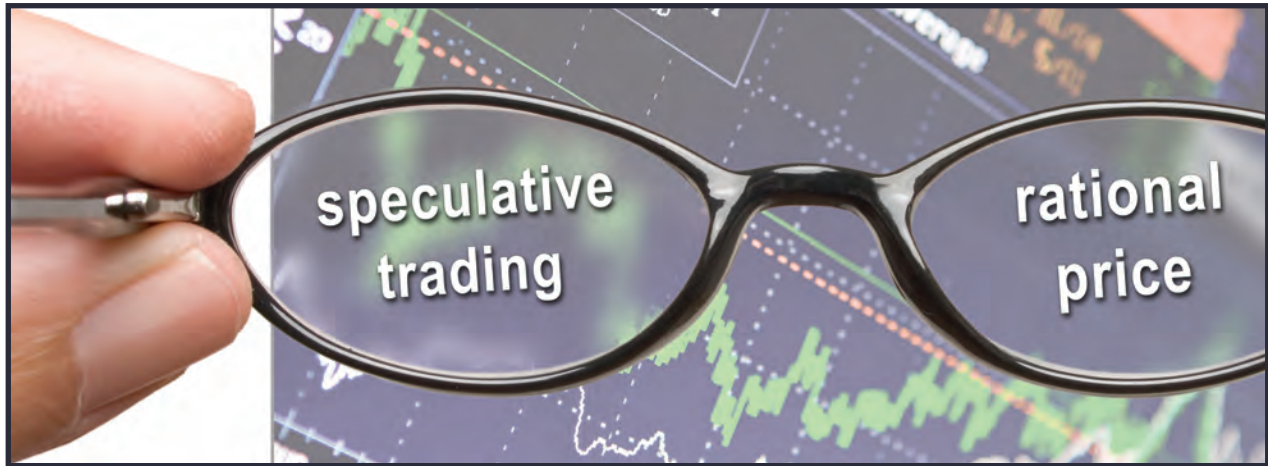




We bring today's complex trading markets into focus.



ModernIR's Equity Analysis™ can help you use market structure to your advantage:

Get simple, clear answers to what market behavior changed price or volume.

Know what price investors value your stock, what we call *Rational Price™*.

Set realistic management expectations about future price performance.

Focus your targeting efforts.

- o Consider a broader palette of institutional holders.
- o Target holders based on current market structure elements.

Work around market "noise". When possible, time news, earnings, etc. through the use of our **IR Planning Calendar**.

Measure IR program success. Separate trading activity from substantive responses to your outreach.

**With context,
your trading
activity can tell
you a great deal
about what
investors think,
where you
should focus
your IR efforts,
and what's
likely to happen
to your stock
price next.**

Who We Are

ModernIR tracks trading patterns for public companies. We pioneered behavior-based analytics for investor relations, a unique approach to understanding the nature of the money behind your stock price and volume.

Find out more about us on the web: www.modernir.com

What Sets Us Apart

Our proprietary software and databases incorporate the rules governing contemporary trade-execution into mathematical analyses that separate different trading horizons and purposes for each client uniquely.

We are the only IR services provider applying algorithmic logic to trading data for IR decision-making purposes.

Intrigued? Learn more about Equity Analysis™

Try us out. Find out what you don't know about your trading with a **30-day no-obligation trial**.

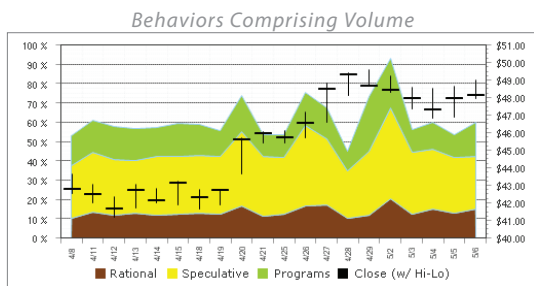
Call 303-377-2222

Is speculation setting price?
 Are rational investors buying or selling shares?
 Is our price at a premium or discount to Rational Price?
 What can we expect our stock to do if we miss/meet/beat earnings expectations?
 Are we even asking the right questions?

Today's trading markets are complex.

ModernIR brings the critical elements of these complex markets into focus with **Equity Analysis™**

ModernIR's **Equity Analysis** helps you navigate your trading activity to distinguish the behaviors driving changes in your price and volume. We can de-mystify the sometimes puzzling movements in your stock. We can show you whether rational investors responded to your recent road show. We can see if rumors of M&A activity are driving speculation in your shares. In sum, market structure knowledge brings confidence and peace of mind to corporate investor relations.



Understand what part of your trading volume is "Rational investment behavior" and when investors are behind price moves up or down.

Equity Analysis includes a Market Structure Report for executive management.

With a summary of key elements of trading activity, graphs measuring trading behaviors and rational price, as well as other company-specific and market-related measures and trends, this report synthesizes market structure for management.



Rational to Market Price Comparison



Know if Rational and Market prices are aligned, so management is no longer surprised when your stock gives up a "trading premium."



We bring today's complex trading markets into focus.

Try us out. Find out what you don't know about your trading with a 30-day no-obligation trial.

Call 303-377-2222