

MZ

EMPOWERING INVESTOR RELATIONS

EXCEPTIONAL CUSTOMER SERVICE
AND INNOVATIVE TECHNOLOGY

Technology Overview

October/2021

TECHNOLOGY OVERVIEW OF IR WEBSITES OF COMPANIES IN THE CSE COMPOSITE

OCTOBER 2021



INTRODUCTION
AND METHDOLOGY

This study aims to provide information to MZ customers regarding the technology available on Investor Relations websites of companies in the CSE Composite index. The study was based on the information made available on the companies' websites and the data were collected during September/2021.

The MZ team is available for suggestions, questions or further clarifications, if necessary, through the e-mail: support@mzgroup.com.

This material is a study produced by MZ, which does its best to ensure the quality of the document. The information presented here is intended to provide information to MZ customers. They are based solely on public information (IR sites of companies and specialized websites that make the information available as a basis) and are therefore subject to change. This document does not reflect any investment opinion of MZ.

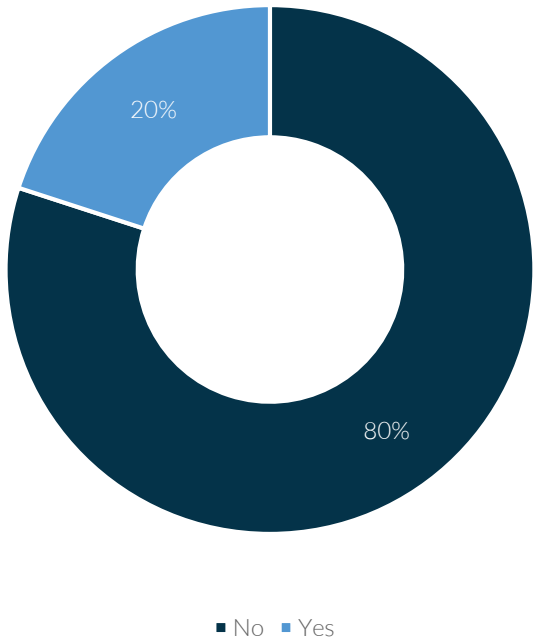


This study is aimed at MZ clients. Please do not disclose it without prior authorization.

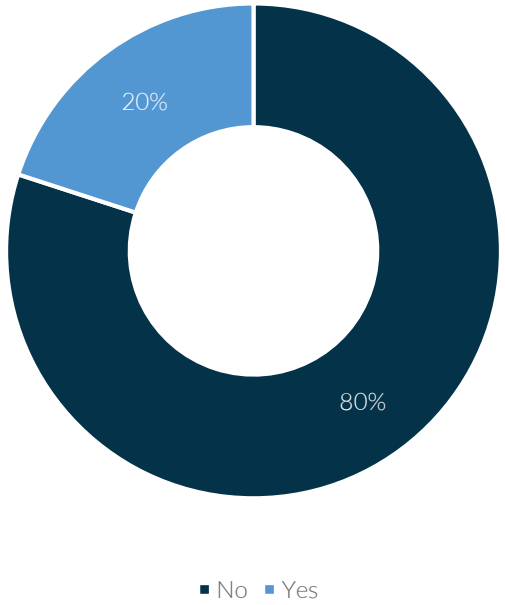
PRIVACY & REGULAMENTORY DOCUMENTS
COOKIE NOTICES & SEDAR FILLINGS

Most major data privacy laws in the world require websites to have a cookie policy. SEDAR Filings are mandatory for all Canadian publicly-traded companies. However, neither having a cookies notice or providing a personalized menu section for SEDAR Filings in IR websites is mandatory by CSE regulations. Nevertheless, 69% of CSE Composite index companies provide their SEDAR Filings, and 20% on a personalized menu tab. Also most companies choose not to have a cookies notice.

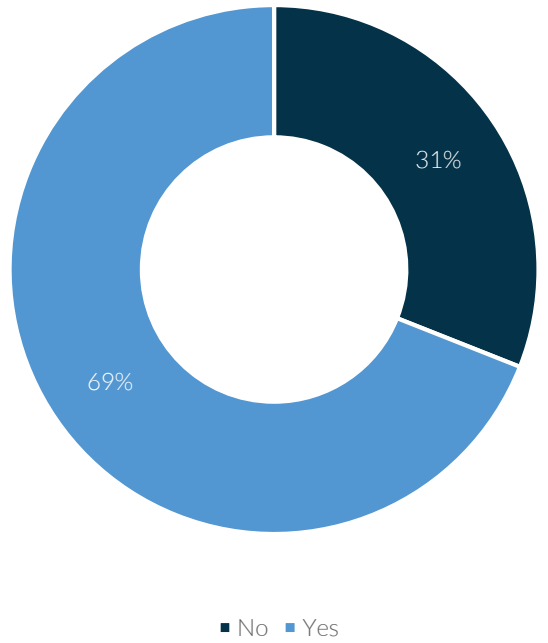
Is There a Cookies Notice?



Is There a SEDAR Filings Section/Menu?



Are There SEDAR Filings Available?



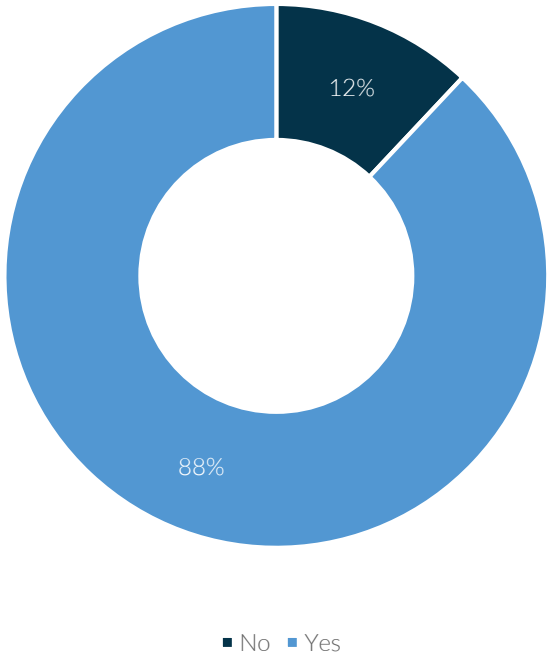
4 Source: companies' websites

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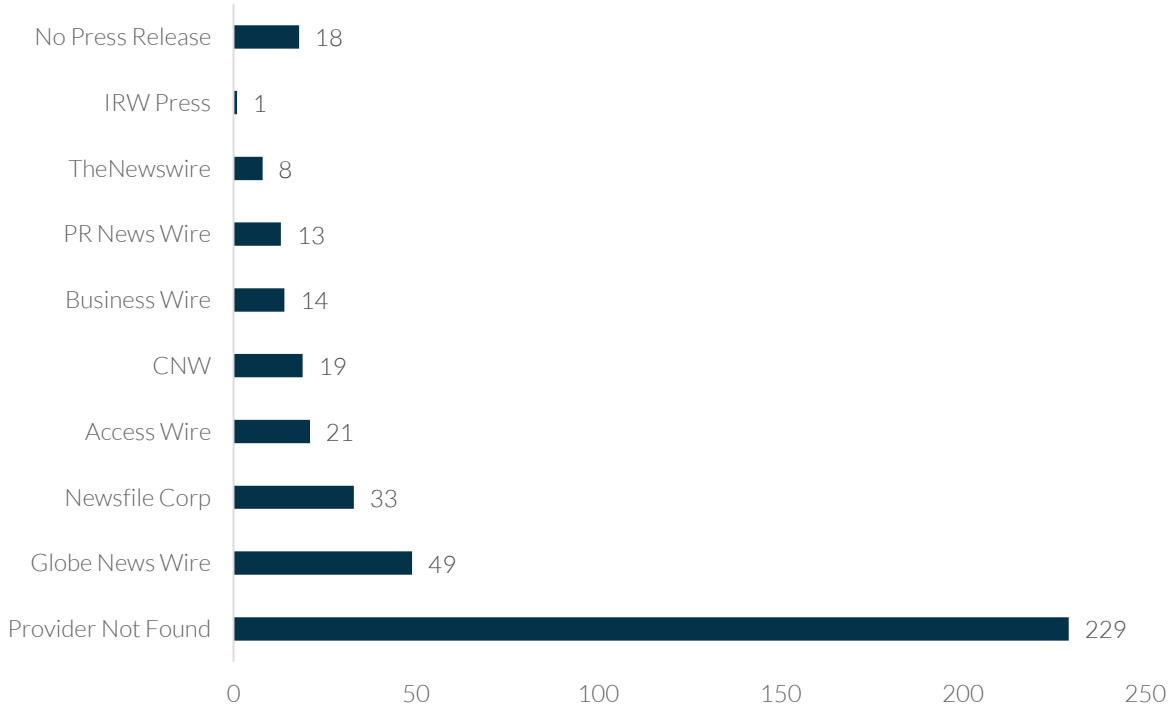
NEWS
PRESS RELEASES

Most companies choose to have a Press Release page. The companies can also choose to distribute their Press Releases trough a newswire distribution network . Most companies choose Globe Newswire as their PR distributor.

Are There Press Releases Available?



PR Distributors



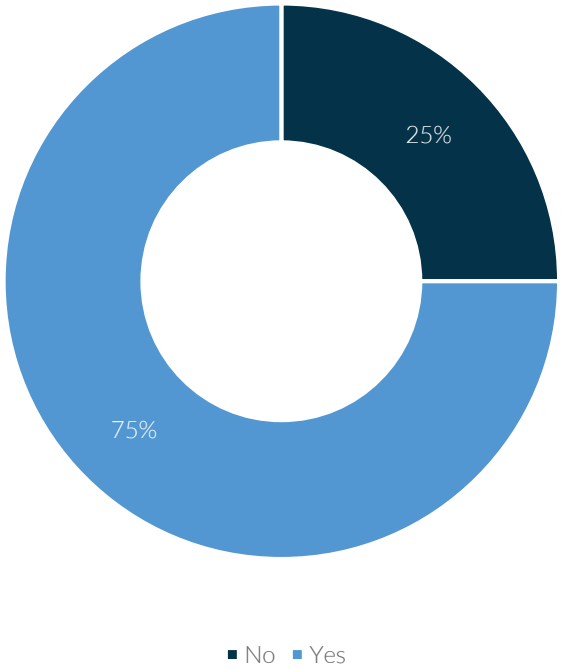
 Source: companies' websites

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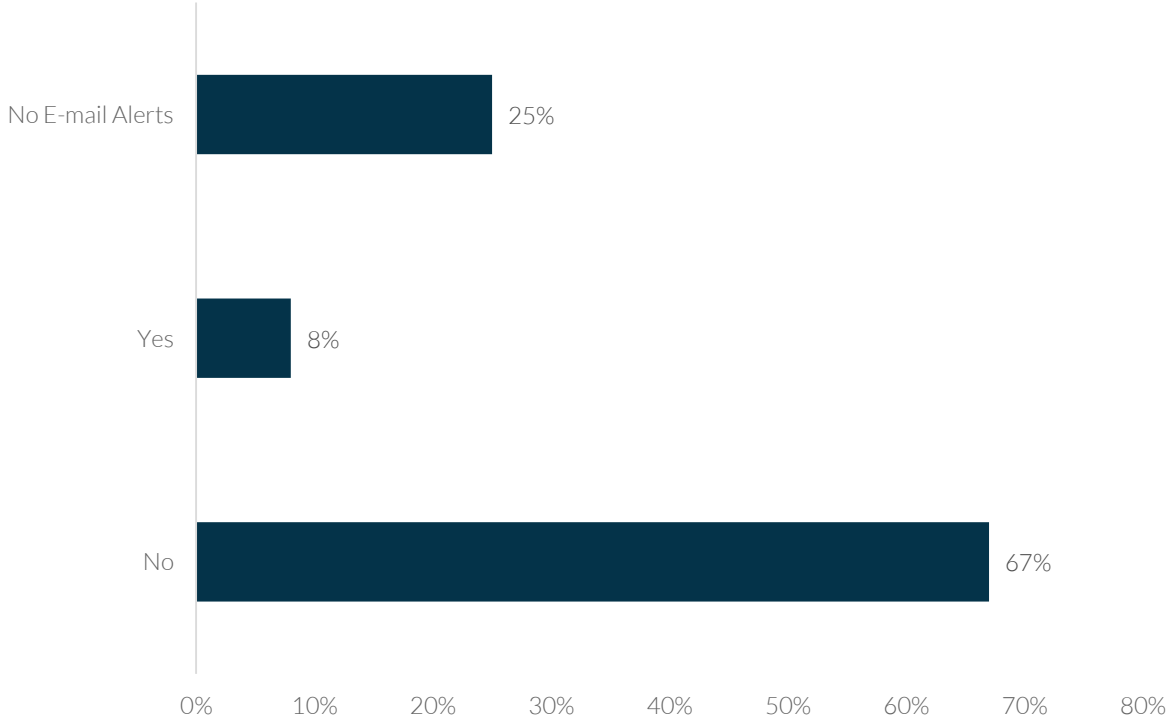
NEWS
E-MAIL ALERTS

Most companies have e-mail alerts available but only in 8% of websites the investors can choose which category of news they want to be notified about. The most common categories offered are: Press Releases, End of Day Quote and SEDAR Filings.

Are There E-mail Alerts?



Are the E-mail Alerts Customized?



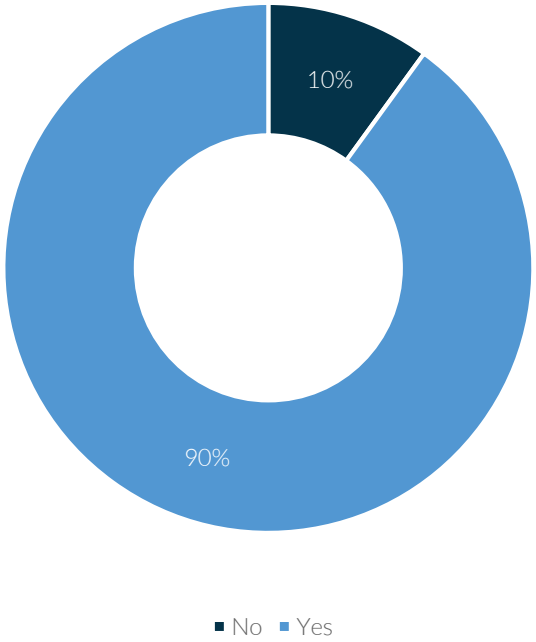
 Source: companies' websites

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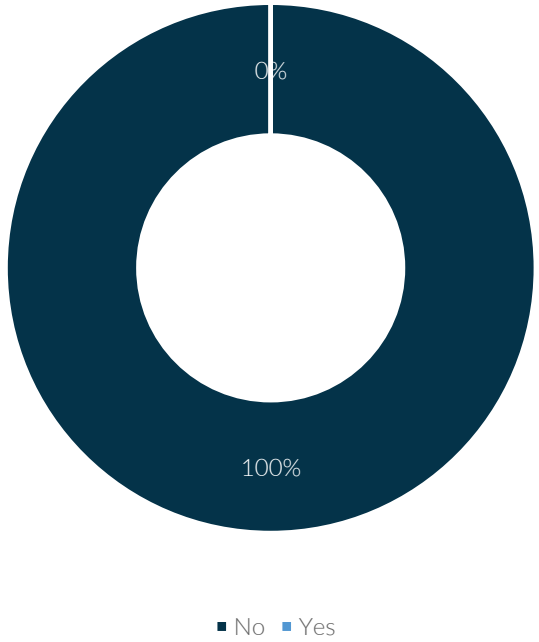
FACILITATING THE ACESS TO INFORMATION
TEAR SHEET & RESPONSIVE WEBSITE

The majority of CSE Composite index companies has a responsive website but none of the companies offers a Tear Sheet.

Is The Site Responsive?



Is There a Tear Sheet?



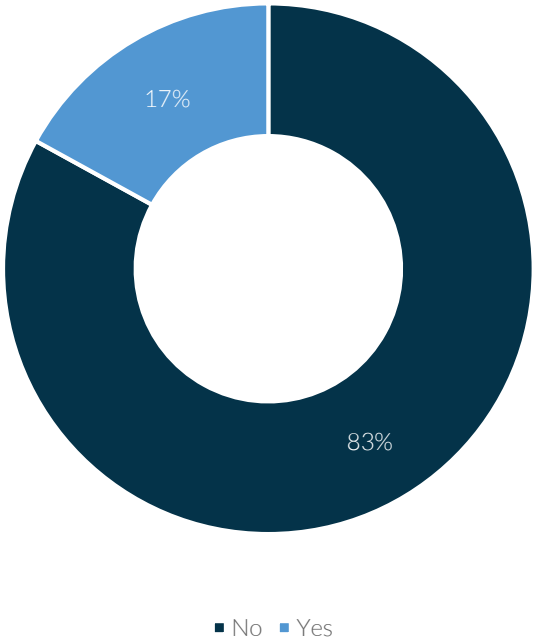
 Source: companies' websites

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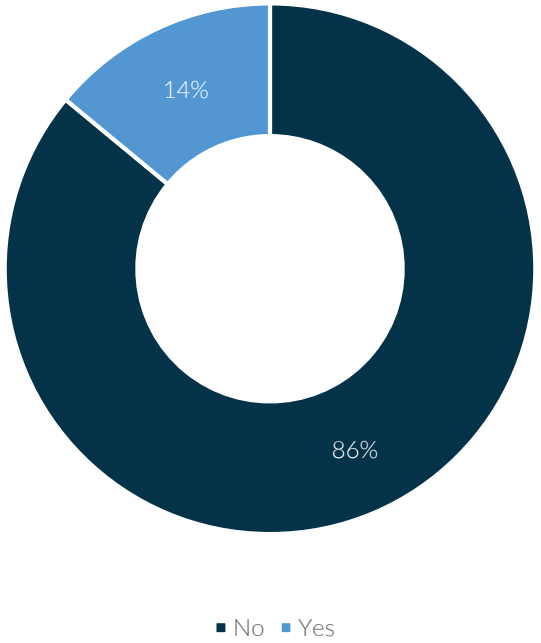
VIDEO FEATURES
HOME

The majority of CSE Composite index companies does not have a video or a gif as their banner, nor they have a video on the home page.

Is There a Video or a Gif Banner on the Home?



Is There a Video on the Home?



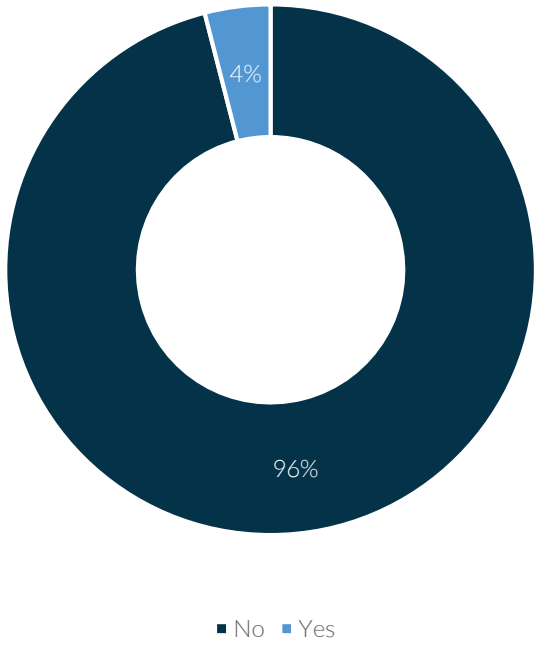
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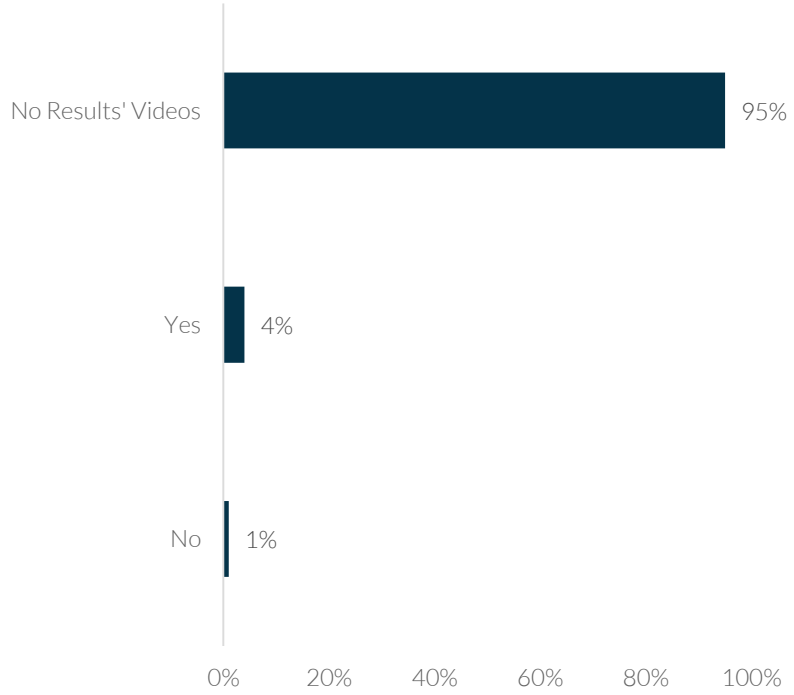
VIDEO FEATURES
RESULTS

The majority of the CSE Composite index companies does not have videos available about the company results. None of the companies made the videos available for download.

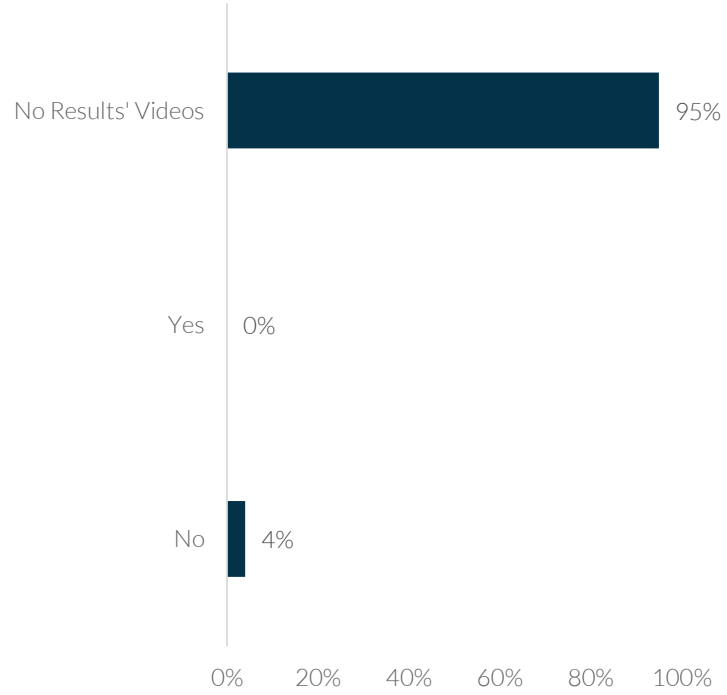
Are There Results' Videos?



Is There an External Link?



Is There Download Available?



 Source: companies' websites

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MZ SUPPORT
support@mzgroup.com

