

## OVERVIEW

A little-known, small-cap, oil and gas company wants to build awareness and liquidity in the marketplace. Additionally, the majority shareholder of the company and acting management was running the operations of the company and wanted to step out of a management role and ensure that a solid long-term management team stepped in. The company was publicly traded on the OTC Bulletin Board and had minimal coverage in the financial markets or the oil and gas industry.

The company demonstrated a good portfolio of oil and gas properties and history of producing oil and gas properties in Texas. We believed that the company also had a good shareholder base from the public company vend-in but there were concerns with management of the company due to previous management changes. The company also lacked a solid investor and shareholder communication program and needed to re-build shareholder confidence.

## OBJECTIVES

- ❑ Increase investor awareness of the company.
- ❑ Raise the profile of the company within the oil and gas industry.
- ❑ Oversee transition during management change-over and manage communication efforts with shareholders during transition.

## SOLUTIONS

- ✓ Implement a shareholder communications program to re-build existing shareholder support.
- ✓ Implement a strategic investor relations and media relations campaign to build market and industry awareness.
- ✓ Assist the company in relocating its corporate headquarters from Canada to a strategic location closer to its operations.
- ✓ Arrange meetings and interviews with oil and gas peers and executives that can leverage the company's position through acquisitions and/or joint ventures and identify future management.
- ✓ Once the new management is identified, assist in the transition of a management change-over and help communicate the change-over to shareholders and investors.

## RESULTS

- Positioned the company's headquarters in the heart of Houston's Oil and Gas district, which also enhanced the company's image and profile within the oil and gas industry.
- Introduced and positioned major shareholders in the company.
- Facilitated the smooth transition of a management and Board change-over.
- Introduced leading oil and gas investors to the company for joint venture investments.
- Secured company management interviews in leading financial publications including Forbes magazine.
- Obtained media interest of the company's properties and assets in leading oil and gas publications.
- Market liquidity increased. Average dollar volume from the company's stock trading increased from \$11,646 per day to \$26,758 per day.

