

A low-angle, black and white photograph of several tall skyscrapers reaching towards the sky. The perspective is from the ground looking up, creating a sense of height and scale. The buildings are densely packed, with many windows visible. A bright light source, likely the sun, is visible in the lower right corner, creating a lens flare effect that radiates across the bottom right of the image.

# COREIR

*Experience The Difference*

## INVESTOR / PUBLIC RELATIONS & CAPITAL MARKETS ADVISORY

CORPORATE PRESENTATION



# WHO WE ARE

COREIR

Founded in 2009, COREIR (formerly Cor Prominence) provides Investor Relations, Capital Markets Advisory, Corporate Communications, Public Relations, Media, and Marketing Communications services for small to mid-sized companies. Our team of 24 has more than 350+ years of combined buy-side, sell-side, investment banking/services, IR consulting, and strategic communications experience. We execute a process tailored to the unique circumstances and requirements of each of our clients.

## OUR APPROACH

Clients are managed by our expert team through a multi-disciplinary approach in which we leverage our proprietary, deeply-established, and long-term relationships, providing strong introductions across the buy-side and sell-side of the capital markets.

“ ‘Investor Relations’ was coined by General Electric (GE) in 1953. That year, GE started a program aimed at attracting individual investors to invest in the company’s shares thanks to a specific communication strategy. The program was named ‘Investor Relations.’ ”

## INVESTOR RELATIONS AND ADVISORY

**Scott Arnold**  
Senior Managing  
Partner/Roadshows

**Bret Shapiro**  
Senior Managing Director,  
Head of Corporate Advisory

**Tristan Traywick, MBA**  
Senior Managing Director,  
Corporate Access

**Peter Seltzberg**  
Senior VP of Investor Relations  
and Corporate Advisory

**Tom Caden**  
Senior Vice President,  
Corporate Access

**Andrew Moskowitz**  
VP of Investor Relations

**Justin Kulik**  
VP of Investor Relations

**Gene Mannheimer**  
VP of Investor Relations

**Dr. Michael Beaubaire**  
Chief Healthcare Strategist

### PR & COMMUNICATIONS

**Jules Abraham**  
Managing Director, Communications

**Kati Waldenburg**  
Managing Director,  
Public Relations

**Janet Vasquez**  
Media Relations Specialist

### OPERATIONS

**Aaren Tousand**  
Executive Assistant

**Amanda Boyle**  
Digital Strategist

### EQUITY ANALYSTS

**Louie Toma**  
Managing Director,  
Research

**Matt Blazei**  
Sr. Equity Analyst

**Joey Delahoussaye**  
Sr. Equity Analyst

**Jason Nelson**  
Sr. Equity Analyst

### CONFERENCES COORDINATOR

**Mike Mason**  
VP of Investor Relations

**Ling Wang**  
Senior Biotech and China Strategist

### HUMAN RESOURCES

**Ilysa Pugliese**  
Human Resources Manager

### MARKETING

**Robert Babilonia**  
Presentation Specialist

### FOUNDERS

**Chuck Bennett**  
CEO & Co-Founder

**Scott Gordon**  
Co-Founder and President

- Public relations counsel and services delivered by only senior-level communications and media professionals
- Each team member has decades of experience in the communications arena, gained from the consulting and client sides of the house
- Superior client service is a constant CORE hallmark trait
- Equity research analysts are full integrated client leads/liaisons
- Team members' varied experiences encompass product launches, to large-scale media campaigns and truly everything in between
- Micro- and small-cap specialty
- Clustered, team approach toward all clients
- Sector-agnostic, although deep in the life sciences

# EXPERIENCE THE DIFFERENCE



**Rick Eiswirth**

CEO, Alimera Sciences, Inc.  
(Client since 2019)

“

The COREIR team has demonstrated prowess in approaching our IR and Communications needs. COREIR has evolved as our needs have evolved, and that scalability is a testament to their competence, specializations, and sensitivity.

”



**Kyle Guse**

CFO and General Counsel  
Atossa Therapeutics, Inc.  
(Client since 2012)

“

COREIR has long served as Atossa's IR firm and has consistently delivered on all aspects of our IR and shareholder communications needs. Their professionalism and clustered approach to service delivery are unparalleled, and their attention to detail and support truly set them apart.

We have accomplished a great deal in evolving Atossa, and CORE's team has been in lock-step with Atossa, guiding our strategic IR efforts with integrity, precision, and a tailored approach to meet our specific needs.

”



**Michael Feldschuh**

CEO, Daxor, Inc.  
(Client since 2018)

“

COREIR's strong team of professionals possesses a broad base of expertise across the capital and financial market arenas, which together have produced tangible results for Daxor across our IR efforts. Their broad base of relationships and expertise in crafting and executing IR, capital markets advisory, and communications strategies are hallmarks of their competencies and accomplishments with Daxor.

We have accomplished a great deal through their dedicated, accountable, and highly individualized approach to helping our company meet its goals.

”



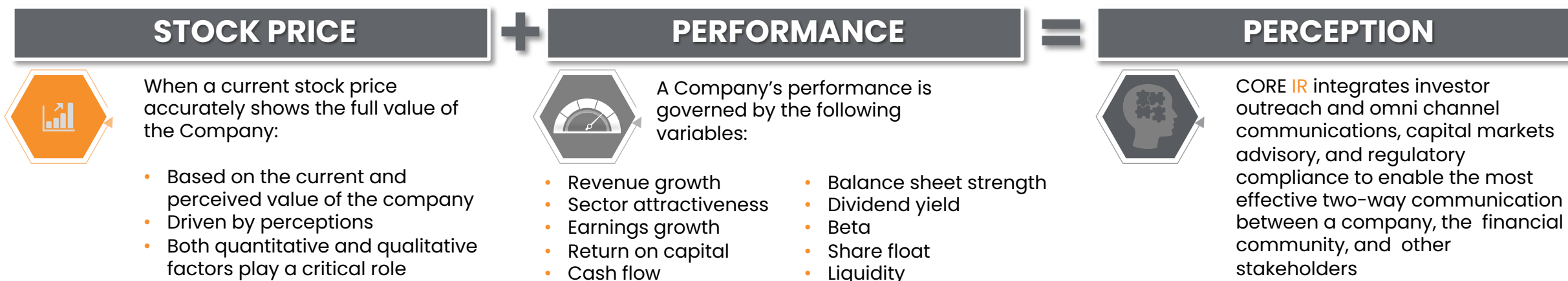
# COREIR

EXPERIENCE THE DIFFERENCE

## MEASURABLE RESULTS



**Integrated Shareholder and Corporate Communications:** Effective investor and corporate communications are core deliverables that serve as a foundation for our strategic success. Our shareholder and corporate communications efforts incorporate effective presentations and investment theses development, professional press release drafting, earnings call script management, investor inquiry response, media management, and crisis communications, ensuring the right message is not just delivered but also received.

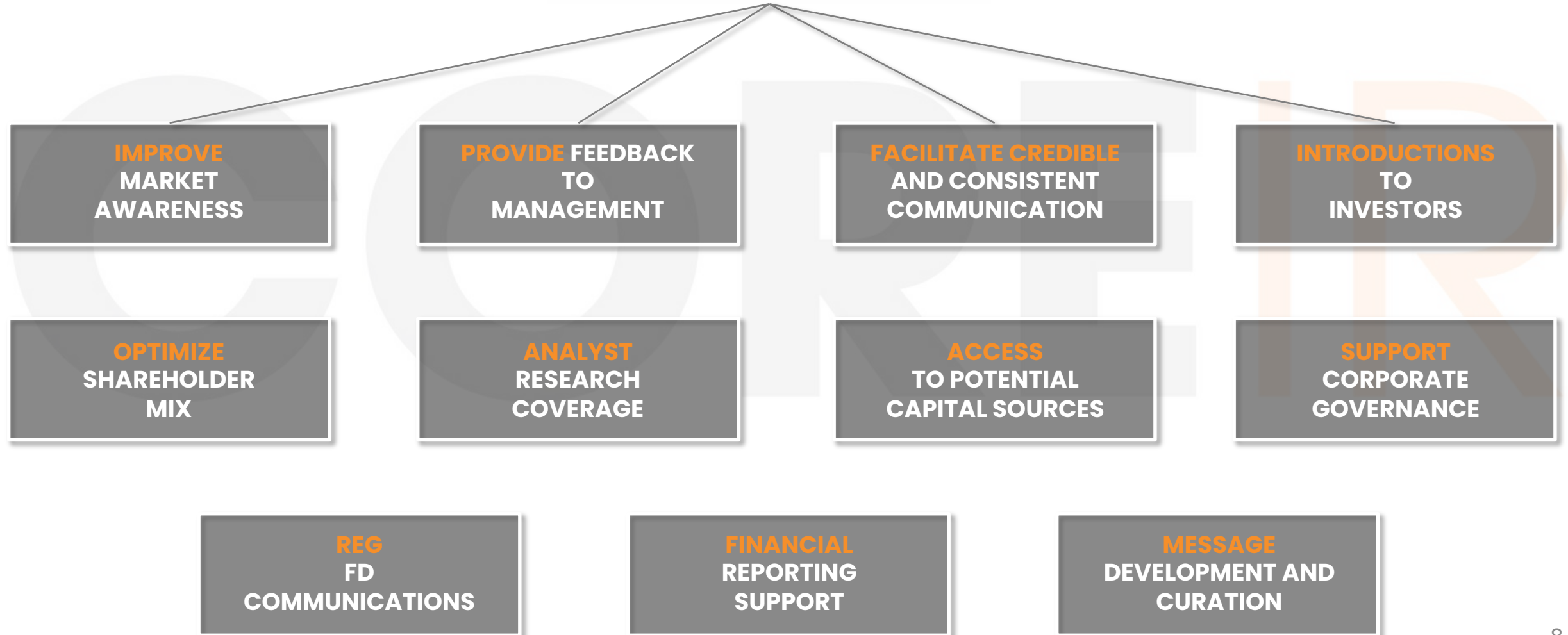


## WE DELIVER **REAL** VALUE



- Professional shareholder communications
- Market strategies
- Transaction support and industry analysis
- Investor awareness and introductions
- Number/quality of analysts following the company
- Number/quality of meetings held with investors
- Number/quality of conference appearances
- Keeping management informed
- Growing/achieving optimal shareholder base
- Delivering ROI on corporate IR objectives
- Strategy, valuation, analysis, and reporting

## COREIR



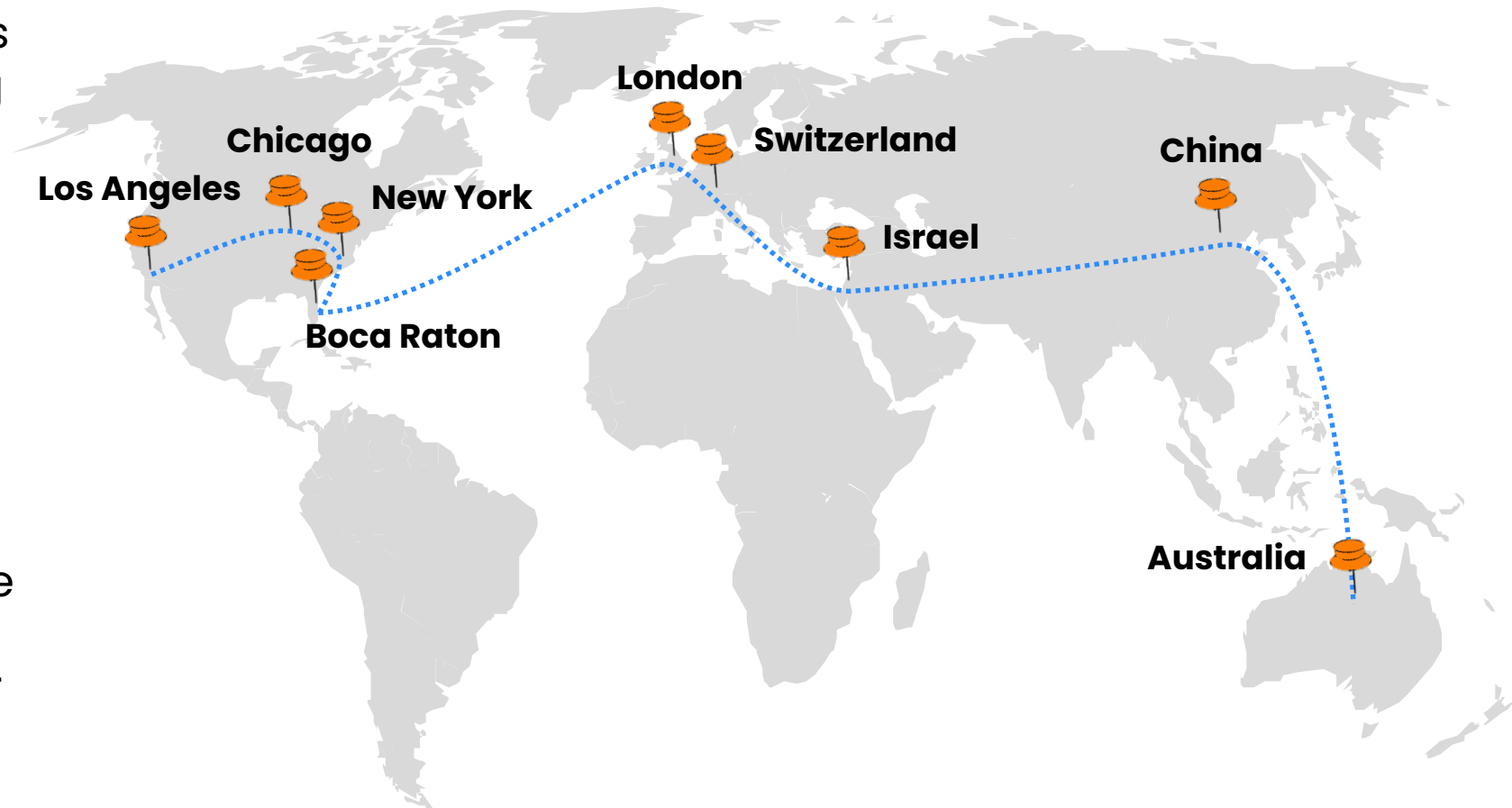


CORE IR's locations span the U.S. and include New York, Boston, Washington, D.C, Boca Raton, Chicago, Denver, Phoenix, San Francisco, and Los Angeles and provide close proximity and access to major U.S. investment hubs. As a result, we book all roadshows in a seamless series of meetings across different cities where clients have the opportunity to meet with both the buy and sell-side.



CORE IR capitalizes on technology by regularly conducting strategic meetings via Zoom to assist in executing on our clients' needs. These meetings maintain a human connection between clients and our team, irrespective of physical location, which speeds up decision making and improves our ability to collaborate globally.

Given the COVID pandemic, we also conduct Zoom non-deal roadshows (NDR) between our clients and investors, helping to bridge the IR gap during times of limited physical travel.



- **Corporate Identity and Positioning**
- **Message Development and Review**
- **Non-Deal Roadshows**
- **Integrated Shareholder and corporate communications**
- **Institutional & Retail Shareholder Development**
- **Capital Markets Advisory**
- **Public Relations, Media (Traditional, Digital, Social), and marketing communications**

- **Securing Select Investment Conference Invitations**
- **Strategy Evaluation, Analysis, and Reporting**
- **Editorial Calendar Development and Management**
- **Investment Banking Networking**
- **Research Analyst Network Development**
- **Investor Relations Website Consulting**

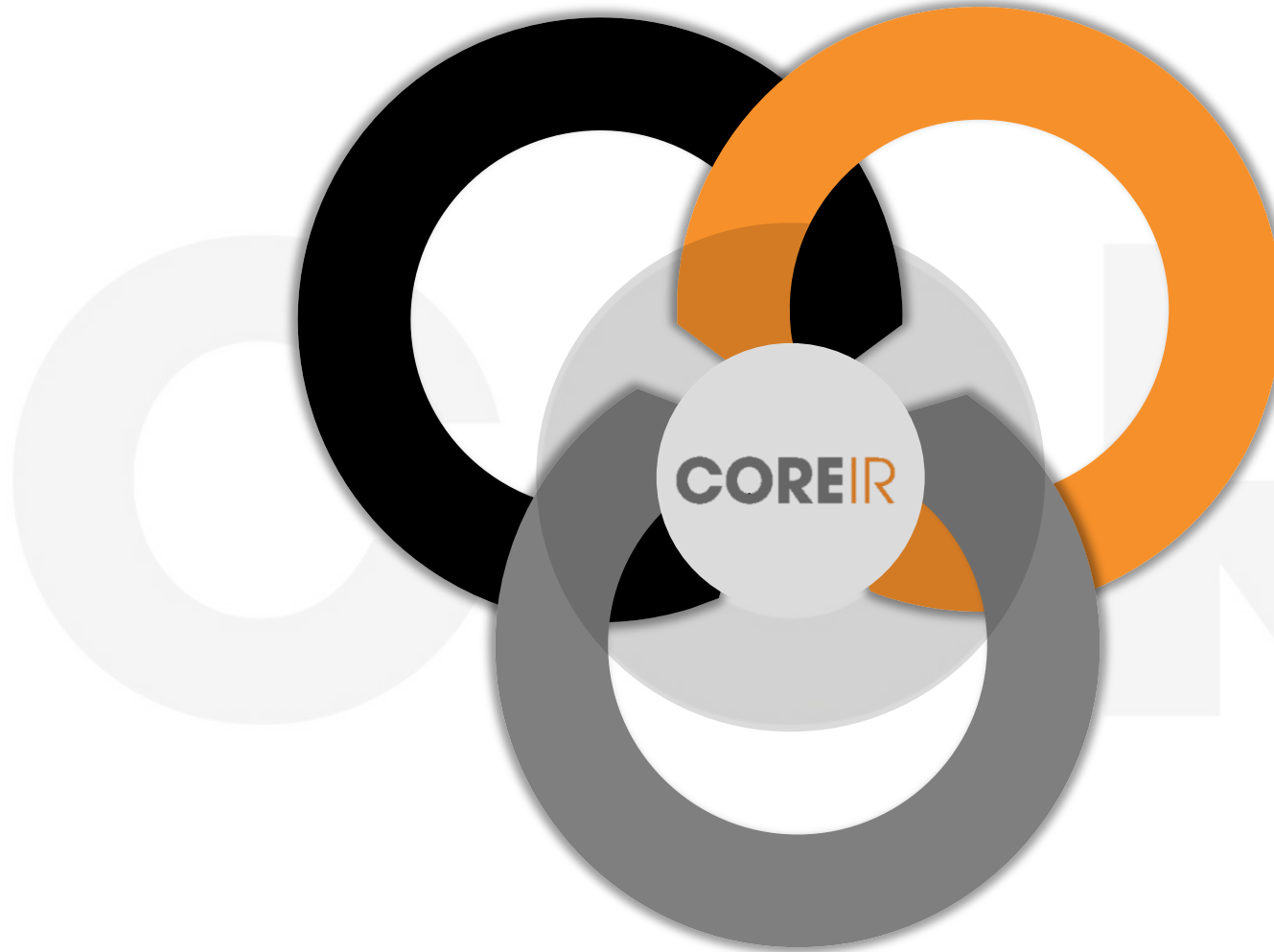


The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

salesforce

## Program Measurement

Our reporting is second-to-none – Our custom-tailored CRM enables instant **reporting and transparency** so that clients have 360-degree perspective on our efforts within any particular time frame, allowing them to analyze the data and measure the effectiveness of our IR efforts.



**Non-Deal Roadshows** Clients experience the CORE IR difference through our delivery of the most effective capital formation, investor growth, and market exposure results through an extensive relationship development process. We introduce clients into our proprietary, deeply-established, long-term network of Investment Bankers, Retail Broker-Dealers, Buy and Sell-Side Institutions, Portfolio and Fund Managers, Family Offices, and Analysts.

**Conferences & Events** Investor Conferences are a great way to leverage management's time and gain broad concerted exposure in one setting. However, not all conferences meet each client's needs. We couple roadshows around select conference participation dates, where possible. We are extremely conscious of a client's budget and maximizing efficient use of management's time, not just attending a conference for the sake of it.

### **Communications**

Traditional, Digital, and Social Media Communications Strategies, Media Targeting & Engagement, and Earnings Call Management.

**Integrated Shareholder and Corporate Communications** Effective investor and corporate communications are core deliverables that serve as a foundation for our strategic success. Our shareholder and corporate communications efforts incorporate effective presentations and investment theses development, professional press release drafting, earnings call and script management, investor inquiry response, media management, and crisis communications, all ensuring the right message is not just delivered, but also received.

**Editorial Calendar Development & Management** We pursue a communications approach first by developing a regularly planned editorial calendar of press releases emphasizing positive attributes of client stories, which we assist in curating, as needed. Subjects often include:

- New Intra-quarter Customer Acquisitions
- New Business/Product Pipeline Developments
- Strategic Partnerships
- Key Milestone Achievements
- Mergers and Acquisitions Developments
- Key New Hires
- Roadshow and Conference Attendance
- Earnings Results and Other Corporate Developments





## EDITORIAL

- Company Positioning, Supporting Message Points, Boilerplate, Descriptor
- Message Track Development
- Content Creation
- Corporate Naming Exercises
- Regulatory & Scientific Communications
- Branding
- Advocacy Relations
- Issues and Crisis Mitigation
- Corporate Reputation Campaigns, Enhancement, Protection
- Corporate Deck & Tear Sheet Development
- Website Assessment & Content Development
- Milestone & Product Communications

## MEDIA: TRADITIONAL, SOCIAL & DIGITAL

- Channel Development & Management
- Influencer Identification
- Content Development and Curation
- Platform Campaigns
- Earned Media Strategy
- Story Development
- Media Outreach: Event Driven Outreach, and Proactive, Ongoing, Strategy of Inclusion
- Thought Leadership Campaigns
- Media and Presentation Preparation
- Media List Development, Customizable by Client, Therapeutic Area, Geographic Region
- Media Relationships – Across National, Local, Broadcast, Industry Trade Publications

## CORE Public Relations offers a full suite of services, including:

- **Strategy Development** – custom-tailored strategies focused on furthering your mission and reaching your goals to:
  - Share Valuable Information
  - Build Brand Recognition
  - Cultivate Industry Influence
  - Establish Credibility
  - Achieve Measurable Results
- **Comprehensive Positioning and Messaging** – assessing your historical and current messaging and infusing your company's DNA into positioning your brand for optimal impact and supporting the effort through impactful messaging
- **Materials Audit** – our audit provides actionable insights and recommendations for enhancing your materials and messaging to better align with your goals and target audiences

- **Media Relations** – deep relationships with the right resources and the knowledge to navigate the current media landscape  
Expertise in:
  - Earned Media Strategies
  - Story Development
  - Media Outreach
  - Event-Driven Outreach
  - Paid Opportunities (when appropriate)
- **Strategic Counsel** – with our collective 200+ years of Public Relations expertise, we guide you in developing and implementing the most effective PR strategies while leveraging the most effective tools and tactics to build brand engagement and achieve evolving goals

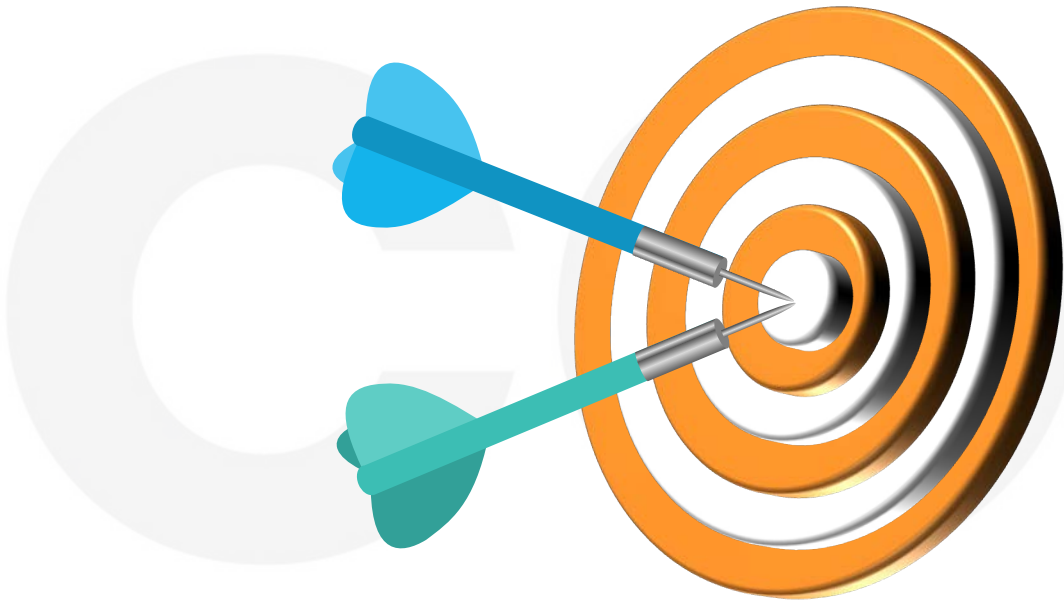
What's Your Story?





- **Content Generation** – our seasoned team of writers and creatives develop content that increases brand awareness and drives stakeholder engagement. Capabilities include:
  - Press Releases
  - Bylined Articles
  - Presentations
  - Collateral: Brochures, Newsletters, Tear Sheets
  - Social Media
- **Issues and Crisis Management** – careful strategy development and implementation to manage significant issues and communications crises
- **Thought Leadership Development** – leveraging your knowledge and expertise to position you as a forward-looking industry leader
- **Speaking and Awards Submissions** – guiding you on the most influential speaking and award opportunities to pursue, supporting the entire nomination process
- **Social Media Management** – our team of influencers and tech-savvy professionals offers and implements tactics to ensure we are maximizing the value of digital and social channels





## Targeted, Insightful Counsel

COREIR provides a wealth of strategic advisory services that address a wide array of both public and private company objectives. Our strategic advisory services facilitate introductions to our incomparable relationships with Investment Bankers, Institutional Investors, Portfolio Managers, Family Offices, and Registered Investment Advisors in service to the unique objectives of each client across the expanse of capital formation, strategic growth, and corporate structure. Our strategic advisory team represents decades of “in-the-trenches” expertise in banking, syndicate, and all manner of capital formation and provides expertise on:

- Capital Markets
- Market and Financing Strategies
- Pre/Post IPO Needs Analysis
- Up listing Support
- Business Plan Enhancement
- Corporate Structure
- Board/Executive Team Composition
- J.V. & Strategic Opportunities
- Stewarding through the complete Deal roadshow process; from IPO's to Secondaries, SPAC's, Reverse Mergers and more

Our team of senior chartered financial analysts and senior equity research analysts, former bankers, syndicate, and buy and sell-side financial market professionals provide unrivaled insights and strategic perspective.

Our strategic advisory services often precede our full IR engagements, providing both the catalysts for and the experience-led practical basis of continued support throughout the post-listing or transaction needs.



# STRATEGY EVALUATION, ANALYSIS, AND REPORTING

- We conduct regularly scheduled (weekly or bi-weekly) client/team strategic update calls to evaluate corporate plans and strategy and the upcoming editorial events
- We develop and provide post-roadshow and event meeting feedback reports and track relationships of interest through feedback analysis, gaining deep insight into value drivers and intentions to pursue portfolio position building, negatives/turn-offs, overall strength of message, and criteria for improvements
- This process allows us to collaboratively assess our positioning through SWOT analysis and refine and hone our approach to message development and delivery and assess what is working and what is not, all in order to adapt our strategic overlay to gain maximum, sustained impact





## Retail + Consumer

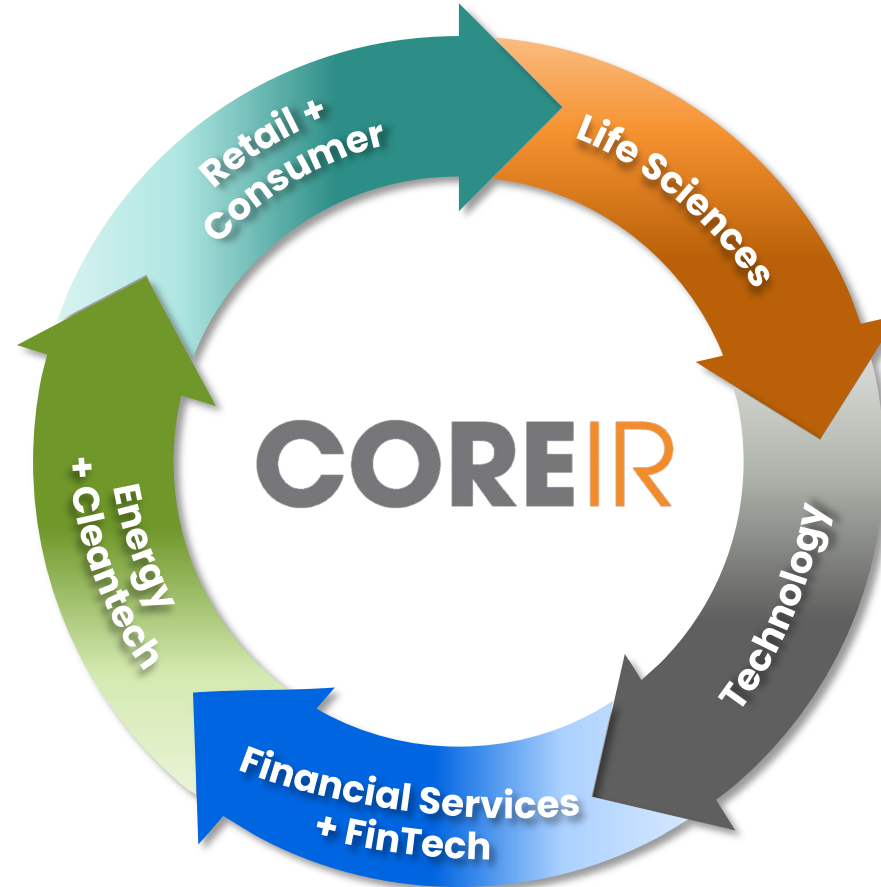
The retail and consumer industries have witnessed significant transformation and volatility over the last few years and are still accelerating today. Don't be a number at a huge firm whose leaders have 30 clients each. Instead, get the senior attention, experience, and strategic support your program needs with Core IR.

## Energy + Cleantech

The increasing dynamics of many Energy & Cleantech companies raise complex questions about the role these companies play in a changing energy economy. Traditional utilities, refiners, MLPs, and E&Ps will continue to navigate secular and cyclical challenges, while clean energy companies will be building investment brands and driving rapid growth. COREIR has deep and diverse experience in helping our energy clients navigate complex IR and crisis issues.

## Financial Services + FinTech

The financial services sector is very complex, and each niche brings its own specific language. Banks talk to net interest margin, whereas REITs report on FFO. New technologies to help manage the complex financial world are emerging at an ever-increasing pace, and the changes in the currency landscape only increase the complexities. At COREIR, we know which fintech-specific investors are the right ones and how to help our financial services clients appeal to broader generalist investors.



## Life Sciences

Our team has supported all manner of life sciences companies and at varying stages, ranging from the earliest pre-clinical molecule and investigative medical device to marketed drugs, healthcare services, and healthcare technologies, all at varying states of growth and income stream. COREIR has an established track record in helping companies explain their science, their business model, and their impact on the market to create excitement among current and future stakeholders and create ongoing and meaningful engagement. Regardless of the challenge, COREIR helps life science-based companies navigate to achieve their business objectives.

## Technology

From helping high profile technology companies go public to helping clients manage the cadre of short-term hedge funds who are forever playing the industry cycle, our team has seen it all in the tech space. As a result, we are well prepared to handle the fast-paced IR and communication challenges that come with the industry.

**COREIR'S  
EXPERIENCE  
AND INSIGHT  
DRIVE REAL-WORLD,  
PRACTICAL VALUE TO  
EFFECT TANGIBLE  
RESULTS**

SELL-SIDE  
INSTITUTIONAL SALES

RETAIL BROKERS

RESEARCH

BUY-SIDE

PORTFOLIO MANAGERS

FAMILY OFFICES



# STRATEGIC INVESTOR & PUBLIC RELATIONS

**RAISE VISIBILITY. EXPAND AWARENESS. INCREASE SHAREHOLDER VALUE.**

STRATEGIC, RELATIONSHIP-BASED, NEXT-LEVEL INVESTOR  
RELATIONS FOR DYNAMIC AND VISIONARY SMALL TO MID-SIZED  
COMPANIES.

**INVESTOR ENGAGEMENT | COMMUNICATIONS | CAPITAL MARKET ADVISORY | DIGITAL MEDIA**

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CALL US AT (212) 655-0924 OR EMAIL US AT [INFO@COREIR.COM](mailto:INFO@COREIR.COM)  
FOR MORE INFORMATION