectations
- Consensus analysis
- Key messaging
- Earnings call script
- Q&A preparation
- IR Board presentation
- Investor fact sheet
- Annual report
- AGM (content & logistics)
- Conference calls/webcasts
- SEDAR filings
- Newswire coordination
- Website updates

IR MARKETING

- Investor presentation
- Investor targeting
- Investor day
- Non-deal roadshows
- Broker conferences
- Analyst coverage
- IR website section
- Perception studies
- Disclosure policy
- Broker scorecards
- Peer analysis
- Interaction with analysts
- Investor relations contact
- Investment community outreach
- Analyst/investor tours
- Market feedback

SHAREHOLDER ACTIVISM

- Shareholder analysis
- Issues analysis
- Response to proxy advisors
- Communication strategy
- Key messaging
- Presentation
- Shareholder engagement
- Special meeting preparation
- Speech writing
- Media relations
- Crisis management
- Internal communications
- Specific website development

IPO PROCESS

- Strategic consultations
- Internal communications
- Executive training
- Peer analysis
- Review of best practices
- Drafting of prospectus
- MD&A structure
- Financial metrics
- Q&A preparation
- Internet roadshow
- Presentation

MERGERS & ACQUISITIONS

- Key messaging
- Press releases
- Presentation
- Fact sheet
- Guidance discussion
- Manage expectations
- Conference call script
- Q&A preparation
- Media relations

CSR / ESG

- Strategic consultations
- Action plan
- Materiality discussion
- Peer analysis
- Identification of metrics
- Development of targets
- ESG report
- Stakeholder engagement

MEDIA RELATIONS

- Media spokesperson
- Press kits
- Press releases
- Media monitoring
- Media training
- Press conferences
- Crisis management
- Q&A preparation
- Holding statements
- Key messaging

OTHER SERVICES

- Graphic design
- Website design
- Branding
- Corporate brand books
- Infographics
- Employee communications
- Corporate brochures
- Marketing materials
- Competition entry forms
- Translation

Memberships

- CFA Institute
- CPA Order
- CIRI
- Québec Bourse

SENIOR TEAM MEMBERS



Rick Leckner
Founder

Over 40 years of experience in corporate communications.



Pierre Boucher, CPA, CMA
President

Over 20 years of financial market experience, 12 as a sell-side analyst.



Jennifer McCaughey, CFA
Vice-President, Investor Relations

Over 20 years of financial communications experience, including 15 years in public corporations.



Chris Makuch, MBA
Vice-President

Over 20 years experience in corporate governance, shareholder identification and shareholder engagement strategies.



Shirley Chenny, MSc
Senior Consultant, Investor Relations

Over 10 years of experience in investor relations and corporate social responsibility communication.



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