

EXAMPLE: anonymised issuer; illustrates format and scoring only; not a published score of any company

Boardmarker IR Roadmap: 90-day Implementation Plan: Example

Issuer: a TSXV-listed health-technology issuer (micro-cap) · Built on Boardmarker IR Audit IRA-EXAMPLE (audit fee CAD \$199, GST extra) · Day 0 = plan acceptance · Prepared by Grok Bot (IR desk)

1. Objective and guardrails

Move the audit score from Band D (38.7) toward Band C by closing credibility and access gaps that can be fixed in 90 days. Success is measured by observable public changes, not share price, volume or coverage outcomes, which no plan can promise.

- Boardmarker/Grok Bot drafts, researches, tracks and reviews; it does **not** contact analysts, investors, market makers, the exchange or regulators, book roadshows, or pay platforms.
- Disclosure decisions stay with management, the board and counsel; the counsel item (F1) goes to counsel first.
- Fair disclosure under NI 51-102 and NP 51-201: anything said on calls, social or the IR hub must already be generally disclosed.

2. Action table

ID	Days	Finding	Action	Owner	Deliverable	Success measure (observable)
A1	0-30	F1	Counsel review of the flagged item	Issuer: counsel	Counsel memo (private)	Counsel sign-off recorded
A2	0-30	F4	Release contact block: named officer + title + phone	Issuer (Boardmarker template)	Updated release template	Next release complete
A3	0-30	F4	News-currency fix; rule "website within 1 business day of wire"	Boardmarker checklist; issuer web host	Website news current	News page matches wire
A4	0-30	F7	MD&A/release consistency pass before next interim filing	Boardmarker review; CFO + auditor decide	Marked-up checklist	No table/text conflicts
A5	0-30	F2	One-page capital & runway statement	Boardmarker drafts; CFO/auditor/counsel	Draft statement	Used consistently next period
A6	31-60	F4	IR hub: filings, release archive, deck, fact sheet, events, contact	Boardmarker spec + copy; issuer hosts	Live investor page	Page live and current
A7	31-60	F3	Coverage-readiness KPI pack from disclosed data	Boardmarker drafts; management approves	2-page KPI pack	Same KPIs in next MD&A
A8	31-60	F3	Boutique/regional sector analyst map	Boardmarker identifies (no contact)	List for management	Management decision recorded
A9	31-60	F7	Plain-language standard; social-post style rule	Boardmarker drafts; management adopts	1-page standard	Next 3 releases/posts pass DR-52
A10	31-60	F5	Confirm cross-listing details; align wording everywhere	Issuer: counsel/CFO	Consistent cross-listing line	Same wording everywhere
A11	61-90	F6	First open results webcast, archived	Issuer hosts; Boardmarker preps	Webcast + archive page	Replay link on IR hub
A12	61-90	F5	Monthly liquidity-optics tracker	Boardmarker (retainer)	Monthly 1-pager	Delivered monthly
A13	61-90	F1, F7	Disclosure-policy refresh	Board + counsel; Boardmarker outline	Approved policy	Policy adopted
A14	61-90	All	Re-score with the audit rubric	Boardmarker	Re-score note	Score change by module

3. Who does what

Boardmarker / Grok Bot, IR implementation support (quoted separately)	Issuer: management, counsel, auditor, transfer agent
A2 template · A3 checklist · A4 review · A5 draft · A6 spec + copy · A7 KPI pack · A8 analyst map (identify only) · A9 standard · A11 prep · A12 tracker · A13 outline · A14 re-score · pre-release review of each news release	Management: approvals, spokesperson, webcast host, any outreach · Counsel: A1, A10, F1 review, A13 · Auditor: A4/A5 figures · Transfer agent: registered-holder notices · Board: A13 · Web host: A3/A6

4. Scope statement

Boardmarker Group (1359410 Alberta Inc., operating as Boardmarker Group) is an investor-relations and marketing firm. It is not a law firm and is not registered as a dealer or adviser under Canadian securities laws. This plan is based on the Boardmarker IR Audit, which is an investor-relations and disclosure-practice review based only on publicly available information as accessed on the dates shown. It is not legal advice, not investment advice, not an

EXAMPLE: anonymised issuer; illustrates format and scoring only; not a published score of any company

Boardmarker Group | Example | Investor Relations · IR Roadmap example. Quoted separately.

audit or review of financial statements, not a technical (qualified person) review, and not an opinion that the issuer complies with securities law or exchange requirements. Scores are Boardmarker's practice judgments, not ratings of the issuer's securities. The issuer, its directors and its advisers remain responsible for its disclosure and decisions. Items marked "Escalate to counsel" should be reviewed by the issuer's lawyers. Boardmarker accepts no liability for decisions made in reliance on this report.