



**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 30 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.



**Chuck Bennett**  
CEO & Co-Founder

**Scott Gordon**  
Co-Founder and President

**Bret Shapiro**  
Partner – COO, Head of Capital Markets

## PR & COMMUNICATIONS

**Jules Abraham**  
Managing Director,  
Communications

**Kati Waldenburg**  
Managing Director,  
Public Relations

**Matthew Cossel**  
Account Director,  
Public Relations

**Jacqueline Grose**  
Senior Account  
Manager, PR

**Caroline Glennon**  
Senior Account  
Manager, PR

**Audrey Gentile**  
Senior Account  
Manager, PR

**Evan Hensley**  
Account Supervisor,  
Public Relations

**Janet Vasquez**  
Media Relations  
Specialist

**Robert Babilonia**  
Presentation  
Specialist

**Thomas Stephenson**  
Social Media  
Director

**Yasmin Cuesta**  
Social Media  
Manager

**Anastasia Pixler**  
Social Media  
Manager

**Melissa Lefkowitz**  
Social Media Specialist

**Emma Rohnstock**  
Graphic Designer

**Marissa Pixler**  
Social Media Specialist

## INVESTOR RELATIONS AND ADVISORY

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

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

**Rory Rumore**  
Senior Vice President  
of Investor Relations

**Bill Begien**  
Senior Vice President of  
Investor Relations

**Andrew Moskowitz**  
VP of  
Investor Relations

**Justin Kulik**  
VP of  
Investor Relations

**Mike Mason**  
VP of  
Investor Relations

**Louie Toma, CPA**  
Managing Director,  
Research

**Jeff Hart**  
Corporate Advisory  
Partner

## OPERATIONS

**Whitney Gagliardi**  
Director,  
Human Resources  
and Operations

**Amanda Boyle**  
Operations  
Manager

**Lindsey Deal**  
Business  
Development  
Manager

- 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



**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



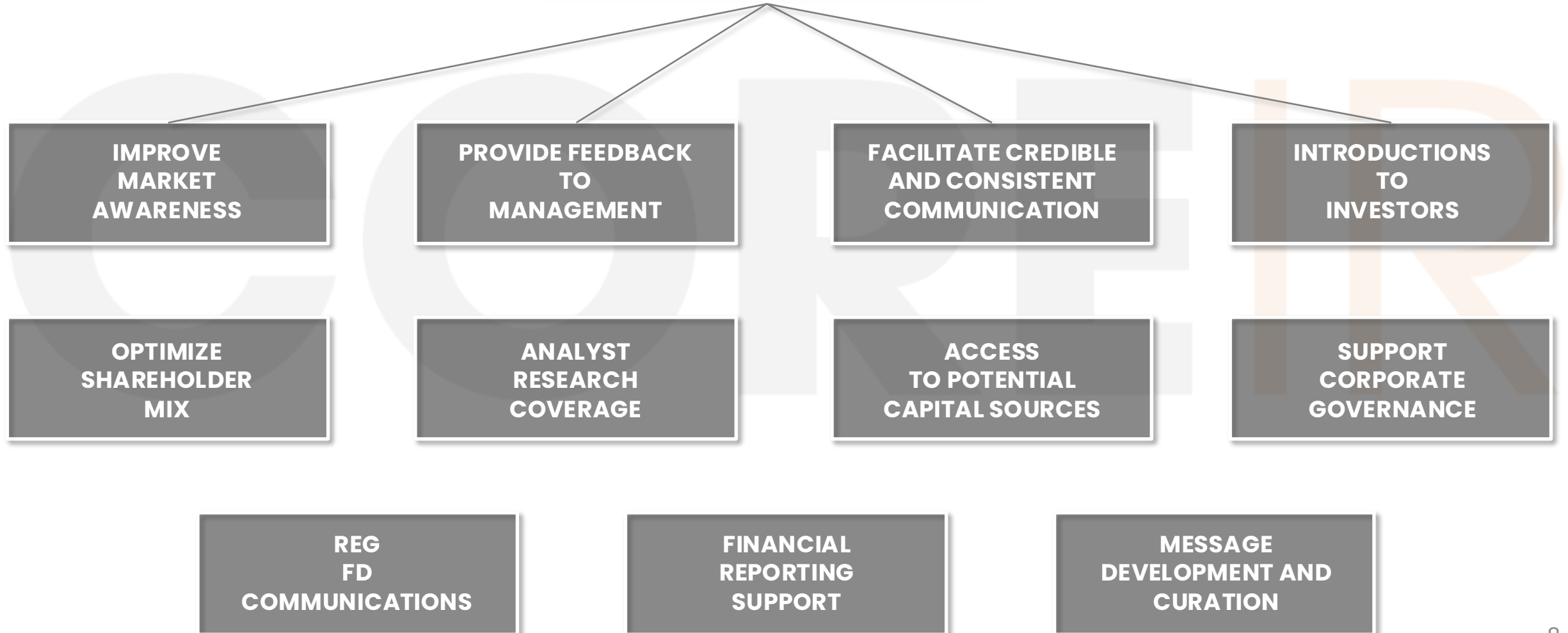
**Integrated Shareholder and Corporate Communications:** Effective investor and corporate communications are core deliverables that serve as a foundation for our strategic success. Our shareholder and corporate communications efforts incorporate effective presentations and investment theses development, 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
- Number/quality of analysts following the company
- Growing/achieving optimal shareholder base
- Market strategies
- Number/quality of meetings held with investors
- Delivering ROI on corporate IR objectives
- Transaction support and industry analysis
- Number/quality of conference appearances
- Strategy, valuation, analysis, and reporting
- Investor awareness and introductions
- Keeping management informed



## COREIR



# COREIR SELECT IR/PR CLIENTS

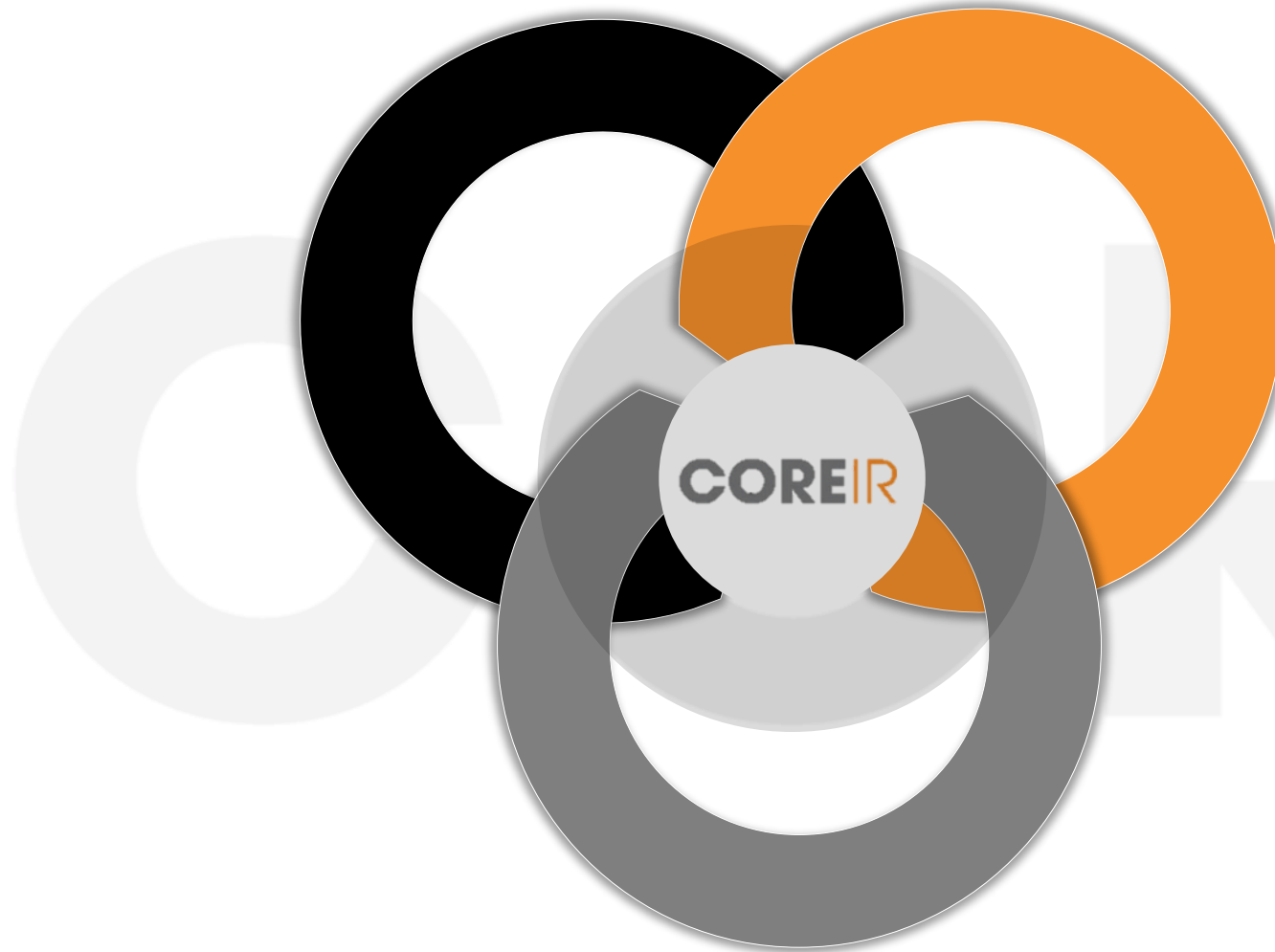


The Salesforce logo is a blue cloud shape with the word "salesforce" written in white lowercase letters inside it.

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
- Access to More Than 50 Financial Newsletters
- 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

# NATIONAL FINANCIAL ADVERTISING CAMPAIGNS

Our team has curated key relationships with top financial broadcast news outlets including CNBC, Fox Business, and Bloomberg to develop, produce, upload, and place key advertisement campaigns for both public and private companies. CORE PR will collaborate with your team to create a tailored advertising campaign that aligns with your organization's objectives and budget.



**Bloomberg**



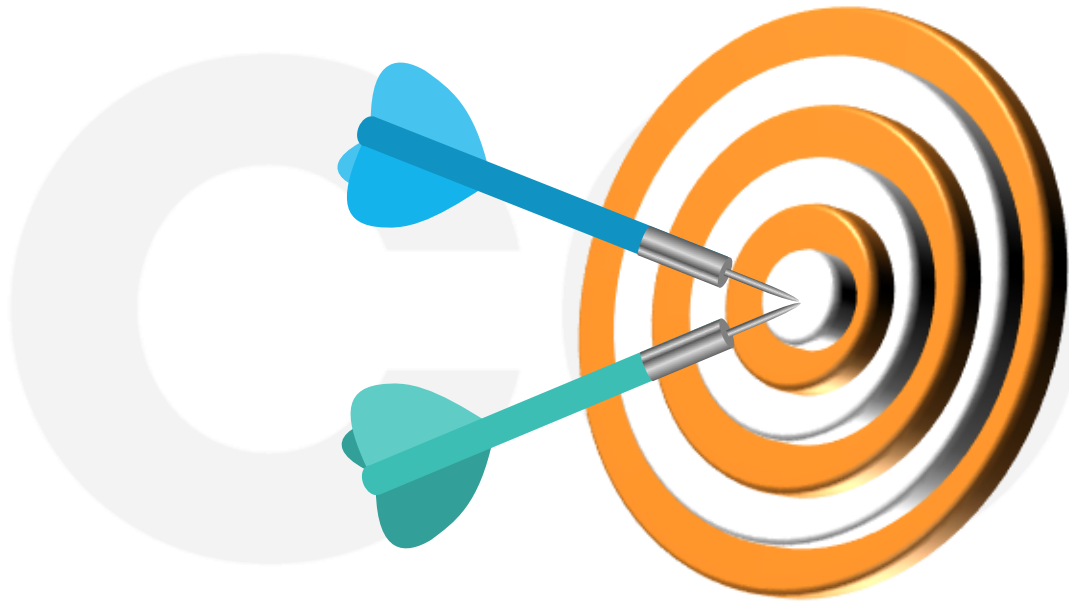
## Targeted, Insightful Counsel

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

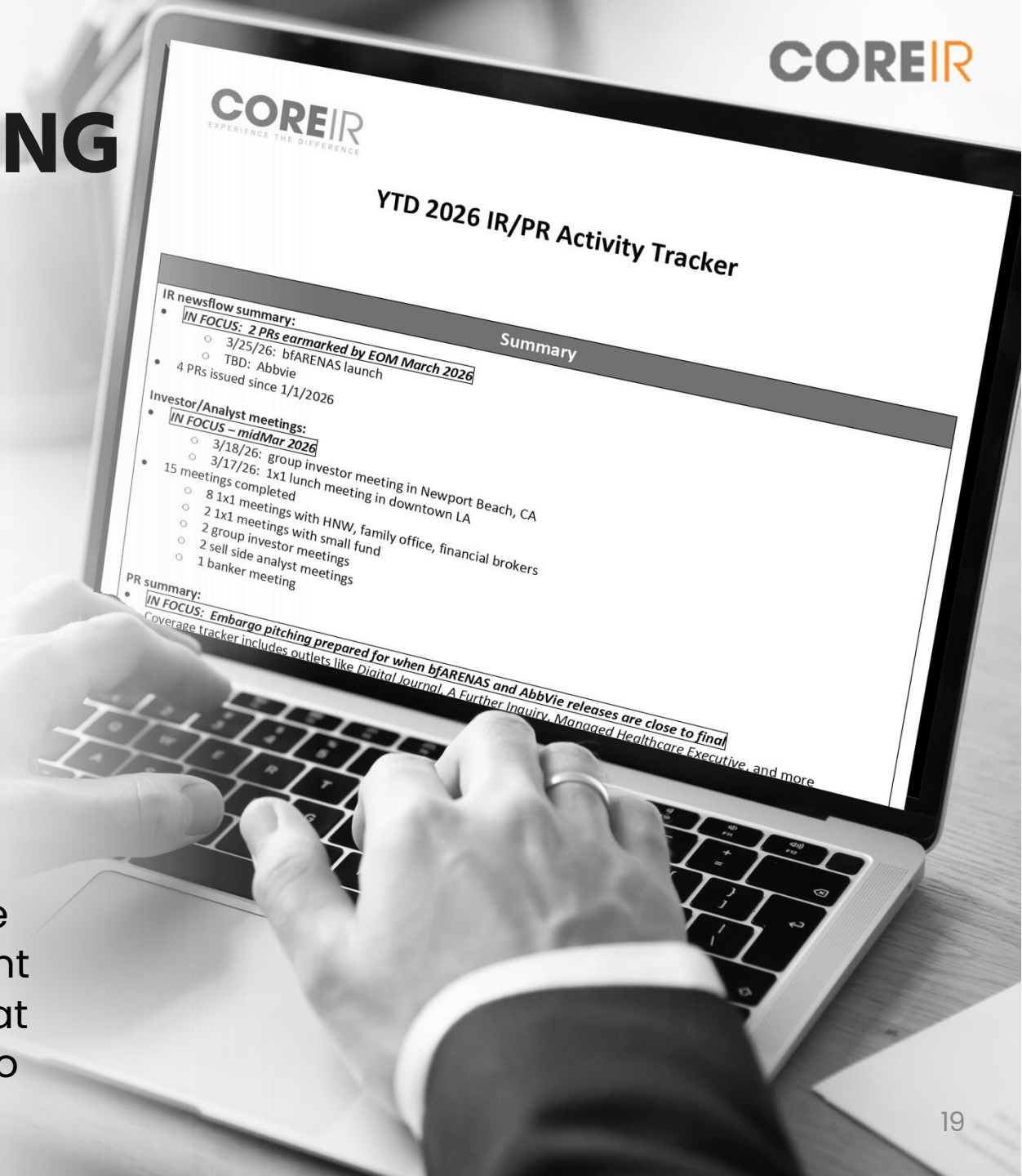
Our team of senior chartered financial analysts and senior equity research analysts, former bankers, syndicate, and buy and sell-side financial market professionals provide unrivaled insights and strategic perspective.

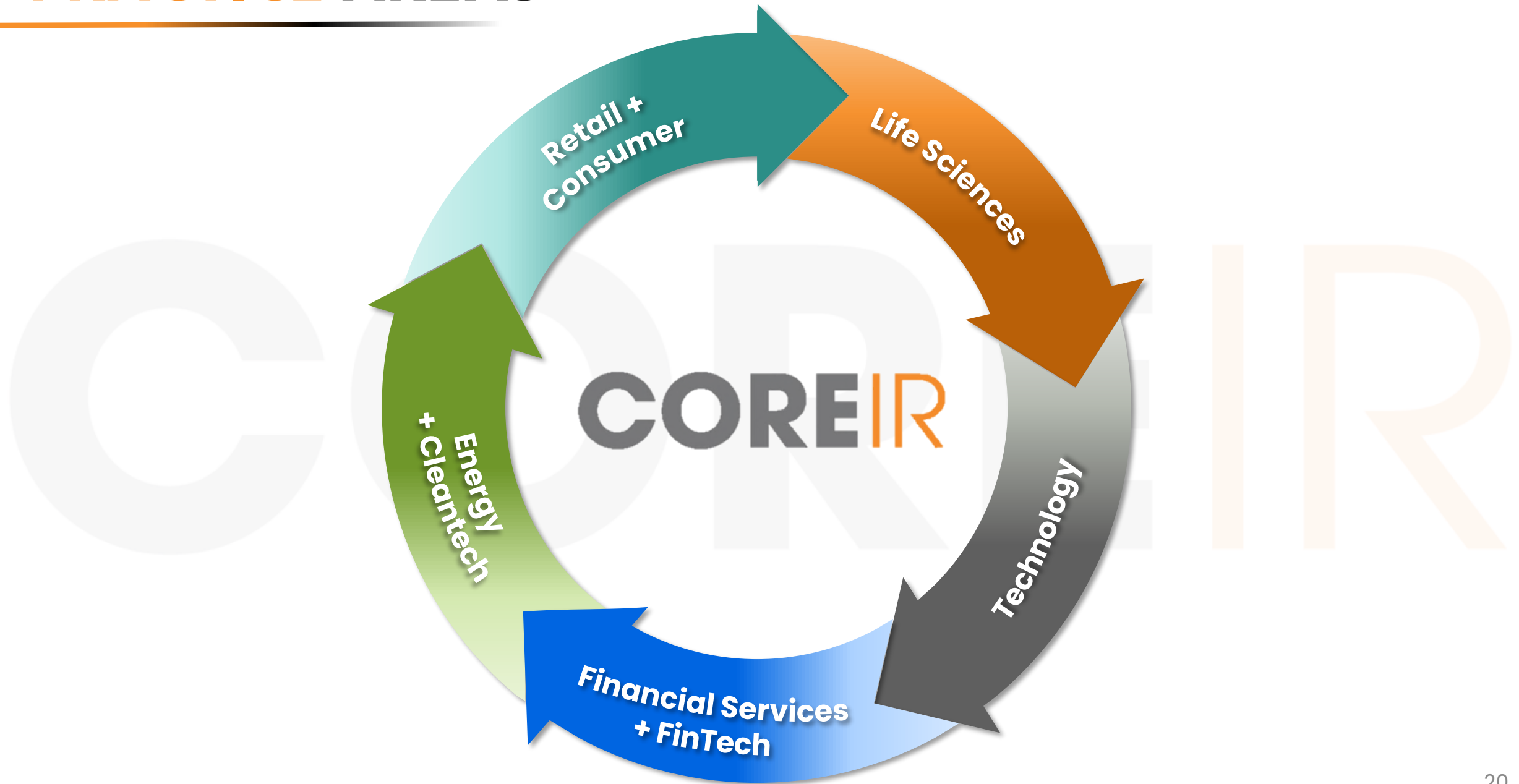
Our strategic advisory services often precede our full IR engagements, providing both the catalysts for and the experience-led practical basis of continued support throughout the post-listing or transaction needs.



# 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







# 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**

**VISIT US AT [COREIR.COM](http://COREIR.COM)**

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

**FOR MORE INFORMATION**