

MZ

EMPOWERING INVESTOR RELATIONS

EXCEPTIONAL CUSTOMER SERVICE
AND INNOVATIVE TECHNOLOGY

Technology Overview

August/2021

TECHNOLOGY OVERVIEW ON IR WEBSITES FROM CSE25 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 CSE25 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: contact@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.

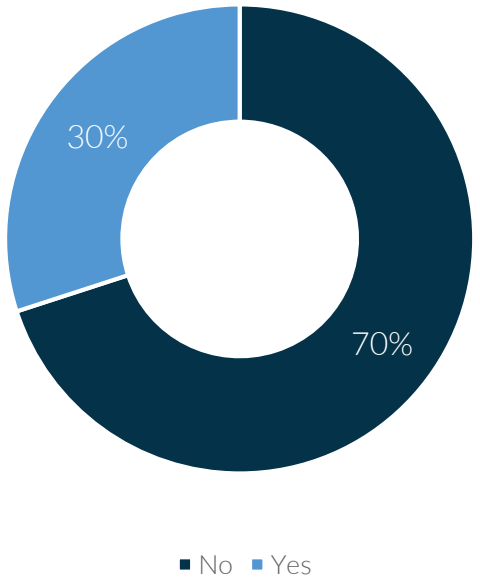


This study is aimed at MZ clients. Please do not disclose it without prior authorization.

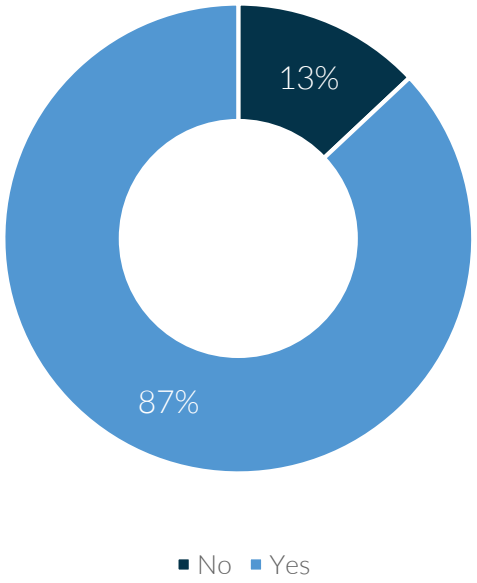
REGULAMENTARY DOCUMENTS
COOKIE NOTICES & SEDAR FILINGS

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 to SEDAR Filings in IR websites is mandatory by CSE regulations.
Nevertheless 87% of CSE25 index companies provide their SEDAR Filings, and 39% on a personalized menu tab. Also most companies choose to have a cookie notice.

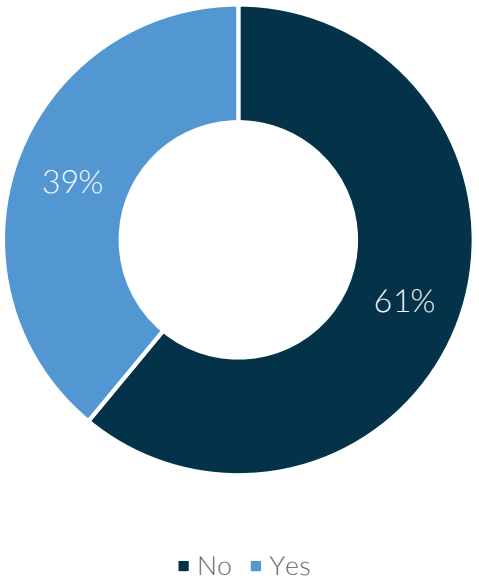
Is There a Cookie Notice?



Are There SEDAR Filings?



Is There a SEDAR Section/Menu?



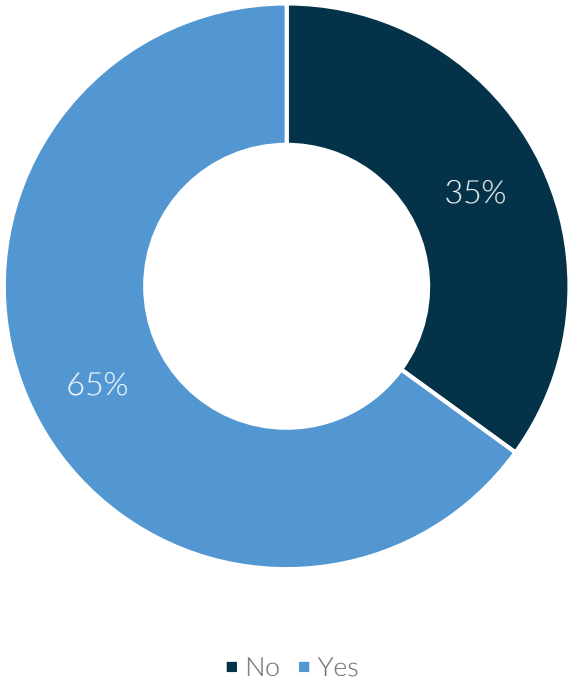
 Source: companies' websites.

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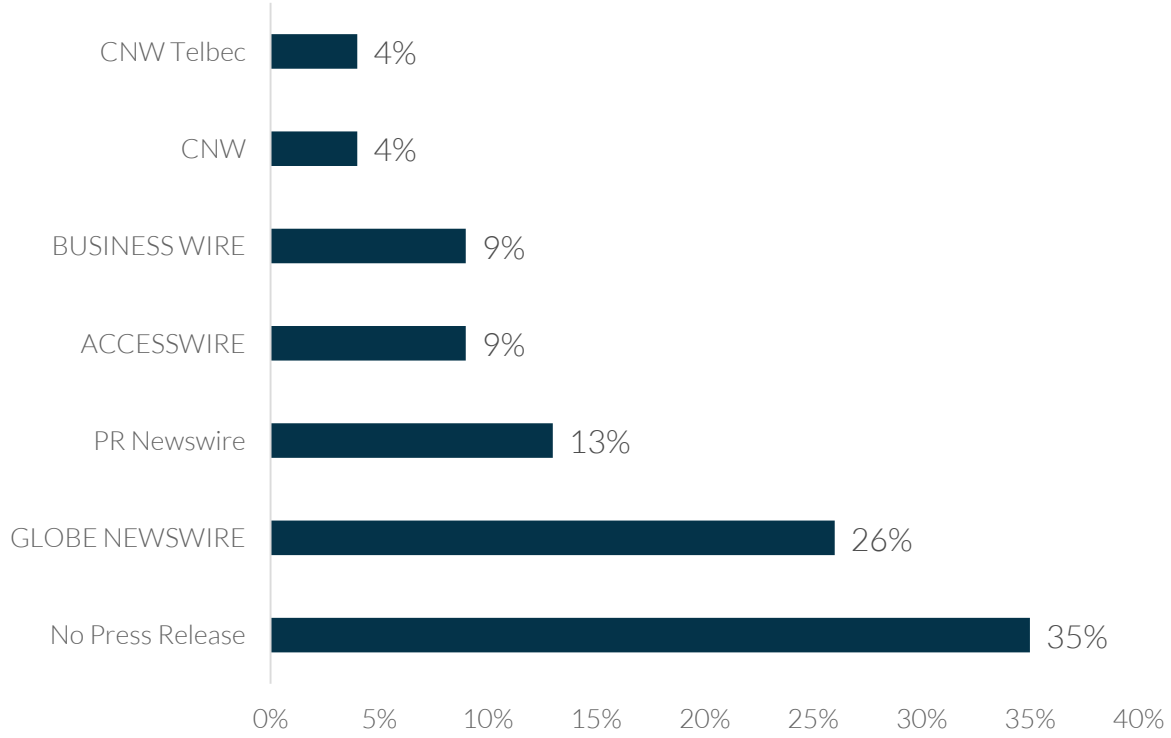
NEWS
PRESS RELEASES

Most companies of CSE25 index have an automatic Press Release distribution provider, being Globe Newswire the responsible for 26% of all companies.

Is There a Press Release Distribution Service?



When Automatic, Which PR Provider Was Chosen?



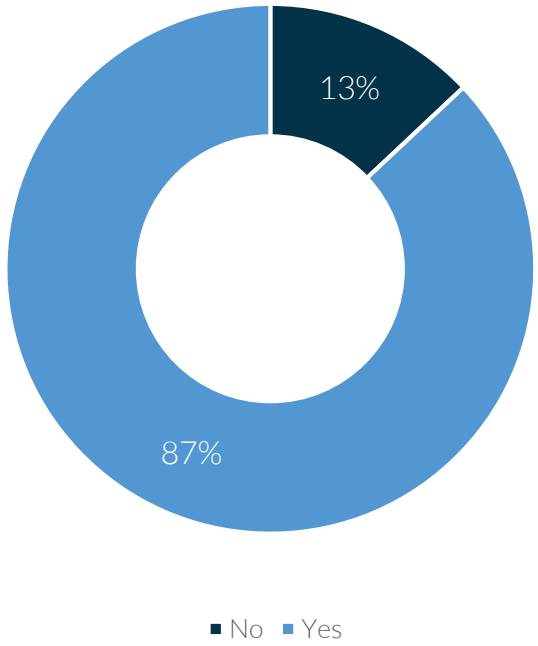
Source: companies' websites.

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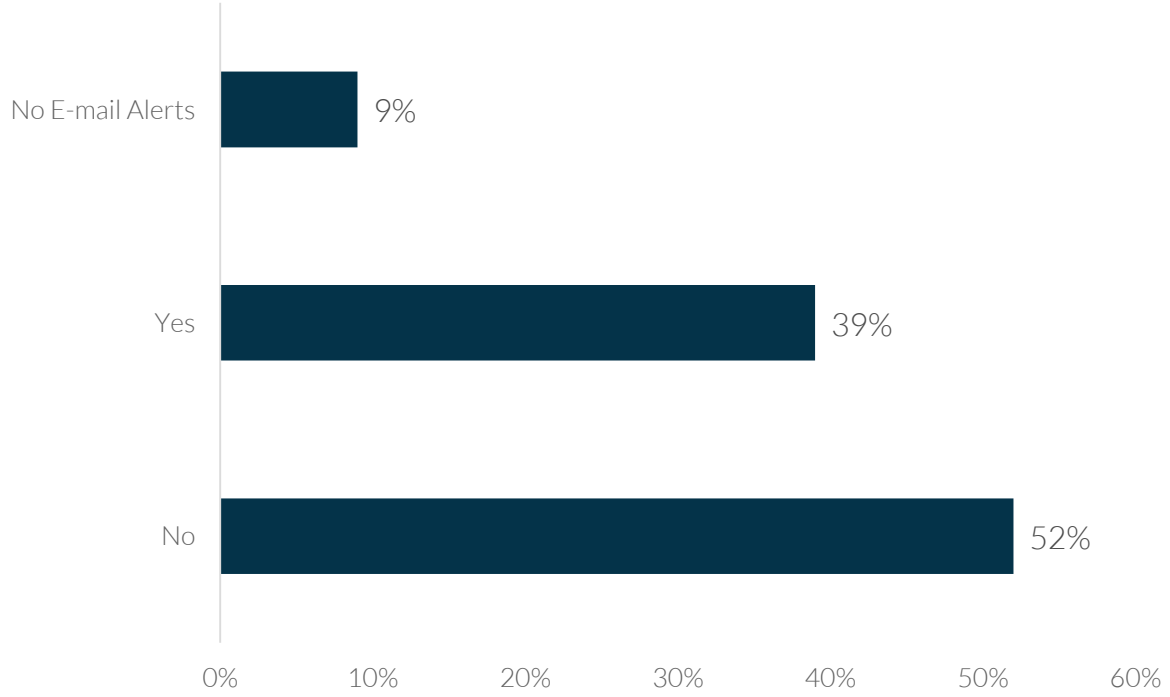
NEWS
E-MAIL ALERTS

Most companies have e-mail alerts available and 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?



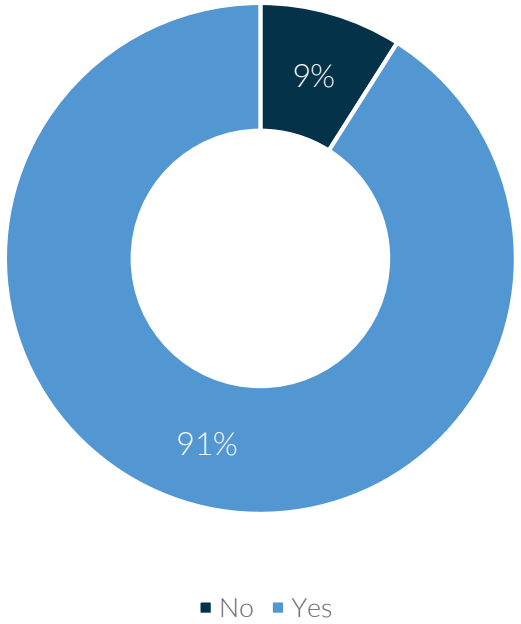
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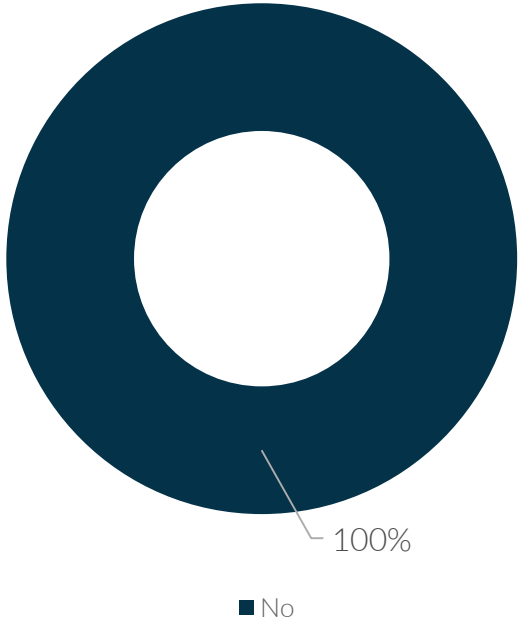
FACILITATING THE ACCESS TO INFORMATION
RESPONSIVE WEBSITE & TEAR SHEET

The majority of CSE25 index companies has a responsive website but none of the companies offers a Tear Sheet.

Is the Site Responsive?



Is There a Tear Sheet?



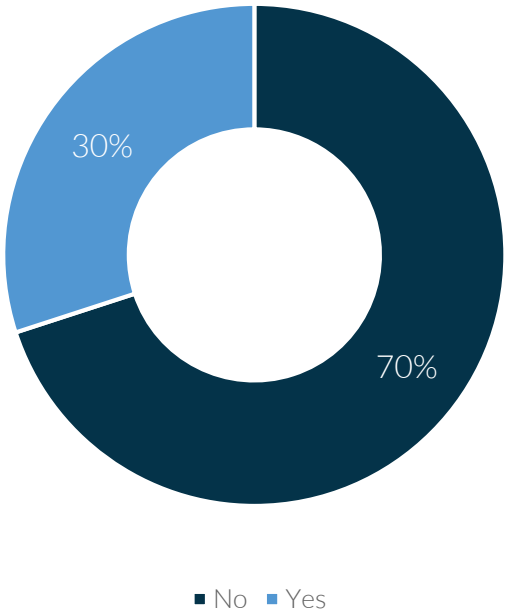
7 Source: companies' websites.

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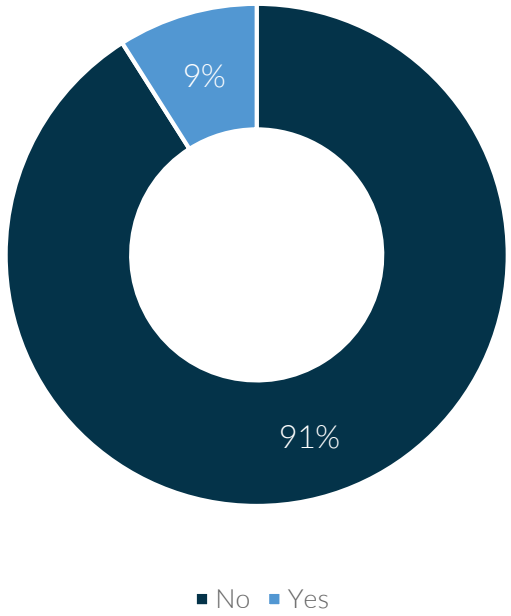
VIDEO FEATURES
HOME

The majority of CSE25 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 as a Banner on the Home Page?



Is There a Video on the Home Page?



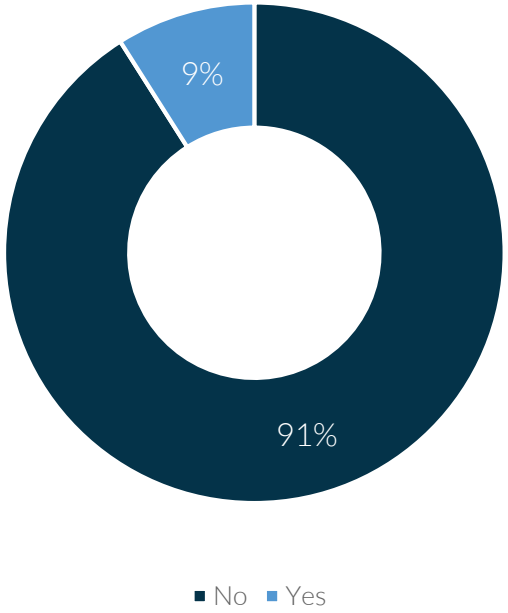
8 Source: companies' websites.

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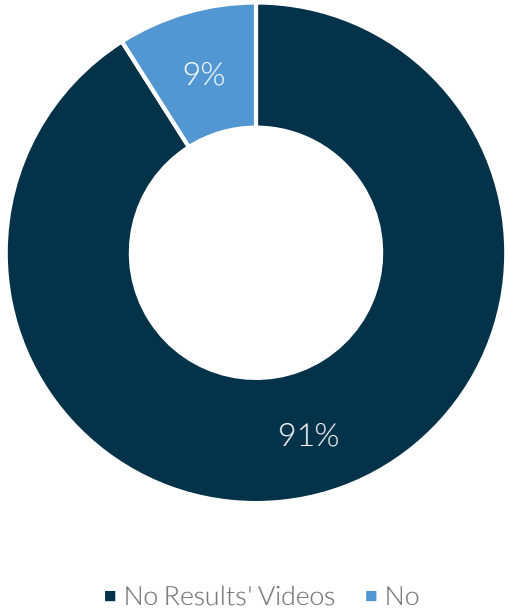
VIDEO FEATURES
RESULTS

The majority of the companies of CSE25 index does not have videos available about the company results. None of the companies made the videos available for download.

Are There Results' Videos?



Is it Possible to Download the Video?



9 Source: companies' websites.

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