



**CHESAPEAKE GROUP**

**Exposure/Performance/Growth**

**Strategic Investor Relations**

A Unique Approach to Achieving a Global Footprint

**WHEN YOU NEED THE BEST FOR YOUR COMPANY**

March 2019



- **Assisting companies since 1996**
- **Investor relations with an international reach to maximize your impact with stakeholders**
- **Company with strong, ongoing, long-term relationships which can be a tremendous benefit to public companies attempting to expand their audience.**
- **Delivering key information to the right people at the right time**

# WHO IS CHESAPEAKE GROUP

## Experience Matters



- Chesapeake Group is a full service global investor relations company located in Towson, MD
- 20+ years in business
- Voted as one of the Top Investor Relations Firms in the United States
- Our longevity rivals any of our competitors
- Guided the path to success for over 170 clients
- Strong management team has a combined 80 years of direct experience in the stock industry with wide array of skills. Specific management expertise in SEC and other regulatory compliance.
- The management team includes ex-Wall Street brokers, brokerage house managers, analysts and MBA's that thoroughly screen our stocks. Our compensation is extremely investor friendly.

# WHO IS CHESAPEAKE GROUP

- We have the infrastructure in place to handle communication and information dissemination on a massive scale
- We have received numerous awards and media attention because of our expertise in this industry. Our companies, even the smaller ones, have received favorable coverage in the Wall Street Journal, New York Post, Washington Post, Baltimore Sun, Baltimore and Washington Examiner and the LA Times, just to mention a few. Our clients have also been featured on CNBC.
- Large companies like Corel WordPerfect and Microsoft as well as numerous smaller companies have merged with our clients.
- Eighteen of our companies have transitioned from the OTCBB/OTCQB to listed exchanges and we often represent listed companies as well.
- We believe that we need to deliver honest and accurate information about true growth companies and make our brokers money. As a result, we have grown to be among the best and largest in the industry.

# WHAT WE HAVE DONE FOR OUR CLIENTS

- Our clients have traded over **\$2.2 Billion** worth of stock while under engagement with Chesapeake
- Our client companies have raised over **\$268 Million** during active engagement with Chesapeake Group with dozens of different investment bankers, brokerage firms and institutions
- Have been directly responsible for completing over **\$47 Million** in private placements with accredited investors
- Organized thousands of conference calls with investors
- Organized hundreds of interviews
- Over 60 analyst reports have been written on our companies, with hundreds of notes or follow on reports by these same analysts
- Our client companies stocks have outperformed the most common stock indexes (Nasdaq, Dow and S&P 500) in 18 out of 22 full years we have been in business – as determined by aggregate average percentage stock gain among all clients under contract



# SERVICES

## IR Services

- Contact hundreds of investment professionals on daily basis
- Assistance in regulatory matters
- Access to investment bankers and venture capitalists

## PR Services

- Customized marketing and advertising strategy
- Writing and editing of press releases
- Press release dissemination and media placement
- Real time distribution of corporate events via social media
- Designing and producing promotional material
- Internet exposure and website development
- Coaching for conference calls and trade shows

# SERVICES

## Broker and Investor Services

- Unique lead generation program for brokers
- Automated email distribution

## Business Development Services

- Industry research
- Business alliance development
- Capital development
- Shelf registration

## Through our partners, we can also help provide:

- Investment Banking
- Fundraising
- IPO or Reverse Mergers
- Referrals for securities, legal and accounting teams
- Uplisting guidance

# HOW CHESAPEAKE GAINS EXPOSURE FOR COMPANIES

## PR Services:

- 1) Helps write/edit press releases if necessary
- 2) Distributes press releases to our proprietary media database
- 3) Designs and manages corporate website
- 4) Designs and publishes business plan
- 5) Media relations department constantly working to get articles written related to our client companies, often the timing of these articles for release around a specific corporate event
- 6) Promotions including commercials, advertising in financial publications and interviews with reporters



# HOW CHESAPEAKE GAINS EXPOSURE FOR COMPANIES

## IR services:

- 1) Chesapeake reaches thousands of influential advisors and thought leaders each week on our clients behalf
- 2) Contacts hundreds of licensed financial, mutual fund managers, analysts, media and other investment professionals on a daily basis (active database of 38,000 and continually growing)
- 3) Updates investing audience on progress of corporate milestones and benchmarks
- 4) Ability to organize luncheons, road shows, expos and demos for the company to showcase their products and company
- 5) Email distribution of press releases and other relevant information
- 6) Organizes conference calls with shareholders and potential shareholders
- 7) Creates impressive marketing content and other Digital Information
- 8) Proficiency in Managing Social Media
- 9) Handles general inquiries regarding your company or press releases
- 10) Fulfills requests from current and future shareholders



# CHESAPEAKE METHODOLOGY

- Creates or revises all investor materials. Ensures the company has an accurate PowerPoint, executive summary, fact sheet and video interviews that include forward looking statements and Pro Forma Financials and Guidance.
- Determines upcoming milestones, product releases and financial measurements that enable investors to see the company's accomplishments in "real time."
- Orchestrates a consistent and timely PR strategy that includes press releases and media coverage.
- Engages in an aggressive, proactive outreach program with financial professionals. This includes educating financial professionals on the potential undervaluation of the client's stock price. Chesapeake logically and consistently presents the client's sales, earnings, cash flow and balance sheet ratios relative to its peers and the reasons for the likelihood of stock appreciation.
- Holds monthly conference calls for investors to ask questions about public information and to understand the progress the company is making.
- Advises management of how to use GAAP and non-GAAP financial metrics to aid the investment community in evaluating the company's performance.

# CHESAPEAKE METHODOLOGY

- Establishes multiple interviews with media outlets during which Chesapeake coaches management to better highlight progress in the simplified format investors demand.
- Implements a specific strategy so investors can clearly understand where the company came from, the obstacles that you have overcome, the progress you are making and the sound reason for optimism moving forward. In essence, Chesapeake helps convince the marketplace of a company's rapid improvement.
- Helps the client with regulatory disclosures and ensures that press releases are SEC compliant.
- Highlights industry developments and makes suggestions on how they may affect investors' view of the company.
- Helps improve the company's balance sheet by introducing the company to various financing institutions. Through a series of accretive and investor-friendly funding efforts, the current and quick ratios typically improve to levels necessary to support continued price appreciation.

# MANAGEMENT

With over 80 years of combined experience in the financial industry, Chesapeake Group's management team has perfected a targeted, multi-faceted approach to financial public relations that will magnify your company's exposure. Meet the team:

## **Tim Rieu, President and CEO**

- Mr. Rieu provides the leadership necessary to ensure the mission and objectives of Chesapeake Group are achieved. He has an academic background in business and economics, 10 years of experience in investment banking and brokerage management and 22 years of experience in the investor relations industry.
- For 10 years, Mr. Rieu worked in investment banking, finishing his career at AG Edwards. He founded Columbia Financial in 1996, which became Chesapeake Group, Inc. in 2002. From March 2009 to November 2012, Mr. Rieu served as the CEO of Rsignia, Inc., a cybersecurity and defense contracting firm, which was eventually acquired by KEYW Holdings of Hanover. After Rsignia's acquisition by The KeyW Holding Corporation (NASDAQ:KEYW), Mr. Rieu returned as CEO and President of Chesapeake Group.
- Mr. Rieu's management has contributed to Chesapeake Group's ability to surpass sales and business goals, achieve growth objectives and create and maintain strong relationships with all Chesapeake Group's client companies.

# MANAGEMENT

## **Kevin Holmes, Chief Operating Officer**

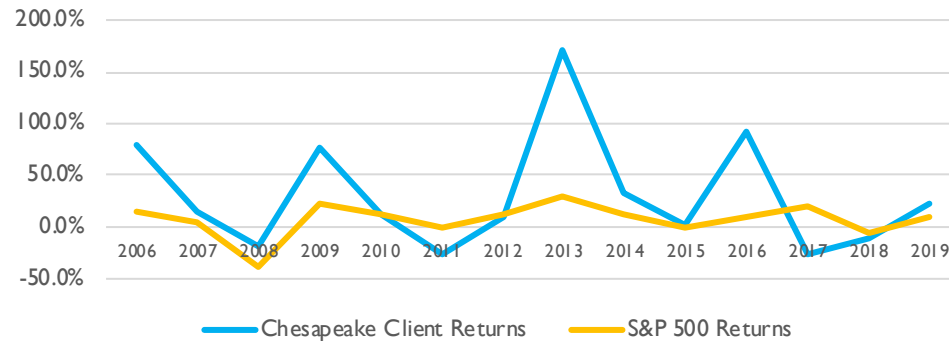
- Mr. Holmes has over 25 years of experience in the financial industry. He possesses a BS in electrical engineering from Tufts University in Medford, MA and an MBA with a concentration in finance from Loyola University Maryland in Baltimore. He has been awarded numerous academic honors.
- Mr. Holmes began his career as an electrical engineer for the US Department of Defense, working at Aberdeen Proving Ground. Upon achieving his MBA, he began working in the financial industry. He spent several years as a licensed broker and analyst at various firms including Sunset Financial and Global Financial. In late 1996, Mr. Holmes co-founded Chesapeake Group. His ability to take complex concepts and simplify them for the financial community has made him a solid asset for the firm.
- Mr. Holmes is a published author and sits on the board of many other companies and organizations.

## WHY CHESAPEAKE

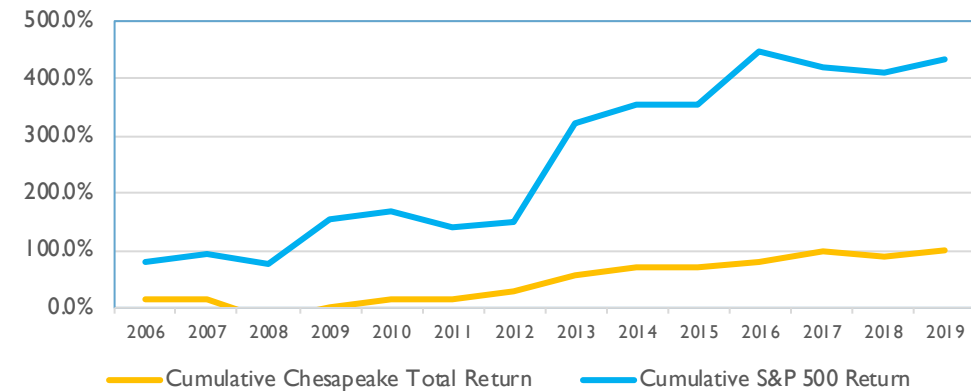
- Chesapeake Group takes a proactive marketing strategy that provides immediate results for our clients. Our sales team works quickly and diligently to field all incoming phone calls and answer questions, as well as making over 3,000 phone calls each week to an interested audience of investment professionals. With this strategy, Chesapeake grows your interested audience by 100-200 financial professionals on a weekly basis. Chesapeake's contacts within the media can be utilized to continue growth exposure.
- We specialize in disseminating meaningful information about your company to financial service professionals. Our team is committed to regular ongoing training in communication techniques, both internally and for our client companies. Additionally, Chesapeake Group recognizes the importance of staying abreast of new developments on industry regulations. Brokers and other financial professionals are consistently provided current, regulatory appropriate information about our client companies.

# WHY CHESAPEAKE

Chesapeake Annual Returns vs. S&P 500



Chesapeake Cumulative Return vs. S&P 500



Note: Past performance does not guarantee future results

- Long term proven results
- **Average Annual Return for Chesapeake's Clients = 30.8%**
- **Average Annual Return for the S&P 500 = 7.3%**
- Number of times the S&P 500 has outperformed Chesapeake over the last 22 years = 4

# MEDIA COVERAGE

## Firm works to keep small cap on the radar

by [The Examiner](#)

Small-cap investors have a short attention span.

Taking the show on the road is often what it takes to get a small public company back on their radar screens, said Kevin Holmes, chief operating officer of Chesapeake Group, a Towson-based investor-relations company.

"Small-cap companies are relatively unknown," Holmes said.

The former stock analyst and his 13 employees help small-cap companies get their messages out to the financial community by meeting with brokers via phone and in person.

Founded during the height of initial public offering fever in 1996, Chesapeake survived the bursting Internet bubble and is cranking out \$6 million to \$8 million in revenue a year.

Holmes attributes his firm's success to his ability to research companies and boil down complex concepts so they are easily understood.

"I take a company's jargon and translate it into layman's terms," Holmes said.

This is one reason Great American Family Parks recently chose Chesapeake Group to tell brokers its story.

"A lot of people know nothing about us," said Larry Eastland, president of the Boise, Idaho, amusement park manager.

Eastland believes his company's stock is undervalued and hopes to raise more capital through Chesapeake's efforts.

"Our long-term strategy is to buy and manage many more amusement parks," Eastland said.





# HOW WE MARKET

## We maintain the largest international broker network

(38,000 key professionals pre-screened for interest in small cap companies)

- 12 employees
- Direct one on one phone contact with our financial audience:
  - 87% financial advisors or retail stockbrokers
  - 5% institutions or mutual funds
  - 3% venture capitalists
  - 3% media/newsletters
  - 1% market makers
  - 1% stock analysts



# HOW WE MARKET

## ■ Media



THE WALL STREET JOURNAL

YAHOO!

Seeking Alpha<sup>α</sup>



## ■ Social Media



# HOW WE MARKET

- One on One Contact with Financial Professionals via Phone Conversations
- Scheduled Presentations
  - Can arrange presentations with financial community or investment conferences
- Shareholder Updates
  - Help create and market
- Newsletters

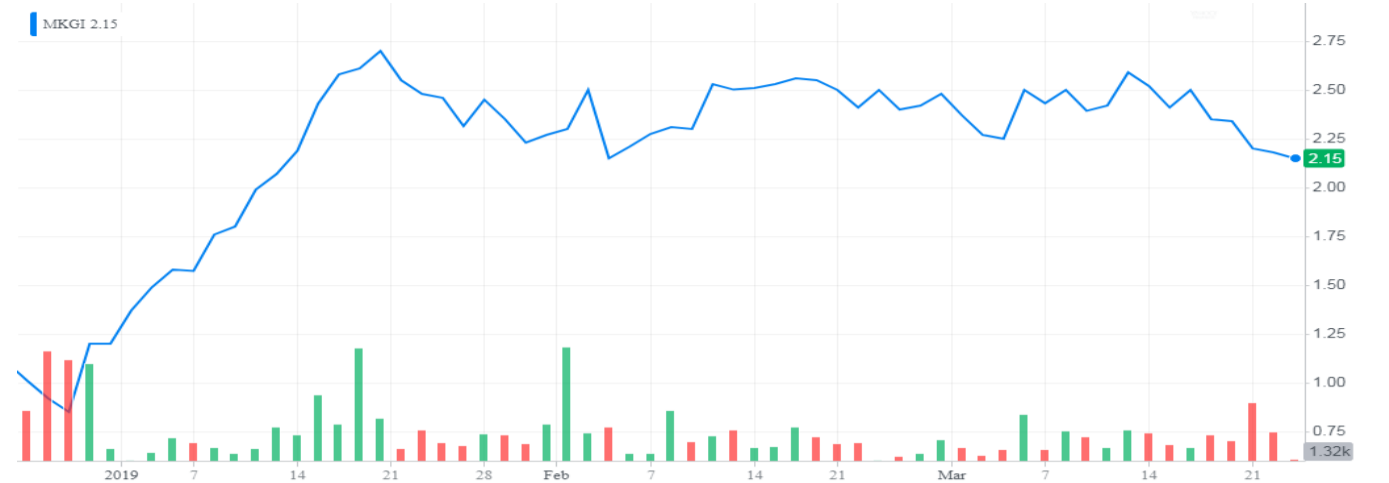


# SELECTED CLIENTS

**LFER**  
Life on Earth  
7/1/17 - 3/1/19



**MKGI**  
Monaker Group  
12/21/18 - 3/25/19



# SELECTED CLIENTS

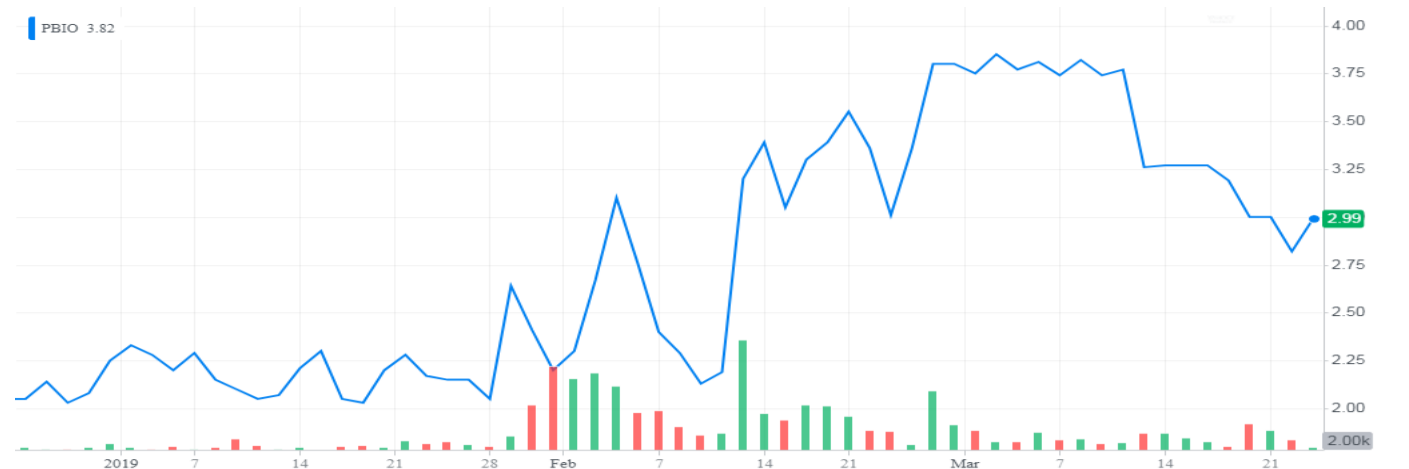
**VHC**

VirnetX Holding Corporation  
6/1/10 - 6/30/12



**PBIO**

Pressure Biosciences  
1/15/19 - 3/25/19



# SELECTED CLIENTS

**TEUM**  
(Previously ETAK)  
Parateum Corporation  
1/7/11-7/7/11

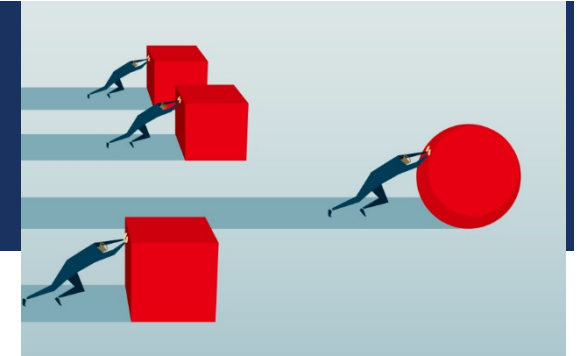


## Other Big Winners:

**WCTI**  
WordCruncher Technology, Inc.  
\$0.68 to \$36, 1998-1999  
Bought out

**SXML**  
SoftQuad Software Ltd.  
\$2-\$22  
Bought out in 2000 by Corel

# YOUR COMPANY NEEDS AN EDGE



- Many strong companies get lost in the marketplace because investors do not know about the success they are achieving.
- Brokers and investors are continually inundated with information about companies that need promotion. Chesapeake Group's corporate history is rooted in the brokerage community. This experience gives Chesapeake the relationships and the insight to promote your company to the appropriate audience at the right time. We accomplish this in a creative, efficient and compelling manner in order to generate the interest your company needs to reach its maximum performance potential.
- Chesapeake Group is focused on innovative and dynamic communication and is committed to your company's growth and performance.
- Our top priority is ensuring your company stock reaches its fair valuation in the marketplace as quickly as possible and continues higher as you company improves.

## Your company can reap the benefits:

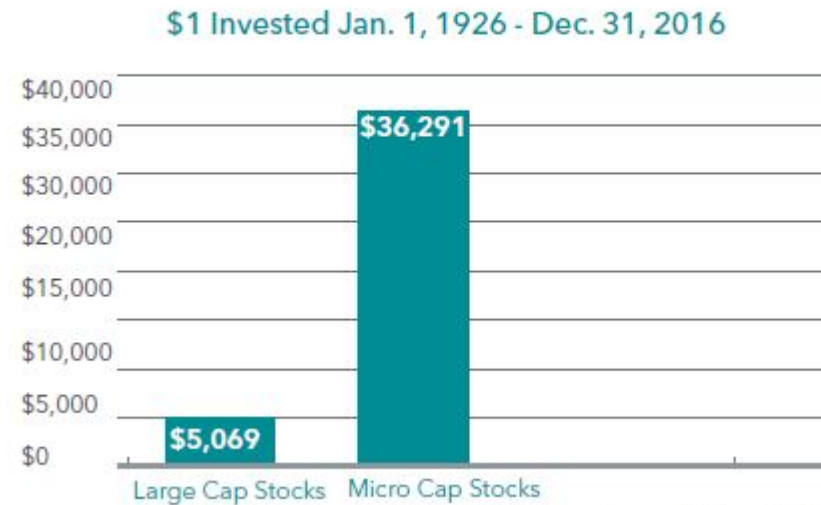
- Dedicated, experienced team
- Cutting edge marketing tools
- Exposing your company to the right people at the right time
- Increased Awareness and Shareholder Value



# WITH THE RIGHT GUIDANCE

- Small Companies/Big Returns

## MICRO-CAP EQUITIES HAVE PROVIDED STRONG LONG-TERM RETURNS



Source: Ibbotson SBBi/Perritt Cap 2016.



Chesapeake Group can show your company to the world





To be considered for our services, please contact:

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