



FIRST FOCUS

Corporate Communications
Marketing & Advisory



About Us

At First Focus, we redefine industry standards with tailored solutions crafted exclusively for you. Backed by extensive knowledge of capital markets, our team specializes in corporate communications and marketing for pre-IPO and publicly listed companies, serving as your gateway to success in capital markets.

We implement robust strategies to boost website traffic, fuel engagement, and optimize lead conversion. Harnessing a blend of technological prowess and marketing expertise, our seasoned team, well-versed in corporate communications, ensures your competitiveness.

- First Focus is a one-stop shop – set goals and let our team execute
- Single point of contact - streamline workflows and processes
- Highly experienced in the capital markets, over 50+ Public Companies
- Our client's market capitalization ranges from \$5 million to \$3 billion
- Business Development through an extensive network



Our Services

CONTENT STRATEGY & MANAGEMENT

DIGITAL MARKETING

MAPPING

IT SUPPORT

SOCIAL MEDIA MANAGEMENT

INVESTOR PRESENTATIONS

WEBSITE DESIGN & MANAGEMENT

PRINT MEDIA

DISTRIBUTION

CORPORATE BRANDING

INTERNATIONAL AFFILIATIONS

BUSINESS DEVELOPMENT



Here's how we enable your firm to **grow.**

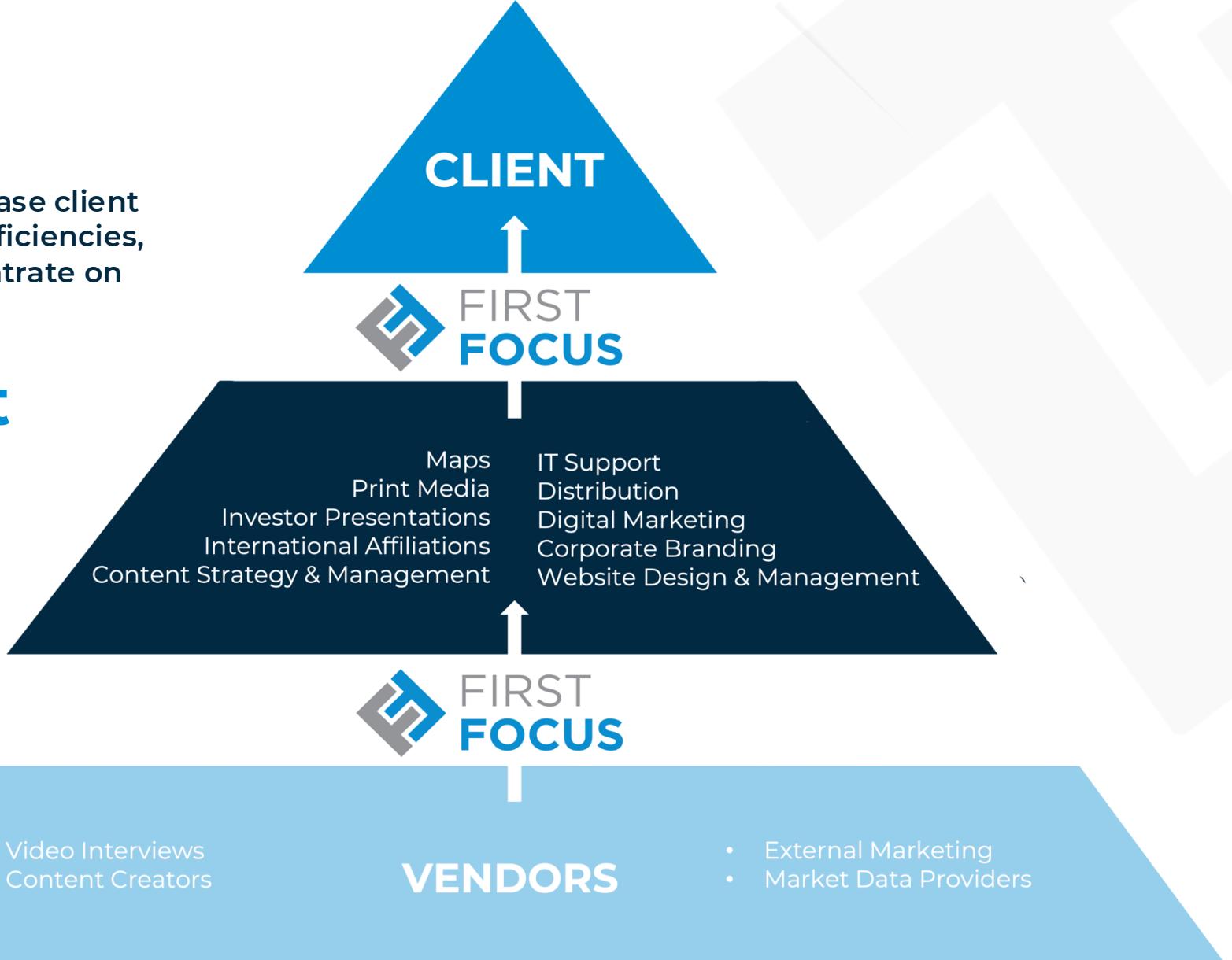
Our Process

By optimizing our process, we decrease client involvement and eliminate time inefficiencies, giving clients the freedom to concentrate on their top priorities.

Set it & Forget it

First Focus works with all partners to deliver each individual item.

A single point of contact eliminates multiple touch points, reducing overhead and maximizing efficiency.

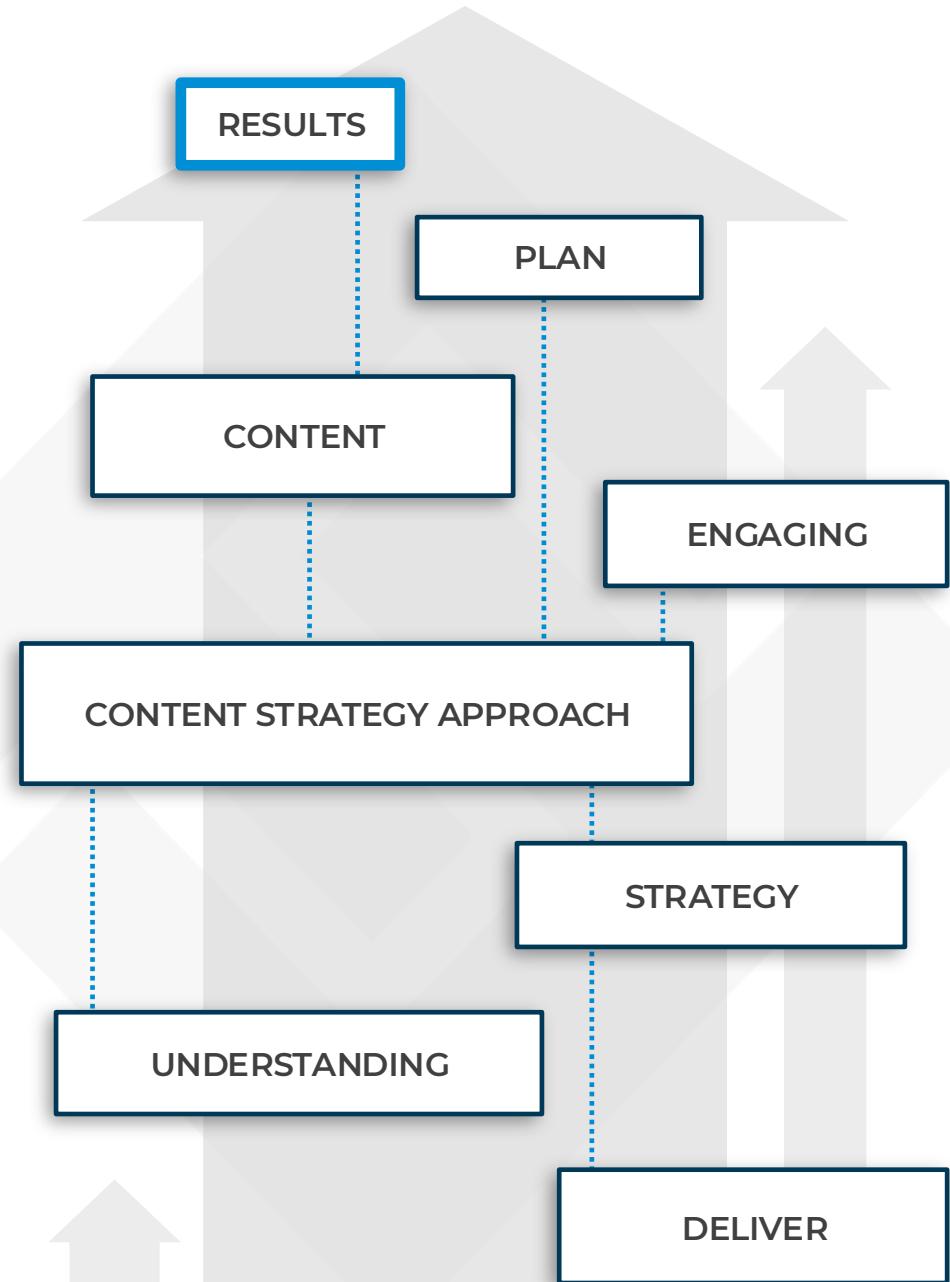


Content Strategy and Management

Craft Your Narrative

Let our team refine your story and tailor a strategic content plan for maximum impact and visibility. We'll create bespoke messaging to resonate with your target audience, driving engagement and results.

First Focus' strength lies in crafting customised strategies that align perfectly with your vision and goals. Informed by the successes of past campaigns, we delve deeply into comprehending your brand identity and the preferences of your audience.



Digital Marketing: Driving Results

Google Ads & Analytics

By utilizing our Google Ads database of over **750,000+ investors**, your campaign instantly gets visibility to investors interested in the same industry.

Lightning-Fast Deployment

With a turnaround time of less than 6 hours, our ads are constantly updated to support Company news releases, interviews, or other developments.

Building a Client Database

Unlike others, we drive traffic to your digital assets (your website, social media channels, landing pages) to develop and maintain your following long after the campaign is complete.

Driving Traffic Effectively

Deploying advertising dollars is flexible and can quickly increase based on client specifications.

Email Lead Generation

In conjunction we deploy ads to build your email database, allowing you to build a personal relationship with investors as they learn your story.

Multiple Languages & Markets

By deploying ads in English and German, you can take advantage of both the North American and German-speaking markets, building your global email database by telling your unique story.



By navigating the intricate landscape of Google's advertising ecosystem with confidence, our seasoned expertise empowers us to curate **compelling campaigns**.

From optimizing search strategies to engaging audiences on YouTube and expanding your brand's reach, **we leverage our seasoned knowledge to craft compelling campaigns, connecting your brand with its target audience seamlessly**.

Digital Marketing: Results-Driven

Search Engine Optimization (SEO)

- On-page SEO (optimizing website content for keywords, meta descriptions, etc.)
- Technical SEO (improving site speed, mobile responsiveness, and indexing)
- Local SEO (optimizing for local search queries and Google My Business)

Pay-Per-Click (PPC) Advertising

- Google Ads campaigns (Search, Display, and Shopping ads)
- Social media advertising (LinkedIn, Facebook, Instagram, TikTok, etc.)
- Retargeting campaigns

Strategy & Consulting

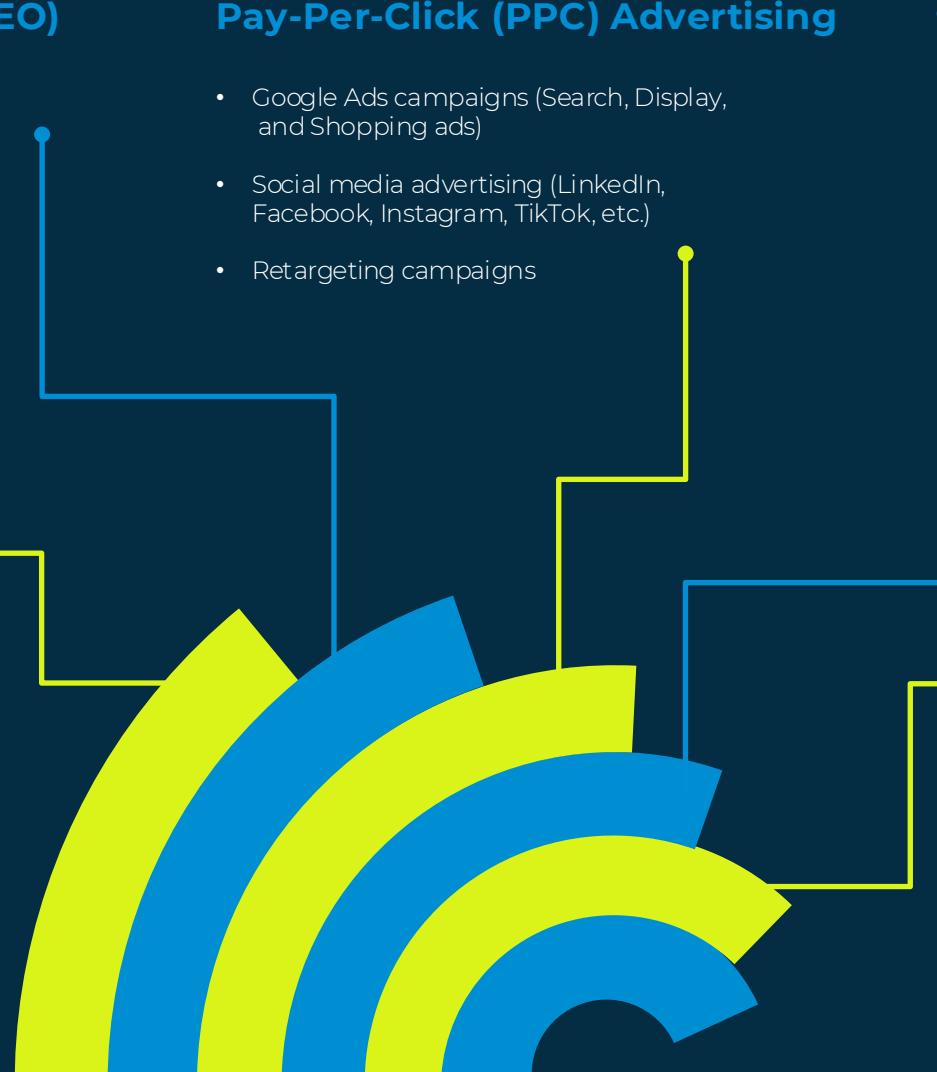
- **Digital Marketing Strategy**
Comprehensive planning based on analytics, target audience, and industry trends.
- **Brand Positioning**
Helping brands stand out in crowded markets with clear messaging and identity.
- **Market Research & Insights**
Leveraging AI tools for consumer insights, competitor analysis, and market trends.

Content Marketing: Clarity, Consistency, Creativity, Credibility, and Customer-Centricity.

- **Content Creation**
Producing news releases, social media, blogs, videos, infographics, social media
- **Thought Leadership**
Creating in-depth reports, whitepapers, and guides tailored to capital markets
- **Chat GPT & OpenAI-Powered Content**
Using tools like ChatGPT to scale content production for significant efficiency while maintaining quality

Email Marketing

- **Personalized Campaigns**
Automated, behavior-driven email flows for customer engagement
- **Generating Leads!**
Emails with embedded contact forms, videos, polls, or clickable elements



Corporate Branding

Develop a **high-level brand strategy** serving as a foundation to expand your business and **launch your Company forward.**

First Focus covers all elements of visual and verbal identity including **messaging, branding, marketing and communications.**

Why does branding matter?

Adaptability and Resilience

A strong corporate brand is deeply rooted in core values and principles that adapt to evolving circumstances while maintaining trust and loyalty among stakeholders.

Expansion

Facilitating entry into new regions by providing instant recognition and credibility. A consistent brand allows companies to grow while maintaining stakeholders reducing the time and resources needed to establish a presence.



Investor Presentations

Unlock Investor Confidence

Our specialised team excels in crafting dynamic, visually captivating presentations custom tailored for hyper-growth start-ups, mining ventures, and tech enterprises, among others.

By adeptly translating intricate technical data into **compelling narratives**, we ensure your project's inherent potential shines through, captivating investors and enabling success.

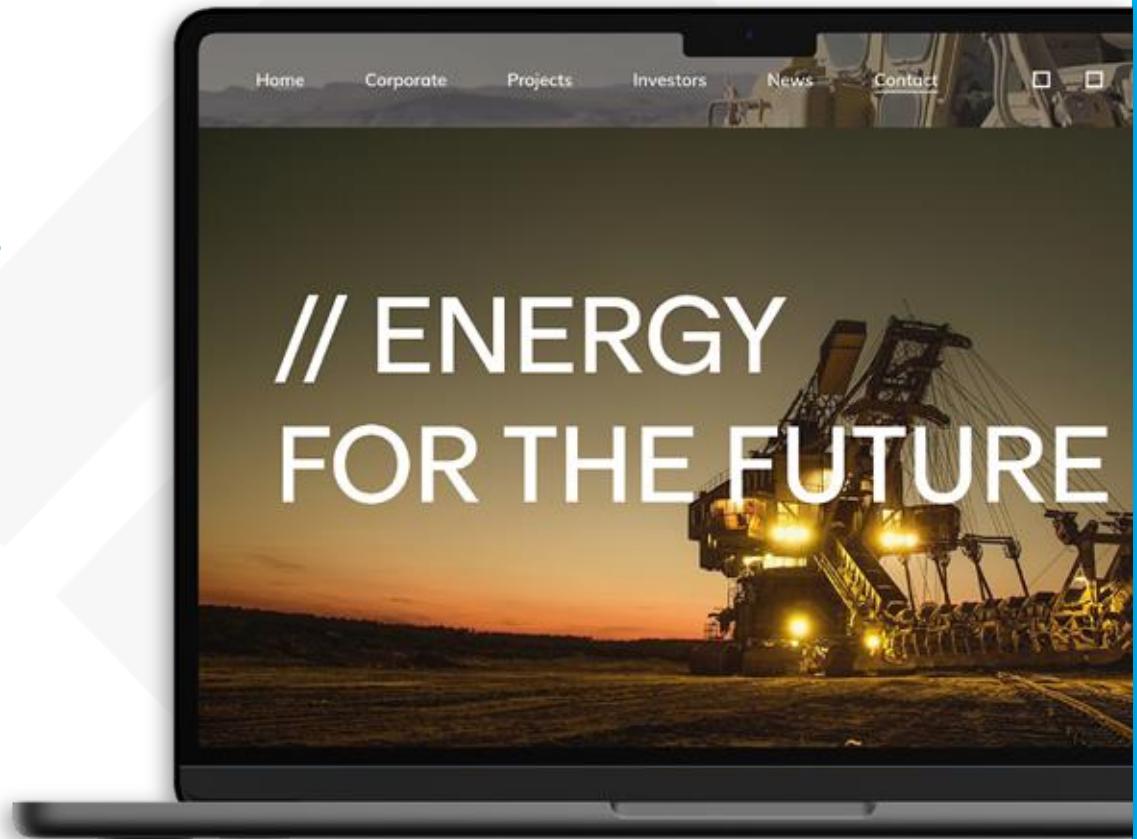
This includes transforming technical data into digestible stories, effectively communicating narratives to captivate investors. Paired with aesthetic design that is made to have a lasting impression on your investors.

Website Design & Management

First Focus understands that your website serves as both the initial and possibly final opportunity to engage potential investors. It is crucial that your website provides high-quality visual content and ensures a **seamless user experience**, all while presenting a **compelling argument for investment**.

First Focus provides a fully branded, mobile-responsive websites that feature

- Leadership
- Projects
- Investors
- SEO Elements
- News
- Market Data
- Live-Stock Pricing & Charts
- Email List & Distribution
- Animation
- Lead Generation



Print Media & Marketing Collateral

Print advertising and media **have proven to be** effective strategies to drive investor interest. Printed materials give your audience something tangible, reinforcing your business and its highlights.

From concept creation to content, layout and design, we love helping make your print marketing targeted, engaging and personal pieces your audience will resonate with.

- Magazine Articles
- Stand Up Banners
- Brochures
- 1 Pagers
- Booklets
- Full Booth Visuals
- Custom Clothing
- Custom Stationary



International Support:

European Affiliations in Finance

We specialize in amplifying your message through targeted dissemination of

- News Release translation & dissemination.
- Support in receiving a listing.
- Marketing introductions as needed.
- German Language Google Ads

Dominate the market with our tailored solutions and **unlock new opportunities for growth and success.**



“First Focus works with the largest and fastest growing investment networks.”

Social Media

Looking to supercharge your social media?

Integrate an Ad-Spend and grow followers **10x as fast!**

Strategy Development & Implementation

We craft a comprehensive strategy tailored to your narrative. Our approach ensures impactful results, driving engagement and positioning your story.

Managing the Most Impactful Channels

We specialize in managing a diverse range of social media platforms, including **Instagram, LinkedIn, Twitter, TikTok, and Threads**. We use only the highest ROI channels with custom video and photo content to capture traffic.

Powerful Content Creation

First Focus excels in creating compelling content tailored specifically to your social media pages. Our team develops engaging and visually appealing targeted content designed to resonate with investors.

Social Media Account Audits

We will assess your current social media performance to identify strengths and areas for improvement. Paving the way for data-driven insights and strategic recommendations to optimize your social media presence.

Powerful Organic & Paid Media

Our team seamlessly manages both organic and paid aspects of your social media presence, expertly curating organic content and strategically optimizing boosted posts and ad spending.



Why Social Media?

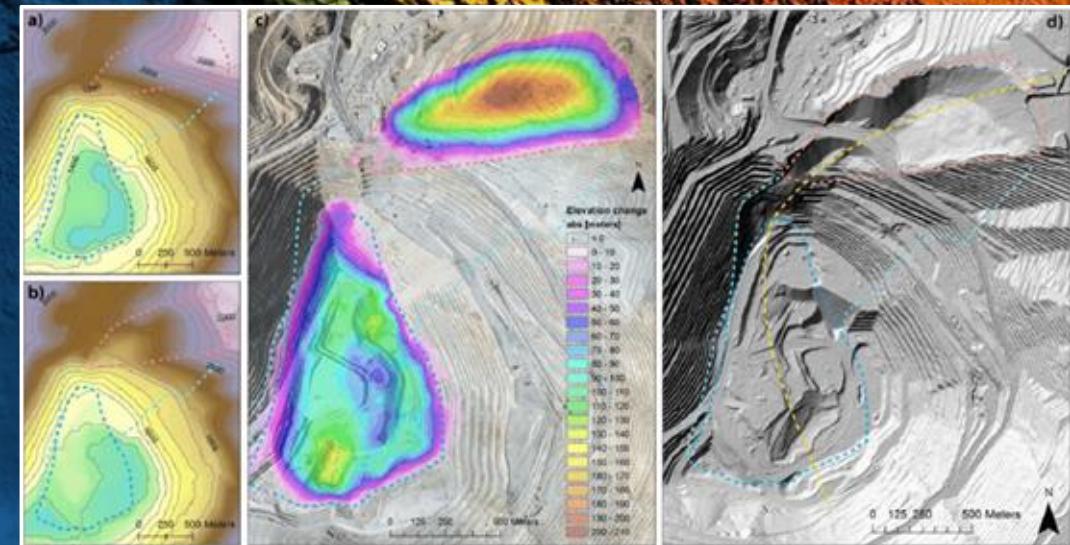
- Target leading social media investor channels
- Create a network of engaged investors
- Grow your investor audience
- Increase credibility with SEO searchability
- Share your story with key investment networks
- Curate and share custom content that drives traffic

Mapping

Experience our comprehensive mapping services, where visually stunning maps are crafted to perfectly align with your brand identity. With our tailored mapping solutions, your brand will stand out, leaving a lasting impression on your target audience.

Our team can create a full suite of maps including

- Location & Regional
- Geological
- Geophysical
- Geochemical
- Conceptual
- Section Maps
- Drilling Maps



IT Support

From essential services like email, domain, and infrastructure security to advanced telecommunications and web technologies, we offer a comprehensive blend of technical services

Email Solutions

Streamline communication and collaboration

Domain Management

Establish a dominant online presence

Security Protocols

Safeguard sensitive data

Database & Information Management

Optimize data organization

Internet & Web-based Tech

Drive engagement and conversion



Our select clientele



Consolidated Lithium Metals Inc.

TSXV: **JOR** | OTCQB: **JORFF** | FRA: **2JR1**



Liberty Defense Holdings Ltd.

TSXV: **SCAN** | OTCQB: **LDDFF** | FSE: **LD2A**



American Atomics Inc.

CSE: **NUKE** | FSE: **Q3B** | FRA: **Q3B**



Maxus Mining Inc.

CSE: **MAXM** | FSE: **R7V**



Patriot Battery Metals Inc.

TSXV: **PMET** | OTC: **PMETF** | FSE: **R9GA**



Terra Rossa Gold Ltd.

TSXV: **TRR** | FSE: **8BY** | OTC: **BRYGF**



First Towers & Fiber Inc.



Collective Metals Inc.

CSE: **COMT** | FSE: **FO1**



Infinitum Health



"We deliver customized solutions that address the complexities of the capital market landscape, fostering growth and stability. We deploy effective strategies to increase website traffic, enhance engagement, and maximize lead conversion in the digital space. Combining technological expertise with marketing proficiency, our experienced team excels in corporate communications to keep you competitive. By working closely with you, we amplify your brand through various marketing channels, measuring success by leads and revenue growth."

Ranbir Kalan, (B.Eng.)

CAPITAL MARKETS STRATEGIST, FOUNDER OF FIRST FOCUS





FIRST FOCUS

CAPITAL INC.

Ranbir Kalan, Founder

E: ranbir@firstfocus.ca

P: (250) 572-7185

www.firstfocus.ca