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PHOENIX
ALLIANCE
CORP.

BUSINESS SOLUTIONS & INVESTMENT
CAPITAL FOR COMPANIES IN TRANSITION



Company Brochure | Phoenix Alliance Corp.



Overview

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Phoenix Alliance Corp. (“Phoenix”) is a Western Canada-based boutique business advisory company that offers a real solution for companies by providing single-source access to new capital, expertise, unbiased advice and financial advisory support through the complex process of completing a financial transaction.

We provide our clients with loyal and trustworthy support as part of a long-term partnership, and we are dedicated to achieving our clients’ goals.

Phoenix Alliance Corp. and its affiliates are actively involved in supporting the structuring, advisory and financing needs of early to middle stage growth companies providing merchant banking and advisory services to both public and private firms. Areas of particular concentration include cleantech technologies, telecommunications services and information technologies, healthcare, gaming and hospitality, retail operations, multimedia and manufacturing.

Phoenix serves as a unique conduit in accessing capital through diligence and innovative solutions with the objective of positioning the company properly for long-term growth. Phoenix involves itself in assisting and evaluating managerial issues and corporate strategies, typically in the context of financing associated with mergers and acquisitions or key milestone events.

Phoenix draws upon a vast experience in a broad range of finance activities to foster the development of exciting growth opportunities.

*"As fortune is sought,
so it is found"*

Clients

The Team at Phoenix works with companies at all stages of growth, from start-ups to management buyouts of mature companies with various needs for financial and corporate advisory.

We work with

- companies with encouraging prospects through organic growth and acquisition.
- companies seeking expansion or acquisition capital or have the desire to go public.
- companies with an outstanding management team and a viable business concept operating in an attractive Market and Industry and a high potential return on investment.

*Our success depends upon
our clients' success*



*Our global investor network
allows us to offer our clients
unique access to a variety of
financing options*

Our primary objective is long-term value appreciation of our portfolio clients by advancing their interests. In most cases, Phoenix' partners become equity holders as a result of orchestrating a particular transaction or direct investment. Where viable, we seek to align ourselves with the long term interests of the client to each other's mutual benefit. In most cases, relationships with our client companies can extend over many years as the investors support, grow and foster their engagements. An initial corporate (re-)structuring and financing may set the stage for accelerated growth and our team is committed to continuing to work closely with our partners and entrepreneurs in assisting to build successful businesses.

We have forged strong relationships within the investment community which allows us to expand our reach and ability in designing flexible funding solutions for each client's unique needs.

Services

Phoenix Alliance Corp. is an internationally operating full service provider for the capital market and a reliable partner on the road from going public to being public, with expertise in the following areas:

Business Advisory

- Going Public in North America and Europe
- Restructuring
- Capital Raising
- Business Plans
- Competitive Analysis
- Marketing Analysis
- IFRS Advisory

Corporate Finance

- Bridge financing
- Equity Line of Credit Financing
- Debt Financing
- Private Placements
- Acquisition Financing
- Convertible Debt Offerings
- Sale Lease Back Transactions
- Bank Financing

Mergers & Acquisitions

- Business valuation and assessment of current market conditions
- Development of a customized, comprehensive marketing strategy
- Preparation of marketing materials
- Execution of the methodical, intensive marketing strategy
- Solicitation of offers
- Negotiation of Letters of Intent
- Advising through investor due diligence
- Closing process assistance
- Post-closing funds management

Investor Relations & Public Relations

- Communications Strategy
- Marketing Materials
- Internet Marketing Strategies
- Lead Generation
- Investor Presentations & Meetings
- Shareholder Communications
- Strategic Positioning and Message Development
- Media Targeting and Outreach
- Media/Investor Kits
- Post-IPO/PPM Financing Investor Relations
- Analyst and Institutional Investor Perception Studies
- Crisis Communications
- IR Services in Europe

Phoenix' subsidiary, **PAC Capital Advisors** ("PAC"), provides forceful IR/PR services to our clients. Working together with our proprietary group of high net worth individual investors, PAC has developed a strong and comprehensive international network of buy & sell - side investors and works closely with several industry partners. By doing so, PAC is able to utilize more resources and reach a broader audience.

Our Team

The Phoenix team brings together the talents of finance and management professionals from a wide spectrum of business, both private and public. Our team is well-rounded and comprised of professionals from a variety of backgrounds.



Team Members at Phoenix Alliance Corp.:

Mr. Andrew R. McKinnon (Principal)

Mr. Jason McKinnon, *Senior Associate*

Ms. Pamela Keck, *Associate*

Mr. Darren Blanch, *Associate*

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