



simplifying
investor
awareness



Investor Awareness Solutions for Public Companies

CONNECTING YOU WITH THE SMALL TO MID-CAP INVESTORS WORLDWIDE

RBL Communications is a full-service investor awareness provider specializing in the creation of responsive interaction with key financial audiences, stakeholders and potential investors. Through fully-managed, fully-customized programs, RBL engages audiences to showcase your corporate footprint and generate the desired impact to the investment community.

ACCESS TO A MASSIVE AUDIENCE

Since the majority of investors, brokers and analysts use online channels to research companies, discover new investment opportunities and connect with additional investors RBL's initial task targets the virtual community. We gain the attention of investors by rotating placement of your latest press releases, audio/video interviews and updates on corporate events via RBL's Tier 1 financial networks such as Stockhouse, Kitco, Financial Post, Seeking Alpha, Reuters and many others.



SOCIAL MEDIA

RBL mirrors your corporate branding and ensures consistency by way of integrating the message from your website and uniting each social media channel. This integration is then communicated to an established opt-in audience currently exceeding 18,000 + unique weekly visitors. If your website needs to be created or updated to be compatible with social media, Web 2.0 and mobile platforms – We do that too!

OVER 90% OF ALL RESEARCH BY INVESTORS IS DONE ONLINE



MANAGEMENT AND REPORTING

RBL provides consistent monthly reporting of your data traffic, leads generated and database email management so that you can easily gauge performance while reinforcing your corporate brand.

Search engines and social media have become great friends in the placement of information and the need to manage this proposition is key!

In fact – It's critical!

What NOT to say has become quite important!



MAINTAINING AND BUILDING SHAREHOLDER TRUST

RBL also utilizes professional studio recorded interview solutions, which allow you to tell your company's story on an ongoing basis. To compliment this, RBL will convert your static PowerPoint into a narrated media rich webcast. All interviews and webcasts are then made available on every major podcasting website such as iTunes and podcastalley.com, providing you with yet another exposure tool for your company.

RBL understands the stories our clients want to tell which blends the gift of storytelling to visually bring your script to life. Through a streamlined process of design and video direction we undertake production to schedule, edit and produce, within a designated budget, your corporate video production in order to cause reaction that inspires action. This enables you to reach investors on an entirely new level in an emerging market that gains unsurpassed exposure and awareness to a global audience.

ACCESS TO CAPITAL, BROKERS & ANALYSTS



In a constantly changing financial landscape we recognize that healthy growth in your stock performance leads to the formation of long standing relationships. RBL is mindful in meeting all regulatory requirements to ensure accurate

financial disclosure and improve transparency. We also recognize the need for publicly traded companies to raise capital, attend conferences and plan corporate events. Each detail is carefully orchestrated to achieve excellence. When the need arises RBL can facilitate introductions to potential funding sources with established retail brokerage firms, institutions and financial analysts to provide the synergy and expertise you seek in a financial partner.

ALL PROGRAMS INCLUDE:

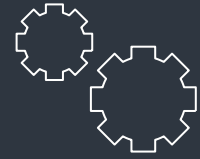
- Tier 1 Financial Network Access
- Social Media integration and management
- Email database management
- Broker list distribution of major press releases
- Multimedia (interviews & webcasts)
- Broker introductions & financing facilitation
- Lead generation
- ROI reporting and much more

ADDITIONAL SERVICES:

- Website hosting and design
- Social Media advertising
- Search engine advertising
- Content design & creation
- SEO optimization
- TV advertising & airtime
- and much more

With an informed understanding of these fundamentals and proficient management in the flow of materials to a variety of channels, our clients receive the longevity they expect placing them in control of their corporate reputation – exactly where it should be! “

RBL's broad industry base experience includes Technology, Biotech, Medical Instruments, Finance, Media, Manufacturing, Oil & Gas, Mining & Agriculture



SOCIAL MEDIA

RBL's social media expertise utilizes the most popular channels like Facebook, Twitter, Flickr and YouTube to connect you with small-cap investors worldwide.



INTERVIEWS

RBL's professional studio recorded audio and video interviews provide your company with an opportunity to tell your story to a wider audience.



TIER 1 WEBSITE NETWORK

Exclusive to RBL, clients will gain front page access on the world's busiest financial websites.

THE 1ST CRUCIAL STEP – Your Online Audit

We begin by inspecting your website framework and reconstruct the back-end architecture. These adjustments are made to meta words, tag lines, and other variables to optimize search results – hence increasing audience engagement. These actionable analytics allow us to assess the key areas of concentration, to increase your web positioning, page rank and uncaptured traffic; giving you a broader online corporate footprint.

MULTI CHANNEL FINANCIAL ADVERTISING



- We create banner ads for web and mobile then select the positioning to present your Company to pertinent financial websites and those in your business sector.
- By combining demographic and geographic targeting we can place and rotate your ads to Anyone, Anywhere.
- With contextual advertising you can infer consumer interests by the content they read online. This allows us to serve a consumer directly to the pages containing content that is relevant to your campaign.
- Our flexible bidding technology allows our clients to control the amplitude of their campaign based on their timing of events and news pipeline.
- We excel at monetizing traffic, by continually directing your ads through social media, display, email, mobile, search and video.
- We are widely recognized as one of the leading facilitators of managed media campaigns for publicly traded companies.
- We have designed a responsive 24/7 x 365 platform that consistently delivers your message to maximize growth and lead investors to your story.
- RBL's small to mid- cap Blog and our new App will serve as the tools to invite collaborations of trusted and noteworthy contributors and constantly educate the investor.
- We understand investor behavior – because we are one and communicate with them daily!

**GAIN THE CONFIDENCE IN KNOWING YOU'RE
GETTING RESULTS 24/7 X 365**

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RBL APP NOW AVAILABLE

