

# The ProAltIR™ Difference

<b>Service Offering:</b>	<u>Investor Relations</u>	+	<u>Corporate Development</u>	=	<u>Enterprise Value Creation *</u>	<	<b>ProActive Alternative</b> <u>Investor Relations</u>
<b>Tools:</b>	Press Releases		M&A, Partnerships & JVs		Press Releases M&A, Partnerships & JVs		Press Releases M&A, Partnerships & JVs Executive Director BOD Economic Analysis Positioning Strategies Intergrated Campaigns Multichannel Marketing Audience Engagement Private Placements Direct Listings Trading Market Dev Success Fee Based
<b>Resources:</b>	Investor Expectations		Strategic Capital Distribution Inorganic Revenue Innovation Products and Services Gross Margins		Investor Expectations Strategic Capital Distribution Inorganic Revenue Innovation Products and Services Gross Margins		Investor Expectations Strategic Capital Distribution Inorganic Revenue Innovation Products and Services Gross Margins Corporate Governance Brand Re-Positioning Brand Awareness Campaigns Metrics Valuation Multiples Deal Flow Pipeline Institutional Capital Listing Liquidity Market Capitalization Tremendous ROI
<p><b>* Components BCG Value Creation Model</b></p> <ol style="list-style-type: none"> <li>1. Growth Exposure (M&amp;A)</li> <li>2. Risk Mitigation (Partnerships)</li> <li>3. Increased Returns Capital Assets (JVs)</li> <li>4. Investor Expectations (IR)</li> </ol>							