

[hmsIR.com](http://hmsIR.com)



A LEADING, DYNAMIC  
INVESTOR RELATIONS  
AND CORPORATE  
COMMUNICATIONS  
FIRM



hmsIR

## ABOUT

HMS IR is a full-service investor relations and corporate communications firm that helps companies go to market with a clear and unique message.

We connect companies to the right investment communities and implement high-quality communications plans that build strong relationships with investors, analysts and media.

We are driven by possibility and we know every client is different. We bring our experience and insight to you. Together, we create your road-map and get you where you want to go.

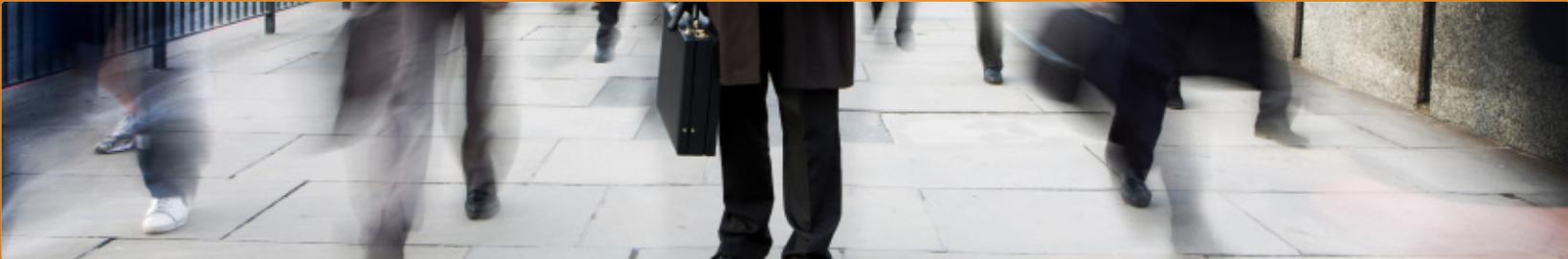
# OUR CORE SERVICES

## Investor Relations

Through planning, integration, execution and communication with the market, we provide the right services to drive your success. We build and maintain contacts in the financial community to introduce your company and grow your shareholder base by incorporating market insights and proven strategies. We also provide full ESG strategy development and integration into your corporate reporting with a defined purpose to underscore the integrity and authenticity of your company. Every client is unique and we adapt our approach according to your needs. Leveraging our expertise and experience, we are with you every step of the way.

## Corporate Communications

Accurate, accessible and consistent information is a critical component to your success. We specialize in telling a full story to your investors by supporting all your communications needs at every touch point. We deliver high-quality ongoing communications to investors, analysts and financial media and help you reach your goals through our commitment to excellence, collaboration and exceptional client service.



## PLAN

We work directly with key members of your team to create and implement a robust IR program. We take a deep dive into your company to better understand your vision, your needs and your desired outcomes.

## INTEGRATE

As your partner, we manage the day-to-day needs of your IR activities. Working closely with you, we help define your goals and approach all aspects with granular attention to detail.

## EXECUTE

We get your story out to market using innovative strategies, market insights and proven solutions.

## MEASURE

We are the eyes and ears of your story. We measure analytics and talk on the street - what worked, what didn't and why. We approach every client with the goal of continuous improvement. All findings and insights are shared regularly and in a timely manner.



## WHO WE ARE

HMS IR is a diverse team of senior investor relations professionals who share a commitment to excellence, collaboration and client service.

We provide full-service investor relations to a wide variety of clients in many industries by building strong relationships based on trust and reliable communication. We are with you every step of the way so you can reach your goals while delivering shareholder value.

# WE HAVE DONE THIS FOR YEARS



## **Samantha Haynes**

Principal of HMS IR, a leading, dynamic investor relations and corporate communications firm.

Samantha, through her company HMS IR, has for over 20 years provided companies with investor relations, capital markets and corporate communication services, having worked with numerous companies listed on the TSX and US stock exchanges. During her time as a consultant Samantha has gained extensive experience in all areas of IR and has developed a deep network of trusted contacts in the investment community. Samantha has performed numerous roles and she has supported many Company financing activities. She communicates with investors to build a company's shareholder base and shareholder value. She has organized corporate road shows across Canada and the USA with audiences being fund managers, investment advisors, shareholders, and the media. Samantha offers a unique perspective to investor relations through a combination of communication skills, financial insight, and her relationships in the investment community.

Samantha is known and valued for her positive enthusiasm, strategic thinking, adaptability and "Client First" attitude. She has a Bachelor of Commerce, Marketing Management Diploma, is a Certified ESG Practitioner, the Canadian Securities Course and is a member of CIRI.

## WHAT THEY ARE SAYING

**MARK PISANI, INVESTOR**

“Never before have I encountered such prompt and courteous responses when inquiring to a company in regards to investment information. You should be proud of your company and the image you are projecting to the investing public.”

**ROBERT CUDNEY, PRESIDENT, NORTHFIELD CAPITAL**

“Samantha Haynes of HMS IR was a consultant with Northfield Capital for eight years and during that time we completed the sale of one of our gold properties to Goldcorp. Prior to the sale, Samantha was in communication with the shareholders of the gold company and assisted us in arranging meetings with brokers and analysts, reaching out to Investment Advisors, Institutional Investors, Fund Managers, and Family Offices. Her services are highly recommended.”

**LOU SCHIZAS · EQUITIES ANALYST AT RELENTLESS ECONOMICS**

“The power of professionally managed investor relations cannot be understated. In the world of business media getting the right information to the right person is what translates into coverage. HMS IR understands the lead times and deadlines that put companies on the air or on the page”

Suite 101  
4968 Chancellor Boulevard  
Vancouver, BC V6T 1E1  
Canada

Email: [info@hmsir.ca](mailto:info@hmsir.ca)  
Phone: 604-805-4653  
[www.hmsir.ca](http://www.hmsir.ca)



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