



---

## CORPORATE FINANCING SERVICES

**Phoenix Alliance Corp.** is a Western Canada-based boutique Capital Advisory and Investor Relations firm that offers a real solution for companies by providing single-source access to abundant new capital, IR services, expertise and financial advisory.

Through our associate funding partners, Phoenix Alliance Corp. offers a range of financing facilities; we assist in raising capital via private placements through convertible debt transactions as well as traditional equity offerings.

---

### CONVERTIBLE DEBT TRANSACTIONS

#### “The Most Overlooked Financing Alternative”

As capital markets continue to be volatile, many issuers, particularly in the Canadian junior mining industry, have been raising capital through **convertible debt transactions**.

In a typical transaction, a publicly traded company issues discounted convertible debt to a private investor (or a small group of investors) for an infusion of cash into the company treasury on a private placement basis.

**Convertible debt** offers an attractive alternative to conventional equity financings, as little or no customized disclosure documentation is needed and dilution of the issuer’s capital structure is averted. This results in higher efficiency in time and cost compared to more traditional forms of financing.

Raising capital through convertible debt will provide a number of benefits to companies including:

- Quick access to capital (30-45 days);
- Low transaction costs;
- Minimal documentation and disclosure needed;
- Less dilution;
- High level of financing flexibility, i.e. no covenant protection or restrictions of seeking other financing opportunities.

Phoenix Alliance Corp. acts as an intermediary that facilitates negotiations between capital seeking issuers in the resource industry and our funding partners.

Please contact us for more information on how we can help you raise capital and provide you with financial advisory services your public company needs to succeed:

Andrew McKinnon  
(250) 453-0033  
arm@phoenixalliancecorp.com

Pamela Keck  
(604) 971-4331  
pkeck@phoenixalliancecorp.com

[www.phoenixalliancecorp.com](http://www.phoenixalliancecorp.com)

---

### Traditional Equity Financing

At Phoenix Alliance Corp, we are committed to developing long-term relationships with our clients. We have a record of excellence facilitating **equity financings via Private Placements** for small to mid-cap public companies in a wide range of industries. Our strong financing partners are looking to make strategic equity investments in amounts as little as \$1.0 million.