



# MZ

EMPOWERING INVESTOR RELATIONS

EXCEPTIONAL CUSTOMER SERVICE  
AND INNOVATIVE TECHNOLOGY

## Technology Overview

August/2021

TECHNOLOGY OVERVIEW ON  
IR WEBSITES FROM OTCQX  
U.S. INDEX  
**AUGUST 2021**



# INTRODUCTION AND METHODOLOGY



This study aims to provide information to MZ customers regarding the technology available on Investor Relations websites of companies in the OTCQX U.S. index. The study was based on the information made available on the [companies' websites](#) and the data were collected during August 2021.

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

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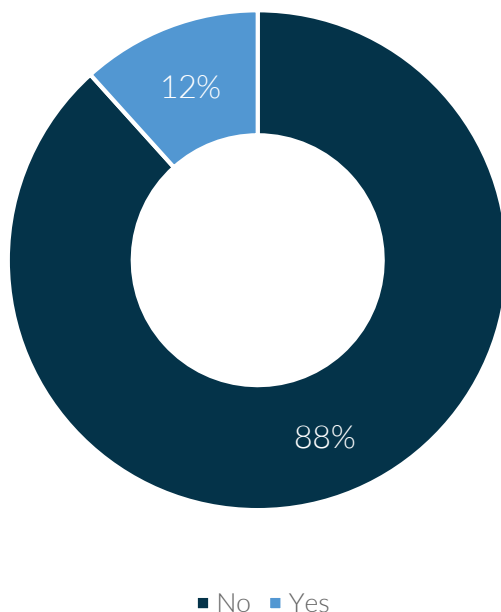
This study is aimed at MZ clients. Please do not disclose it without prior authorization.

# PRIVACY & REGULATORY DOCUMENTS

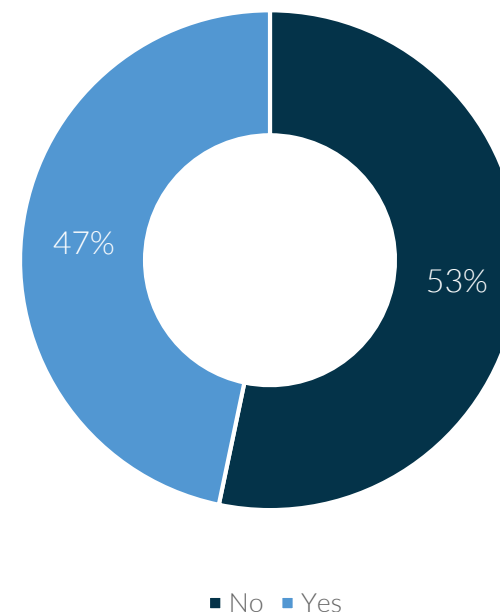
## COOKIES NOTICES & SEC FILINGS

The purpose of the computer cookie is to help the website keep track of your visits and activity. Most major data privacy laws in the world require websites to have a cookie policy. SEC Filings are mandatory for all publicly traded companies. However, neither having a cookies notice or providing SEC Filings in IR websites is mandatory by US-based law. Almost half of the OTCQX companies choose not to provide their SEC Filings and most companies choose not to have a cookie notice.

Is there a Cookie Notice?



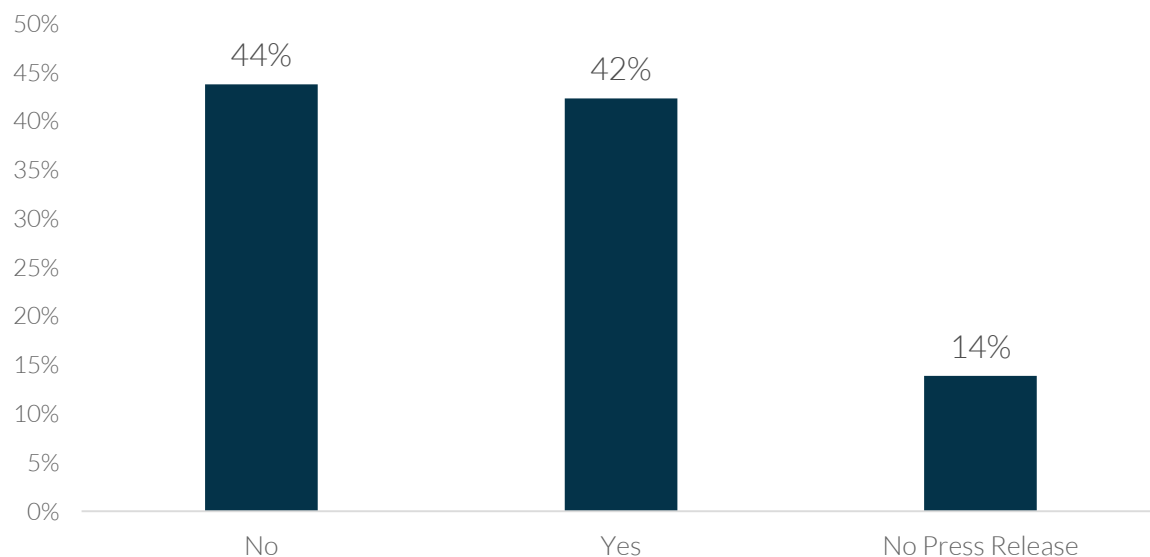
Are There SEC Filings?



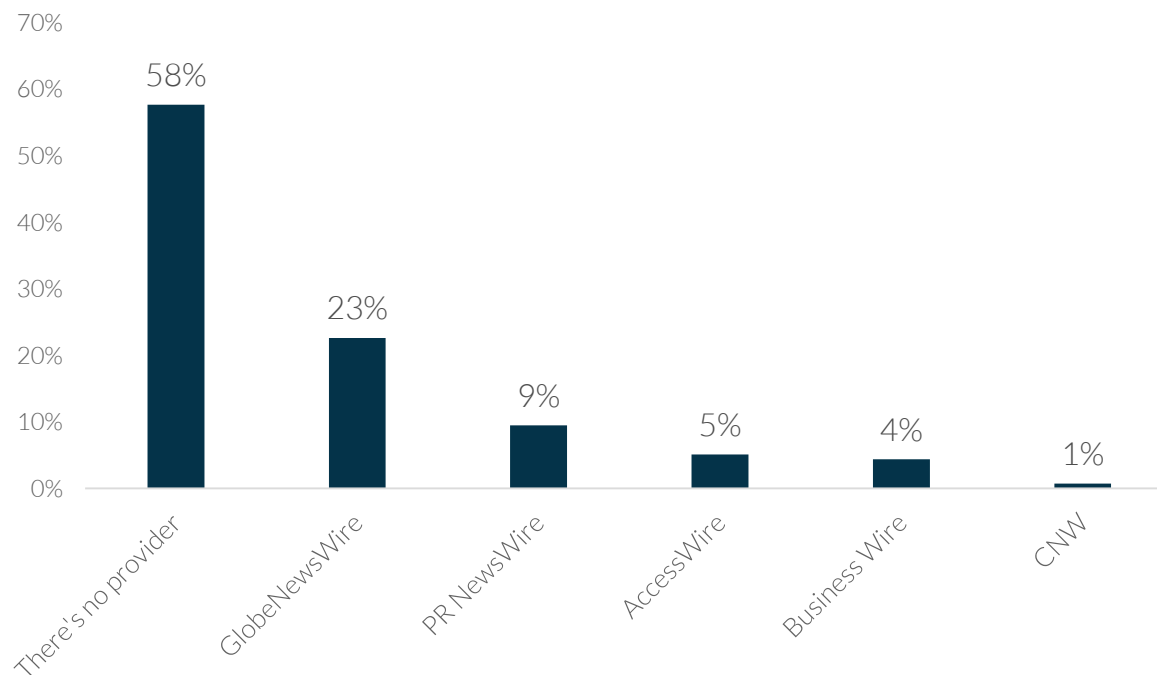
# NEWS PRESS RELEASES

When analyzing the websites we found that most companies do not have an automatic Press Release page. The ones that do, can choose among a variety of providers. Most companies choose Globe Newswire as their PR provider.

Is the Press Release Automatic?



When automatic, which PR provider was chosen?

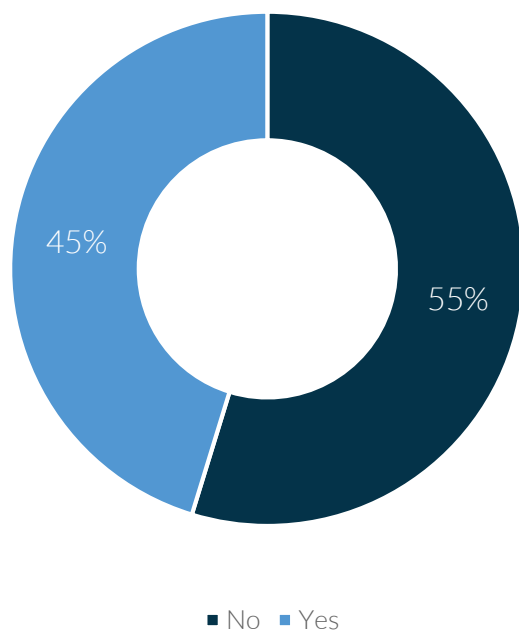


# NEWS

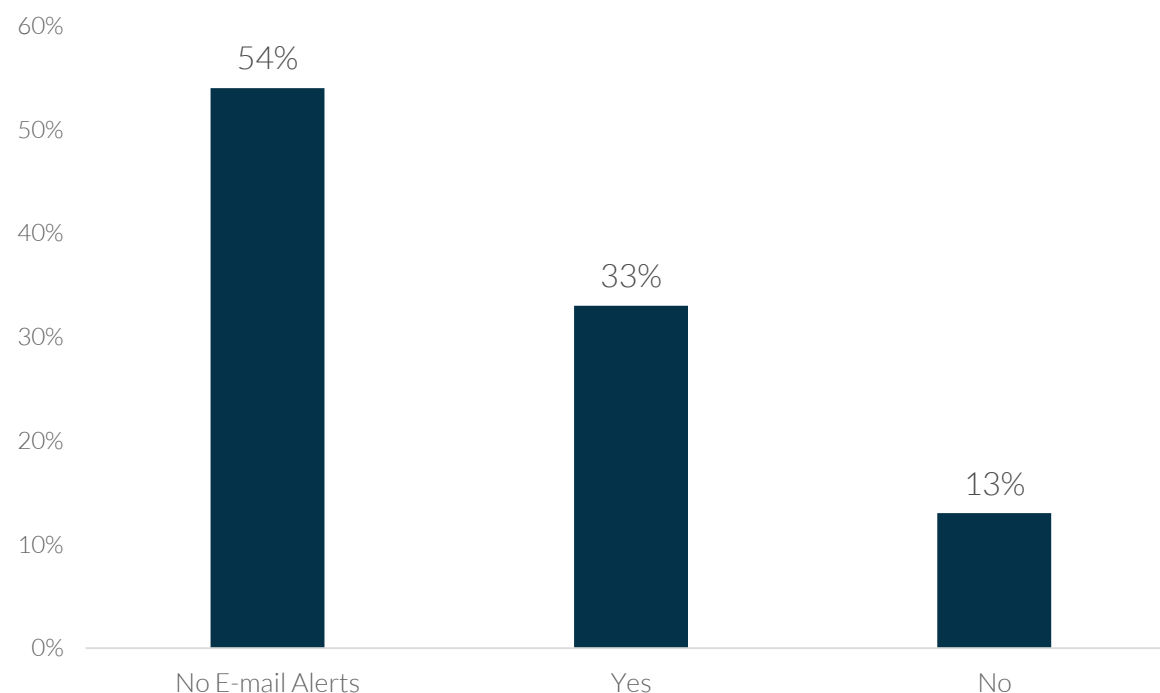
## E-MAIL ALERTS

An important way of keeping the investors updated is by providing an e-mail alert. This way, the investors can be informed about the most important information as soon as possible. When analyzing the websites, we found that most companies do not have e-mail alerts available. The ones that have, can choose between offering a personalized e-mail alert or only one option. In the personalized option, the investor 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 SEC Filings.

Are There E-mail Alerts?



Are the E-mail Alerts Customized?

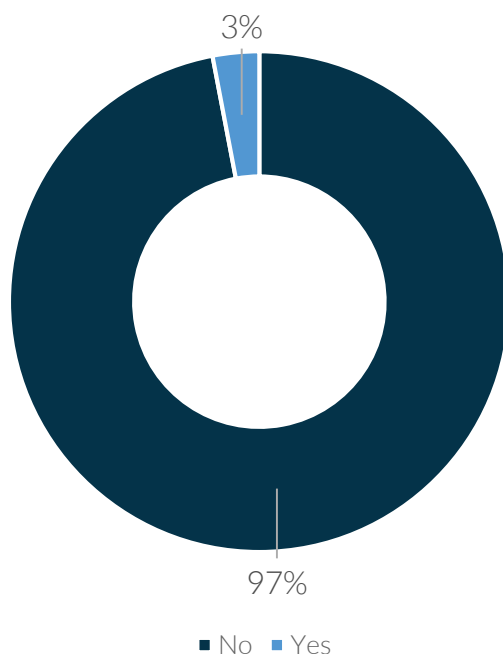


# FACILITATING THE ACCESS TO INFORMATION

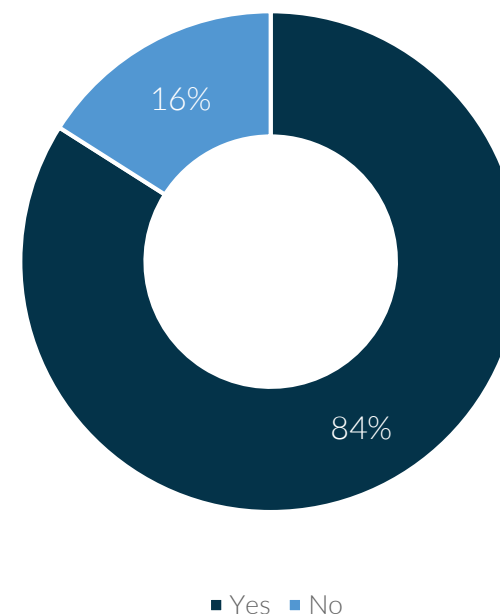
## TEAR SHEET & RESPONSIVE WEBSITE

Facilitating the public access to information is key to keeping good investor relations. Two ways to do so, are by providing a Tear Sheet in the website and also having a responsive one. In finance, a tear sheet is a one-page summary of a mutual fund or individual company. It typically includes key fundamental information and a graph displaying historical performance. Responsive web design is about creating web pages that look good on all devices. This way, the web design will automatically adjust for different screen sizes and viewports. When analyzing the OTCQX companies, we found that the majority already has an responsive website but does not offer a Tear Sheet.

Is There a Tear Sheet?



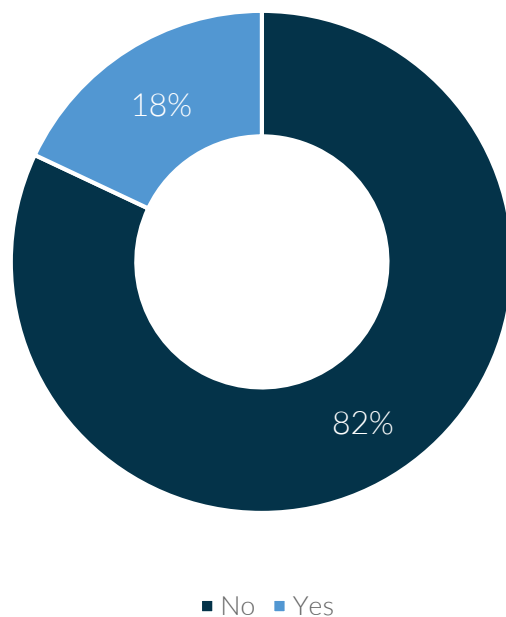
Is the Site Responsive?



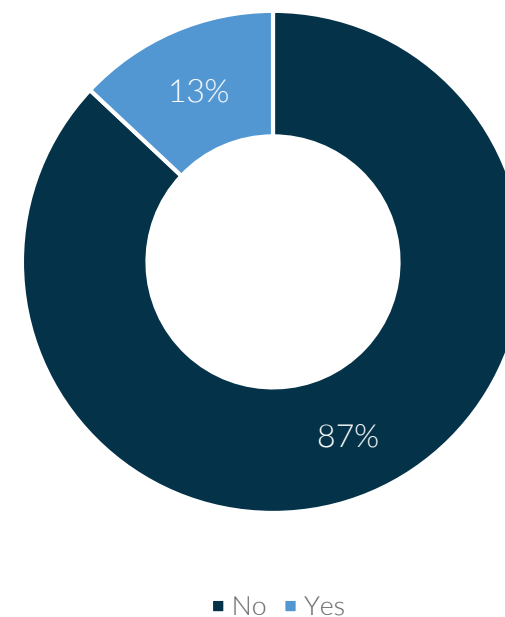
# VIDEO FEATURES HOME

In the Home Page, companies have the option to include a video or a gif as their banner. There is also the option to put a video within the page. When analyzing the websites, we found that the majority of companies don't 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 as a Banner on the Home Page?

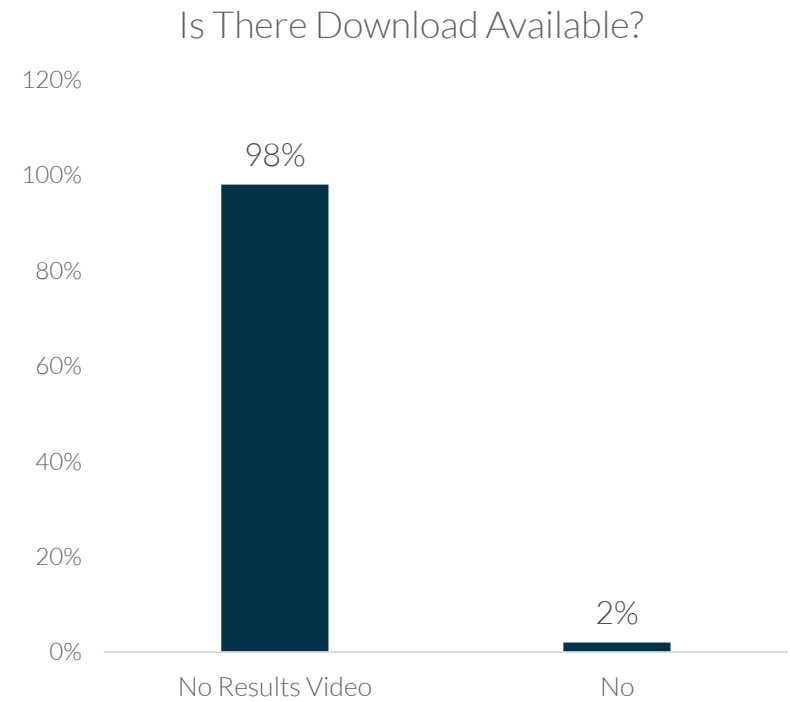
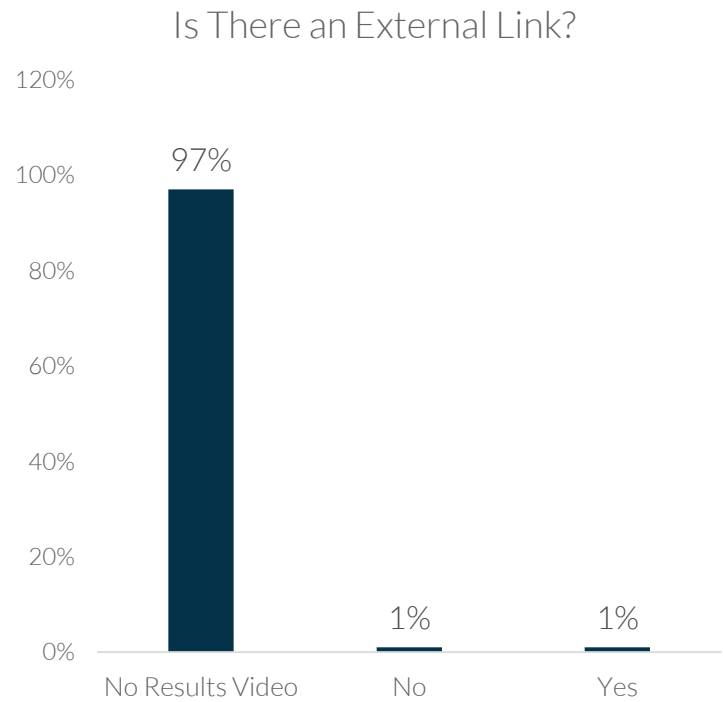
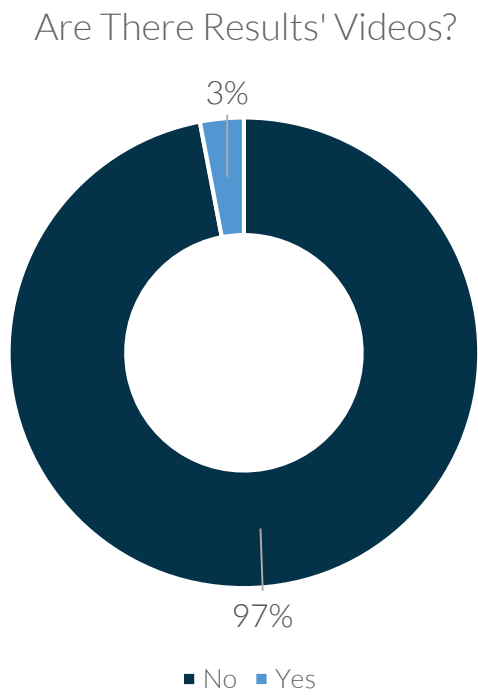


Is There Video on the Home Page?



# VIDEO FEATURES RESULTS

The companies can choose to release the results jointly with a video about them. When analyzing the OTCQX companies' websites, we found that the majority chooses not to. When there are videos available about the results, the same amount choose to use an external link to provide access to it as to uploading the video directly to the website. None of the companies made the videos available for download.



9 Source: [companies' websites](#).

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**MZ SUPPORT**  
[support@mzgroup.com](mailto:support@mzgroup.com)

