Market Making
Liquidity Services

An essential service for growing public companies.

Leaders of successful growth companies, publicly traded on a Canadian Stock Exchange, understand the criteria needed to attract investors and gain support, interest and buying. Failure to address these issues will hurt a companies' ability to attract investor awareness and the credibility of their stock.

Red Cloud Securities Liquidity Services, assists companies navigating the public markets and ensures a fair, tight and liquid market is maintained at all times.

1. **Liquidity.** Investors are hesitant to purchase shares, especially larger positions if the stock doesn't have strong support and significant bidding to ensure comfort and show liquidity.

2. **A "tight" market.** Companies with wide spreads between their bid and ask (buy and sell price) have trouble attracting investor interest and buying. I.E., $0.20 bid - $0.25 ask. In the competitive growth stock sectors investors don't want to buy a stock knowing as soon as they do, they sell price is much lower, both affecting potential gain and liquidity. It is critical to ensure a "TIGHT" market is always in place. On stocks under $1.00, typically $0.015 or less.

3. **The "Sub" exchanges.** Over the last few years more then 12 sub exchanges have launched in Canada. The exchanges "piggyback" off the four main exchanges, the TSX. NEO, TSXV and the CSE. The bids and asks DO NOT show up on most stock systems used by investors and advisors stock quotes sites or systems. Unfortunately, as a result management is often unable to accurately track their stock, its activity, who is buying and selling and what the "real" market looks like.

4. **Communication/Reporting/Tracking.** Red Cloud's experienced team of professional traders work actively and regularly with management offering trading advice, reporting, and tracking of their stock. Having professionals overseeing the day-to-day trading and activity of the stock assists in creating a strong level of comfort and assurances the markets are being maintained every day.

5. **Market Analysis.** Market analytics and performance reporting.

6. **Trust/Awareness.** Through our services we create a trust and respect for your company through responsible compliant market activity.

WHAT WE DO?

- Facilitate a liquid market by reducing the buy and offer gap

- Increase your daily volume

- Reduce volatility

- Improve trust and transparency

- Contribute to market liquidity and depth

- Maintain activity in the market

Contact us to discuss how we can help your company:

trading@redcloudsecurities.com
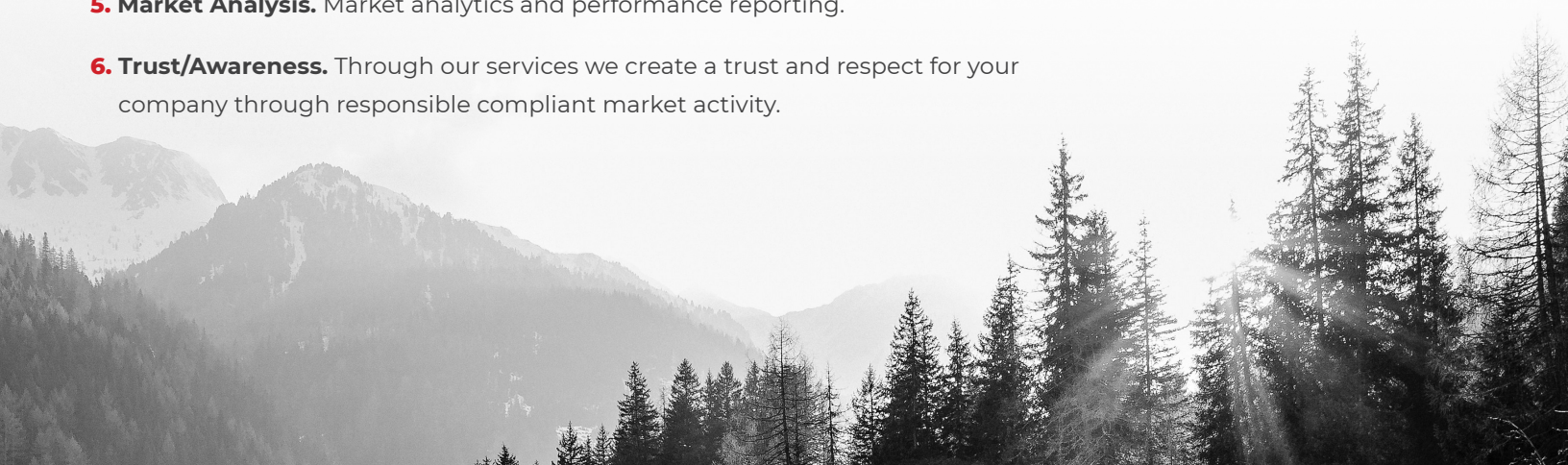
About **Red Cloud Securities**

Red Cloud Securities Inc. is an established IIROC regulated broker dealer offering corporate issuers a wide breadth of advisory, investment banking, research, and distribution services. Founded in 2011 Red Cloud management offers their clients highly sophicated advice across a wide spectrum of market areas. An "essential" partner is your Company's growth and capital needs.

Red Cloud **Liquidity Services**

Led by Adam Smith, head of Red Cloud's liquidity services platform, Adam has over 30 years experience in capital markets, trading and liquidity services. Over his career Adam has worked with both small and mid tiered IIROC dealers and as well as one of Canada's largest banks. A seasoned professional with strong management, trading, and communication skills. A responsible leader focused on execution, compliance and fair play. The trading team has decades of collective experience in all areas of market trading and possess the necessary knowledge, skillsets and experience to effectively manage and guide your company.

Red Cloud Securities Inc.

Adam Smith
Managing Director, Head of Trading
Liquidity Services
C: 416-616-9411
O: 647-948-8504
E: asmith@redcludsecurities.com

Brad Lowry
VP Trading and Market Making
C: 647-221-0747
O: 647-948-8502
E: blowry@redcloudsecurities.com

John Harris
VP Trading and Market Making
C: 416-576-2089
O: 647-948-8503
E: jharris@redcloudsecurities.com

Red Cloud Liquidity Services
Your Trading Partner