REFLEX MEDIA

EST. 2020

WELCOME TO A NEW ERA OF MEDIA RELATIONS,
TAILORED TO MAXIMIZING YOUR COMPANY'S REACH

THE WAY INVESTORS RECEIVE THEIR INFORMATION IS DRASTICALLY CHANGING

PEOPLE HAVE SHORTER AND SHORTER ATTENTION SPANS, IN ORDER TO CREATE EXCITEMENT, YOU NEED TO DISPLAY YOUR COMPANY'S STORY IN A UNIQUE AND HIGHLY ENTERTAINING WAY

TIMES ARE CHANGING

1990'S

TV and newspaper ads were the only way to share your story to a large audience

2000'S

Internet came along and brought a variety of new ways to share your story, mostly in digital print

2010'S

The internet started to evolve more, video production enhanced heavily + brands were starting to use social media to leverage their story

TODAY

Everyone utilizes everything to tell their story. From TV to social media and everything in between. With so many different ways to consume information, yours needs to be unique

THE CHANGE COMPANY'S NEED TO MAKE

NOT UTILIZING ALL AGE RANGES AND DIFFERENT FORMS OF CONTENT	HITTING ALL AUDIENCES THROUGH VARIOUS FORMS OF CONTENT
DOING 1 OFF ARTICLES AND SERVICES, CREATING NO SENSE OF CONSISTENCY	CREATING A GAMEPLAN THAT WILL ALLOW YOU TO BUILD A BRAND OVERTIME
SAME STRATEGIES TO LEVERAGE YOUR COMPANY AS EVERYONE ELSE	THINKING OF CREATIVE AND UNIQUE WAYS TO HELP YOU STAND OUT

YOU NEED A NEW APPROACH

"THE OLD APPROACH TO INVESTOR RELATIONS DOESN'T WORK ANYMORE. IT DOESN'T WORK FOR OUR KIND OF COMPANY TODAY AND I'M NOT CONVINCED IT EVER DID."

George Putnam CEO of Scandium International Mining Corporation

THIS IS WHERE
REFLEX MEDIA
COMES INTO PLAY

STARTED IN 2020...

We've been anaylzing junior mining companies media with a close lense ever since. Finding out what works, what doesn't, etc....

We've tried new things that have failed and have found huge success in other things...

Now through multiple revamps, tweaks and updates, we are the most confident we've ever been and have finalized our...

ULTIMATE MEDIA PACKAGE

PART 1: VIDEO PRODUCTION

IN TODAY'S WORLD, EVERYONE ONLINE HAS A SHORT ATTENTION SPAM AND IT'S ONLY GETTING WORSE. FOR MOST PEOPLE, THEY DON'T WANT TO READ ABOUT YOUR COMPANY. IT'S SOMETIMES BORING, TOO MUCH WORK ON THEIR SIDE, ETC... YOU NEED TO HAVE MULTIPLE WAYS OF SHARING YOUR COMPANY'S STORY OTHER THAN EDITORIAL.

WHAT WE DO:

1.

SHORT FILMS

Reflex Media has a strong partnership with CEO.ca where we create 8-12 minute short films about companies. We fly down to your project and film the most epic/entertaining video we possibly can to highlight your story in the most effective way and create a viral-worthy video.

2.

IN-DEPTH INTERVIEWS

One of the first things Reflex ever did was the Behind Success podcast. Through a bunch of research and trial and error, we've learned how to create an enticing, must-watch interview + the skills to market it correctly and receive 10's of thousands of views across social media platforms.

3.

NEWS UPDATES

Sometimes reading news release after news release gets quite repetitive and boring. In order to stand out and present your company's news in the most effective way, creating short 1-3 minute videos with your CEO giving an update and uploading them to your company's youtube channel will increase the responsiveness towards your news.

4.

2-3 MINUTE TRAILERS

Since we are already down at your mining site, we will also create a 2-3 short trailer about your company that quickly highlights it for people to see on your company's youtube page. Something short, to the point and exciting to watch!

PART 2: SOCIAL MEDIA

SOCIAL MEDIA IS THE #1 GREATEST TOOL FOR MARKETING IN TODAY'S WORLD AND THE AMOUNT OF COMPANIES THAT AREN'T USING THAT TO THEIR ADVANTAGE IS MIND BLOWING. YOU NEED TO CREATE A COMMUNITY AROUND YOUR COMPANY AND SOCIAL MEDIA IS THE WAY TO DO THAT

WHAT WE DO:

1.

SOCIAL MEDIA MARKETING

Reflex owns and operates various platforms: Canada Stocks has a community of just over 28,ooo investors, TSX Penny Stocks has a community of just over 30,000 invesors and Matthew Nelson personal brand has highly valued followers. We create posts, comment on company updates and share information to get your company to that 500,000 impressions mark with our audiences,

2.

NEWS RELEASE DISTRIBUTION

Often companies share news releases but don't distribute them anywhere. If you want investors to take notice of your news, you have to have other platforms that are going to highlight it. Canada Stocks and TSX Penny Stocks will both distribute all of your company's news to their respective audiences.

3.

SOCIAL MEDIA MANAGEMENT

No mining page is ever going to attract a large following posting drill results and updates. There needs to be more value, with our social media management we post industry related content daily to attract a larger following than the average mining company's page would. We create targeted ads, engage with your audience and keep a steady flow of content coming from your channel.

PART 3: EDITORIAL

EDITORIAL IS PRETTY OLD STYLE MARKETING. HOWEVER, ITS STILL QUITE USEFUL IF YOU'RE LOOKING TO HIT MORE SEASONED/INSTITUTIONAL INVESTORS. HOWEVER, THEY'RE ARE CERTAIN WAYS TO PRESENT YOUR STORY TO MAXIMIZE ITS EFFECTIVENESS.

WHAT WE DO:

Instead of writing boring articles where the writer gives a brief description about the company then goes on to state the numbers, over and over again. We write articles that hook the reader and make the company's story enticing where the reader stays to the end of the article.

1.

NICHE EDITORIAL

Reflex owns and operates various platforms: Canada Stocks has a community of just over 28,ooo investors, TSX Penny Stocks has a community of just over 30,000 invesors and Matthew Nelson personal brand has highly valued followers. We create posts, comment on company updates and share information to maximize your company's reach with a young retail investor audience.

2.

LARGE DISTRIBUTION EDITORIAL

Often companies share news releases but don't distribute them anywhere. If you want investors to take notice of your news, you have to have other platforms that are going to highlight it. Canada Stocks and TSX Penny Stocks will both distribute all of your company's news to their respective audiences.

REFLEX MEDIA SUMMARIZED

IN-HOUSE NETWORK

1. ### Canada Stocks
A young investor community that's sole focus is on Canadian finance. Total network is over 30,000 through various social media pages

2. ### TSX Penny Stocks
An online investment community that's focused around juniors on the Canadian markets. Total network is over 30,000 between social media pages and a newsletter

3. ### Behind Success
A podcast that is hosted by our co-founder, Matthew Nelson which has hosted business legends such as Rick Rule, Chip Wilson, and many more

PARTNERS

- **Gold Telegraph** - Twitter community with millions of views a month
- **CEO.ca** - Largest social community for junior resource investors
- **Kitco** - Largest and most respected website for gold investors
- **Benzinga** - One of the largest financial sites in the world for investors
- **Equity Guru** - A niche and respected outlet for micro-cap investors

SOME STATISTICS

SOCIAL MEDIA MARKETING

1. **Canada Stocks and TSX Penny Stocks**
   1,100,000 Monthly Impressions From Instagram and TikTok

2. **Gold Telegraph**
   25,000,000 - 100,000,000 Monthly Impressions From Twitter

VIDEO PRODUCTION

1. **CEO.ca**
   98,000,000 Users, 18,000,000 Monthly Impressions From Website

EDITORIAL

1. **Kitco**
   83,800,000 Monthly Impressions From Website

2. **Benzinga**
   45,000,000 Monthly Impressions From Website

3. **CEO.ca**
   98,000,000 Users, 18,000,000 Monthly Impressions From Website

MEDIA PACKAGE SUMMARIZED

- **Short Films**: Display your story in a creative and entertaining way to attract a large viewing, featured on ceo.ca. Entertaining for all audiences.
- **In-Depth Interviews**: Allow your investors and other listeners to get to know your CEO on a personal level with an interview on Behind Success.
- **News Updates:** Display your company's news in a more entertaining and less formal way for people who don't understand mining as well as others.
- **Short Trailer**: Entice your investors and create something quick and powerful that you can share everywhere.
- **Social Media Marketing**: Attract a younger retail investor community towards your audience. Guaranteed 500k Impressions from our audience with a 5% engagement rate
- **News Release Distribution:** Get every single one of your news releases distributed to an extremely niche investor audience. Average reach per news release is 15,000 eyeballs
- **Social Media Management:** Create a long lasting engaged community that varies in different audiences around your company and what you guys are up to
- **Niche Editorial:** Hit some of the most engaged niche communities in Canada with an enticing story, ceo.ca, our network and Equity Guru
- **Large Editorial:** Hit two of the world's largest finance communities with an eye-catching story, Kitco and Benzinga. Attract more Institutional and wealthier investors.

HOW WE MEASURE SUCCESS

STOCK VOLUME

What the average volume of your stock was in our month vs the previous month. As well, what days/media pieces attracted the most volume.

TOTAL ONLINE IMPRESSIONS

How many people viewed your company profiles or content about your company in our month vs the previous month. As well, what content attracted the most viewership

TOTAL FOLLOWERS

How many followers you had across all your online communities in the previous month vs our month. As well, what content pieces attracted the most followers.

WARM LEADS GENERATED

Emails and name that we have gathered through the media process that have opted in to learn more about your company and would be open to receiving a phone call from the IR team.

LET'S GET STARTED

STEP #1

FREE MEDIA

Step 1 in getting started with Reflex Media is a free piece of media content. We believe we should earn a company's respect before we talk about $$$ amounts. A company has the option to receive a small editorial blast, a 1 month social media campaign, 1 month social media management or a video production series of some sort.

FREE

STEP #2

TRIAL CONTRACT

Once we've done the free piece of content, get a glimpse of what we can do with multiple services weaved together. The trial contract is a 1 month marketing plan unique to your company that consists of video production, social media management, social media marketing and editorial services.

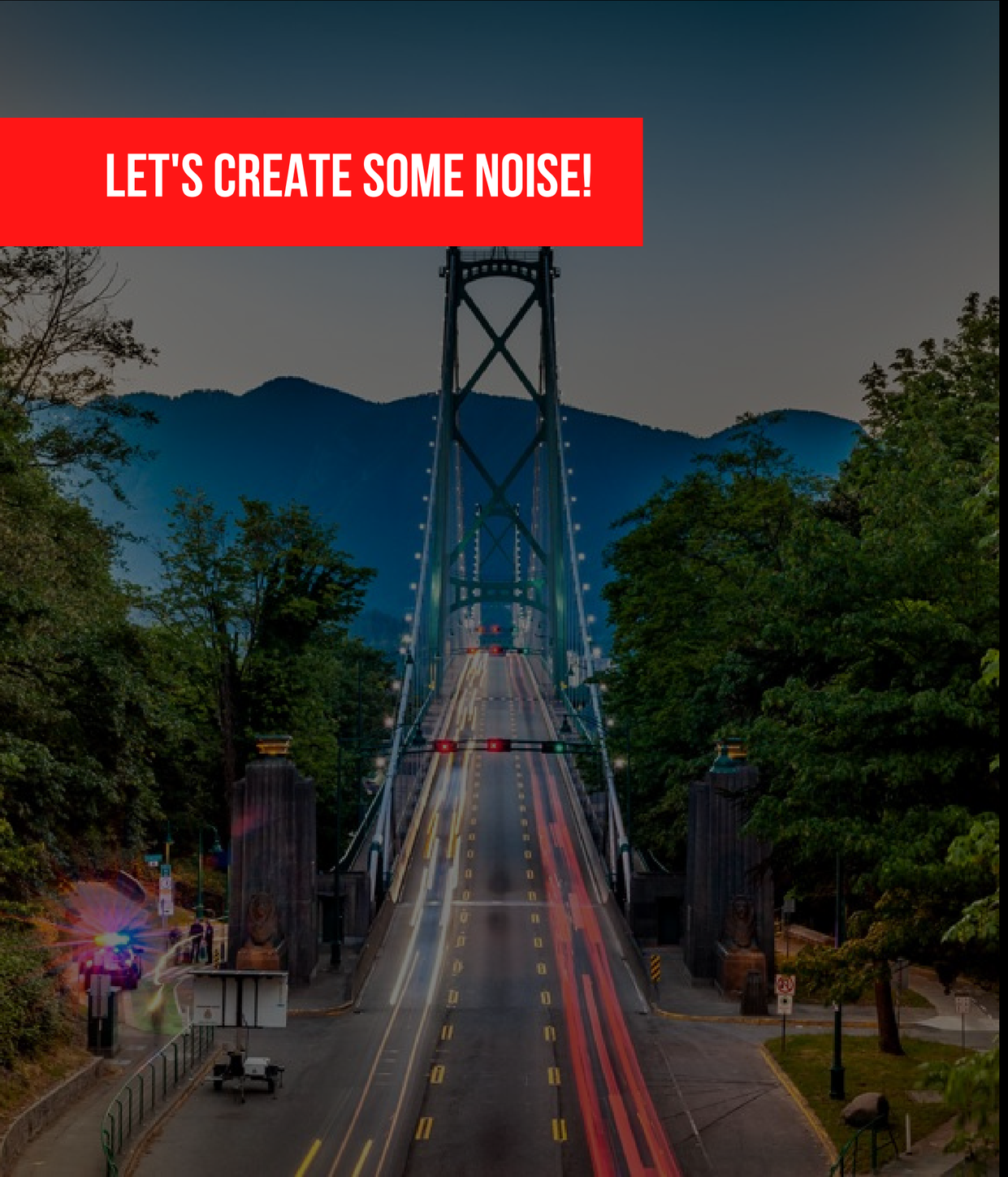
$6000/MONTH

STEP #3

MEDIA PACKAGE

Once you've gotten a good idea of what Reflex has to offer, the ultimate media package is the next step. In this package, we will make the most out of all the services we offer to create a media package that will elevate your company's online presence and investor awaraness to new heights. As well, $10,000 of the $60,000 will be reinvested into your company to show our committment to the stock's increase.

$60,000/6 MONTHS



LET'S CREATE SOME NOISE!

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