



IPO EDGE

CORP GOV

EXEC EDGE

In Partnership with Yahoo! Finance and Bloomberg LP

Fireside Sponsorship Package

Fireside Chats

IPO Edge & Palm Beach Hedge Fund Association, CorpGov and Exec Edge have hosted over 150 Fireside Chats with a range of companies, from private startups to multi-billion dollar public corporations. The events are formatted as one-hour live interviews (available on-demand afterwards) featuring one or more executives, hosted by former CNBC reporter and Editor-in-Chief John Jannarone and Editor-at-Large Jarrett Banks. Clients choose which of the three platforms is the best audience fit.

A live Q&A with the audience follows the main discussion, making for very engaging content and demonstrating a willingness to interact directly with investors of all sizes.

Several case studies can be viewed in the back of this presentation.

The Fireside Chat package includes:

- Prep session before live event
- Live event announcement on IPO Edge/Palm Beach Hedge Fund Association/CorpGov/Exec Edge, Yahoo Finance, Bloomberg Terminals
- Replay on IPO Edge/Palm Beach Hedge Fund Association/CorpGov/ Exec Edge, Yahoo Finance, Bloomberg Terminals
- Video Highlight Article on IPO Edge/Palm Beach Hedge Fund Association/Exec Edge, Yahoo Finance, Bloomberg Terminals
- Additional marketing to our 30,000+ newsletter subscribers who are very engaged and regularly attend virtual events
- Additional marketing to 25,000+ Palm Beach Hedge Fund Association subscribers
- Social media marketing Twitter, Instagram, LinkedIn, and TikTok accounts
- Full ownership of all video content created (for use in further marketing, for instance)
- Full access to contact information of all live and replay viewers (includes name, email address, and organization) in perpetuity as viewers continue to watch replays on demand
- Events attract a diverse audience ranging from several hundred to several thousand registrations

Fireside Chats

We announce Fireside events on IPO Edge, Palm Beach Hedge Fund Association, CorpGov or Exec Edge which syndicate instantly under formal agreements to Yahoo! Finance (under any relevant stock tickers) and Bloomberg Terminals (under any relevant stock tickers), helping reach both a retail and institutional audience.

Replays are published immediately after the event in the same places. We publish video highlight clips several days afterwards in a third article, with those clips also being used for social media promotion.

In all, there are three published articles on each platform:

- Announcement
- Replay
- Video Highlights

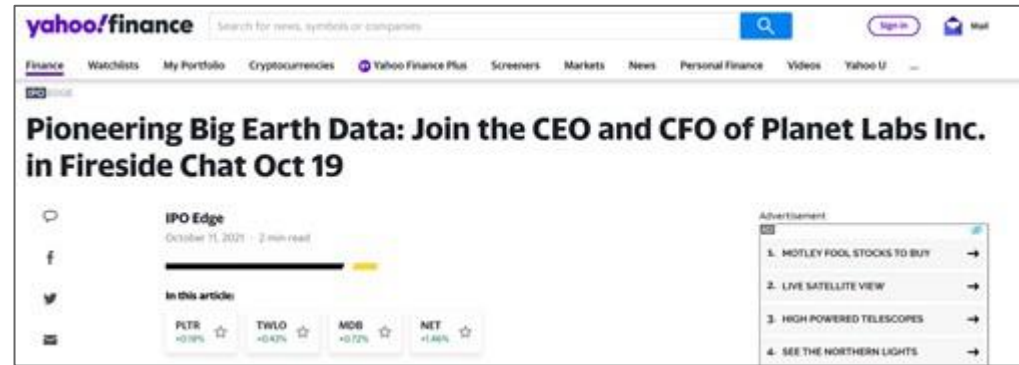


IPO EDGE *Leading IPO Intelligence* EDITORIAL IN THE NEWS ABOUT SPONSORSHIP

EDITORIAL

Pioneering Big Earth Data: Join the CEO and CFO of Planet Labs Inc. in Fireside Chat Oct 19

3 Months Ago 3 Minutes Read



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Pioneering Big Earth Data: Join the CEO and CFO of Planet Labs Inc. in Fireside Chat Oct 19

IPO Edge October 11, 2021 2 min read

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1) ✓ IPO Edge: Replay: Pioneering Big Earth Data: CEO and CFO of Planet in Fireside ...	NS1	13:35
2) Planet Introduces New High Resolution Pelican Satellites and Fusion with SAR	BUS	10/12
3) ✓ IPO Edge: Pioneering Big Earth Data: Join the CEO and CFO of Planet Labs Inc. I...	NS1	10/11
4) ✓ NICFI Satellite Data Program Extended to Include Recipients of the GEO-Microso...	BUS	09/27

Guaranteed Reach

Yahoo! Finance (IPO Edge, Palm Beach Hedge Fund Association, CorpGov, Exec Edge):

3 million content views/year

Bloomberg Terminals:

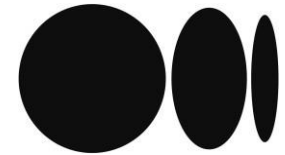
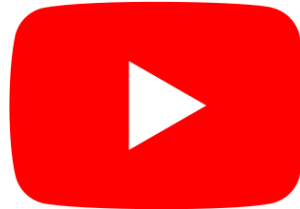
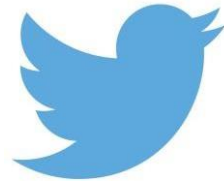
30,000+ professional users

Capital Markets Media:

25,000+ email subscribers

Palm Beach Hedge Fund Association:

25,000+ newsletter subscribers



Green Companies

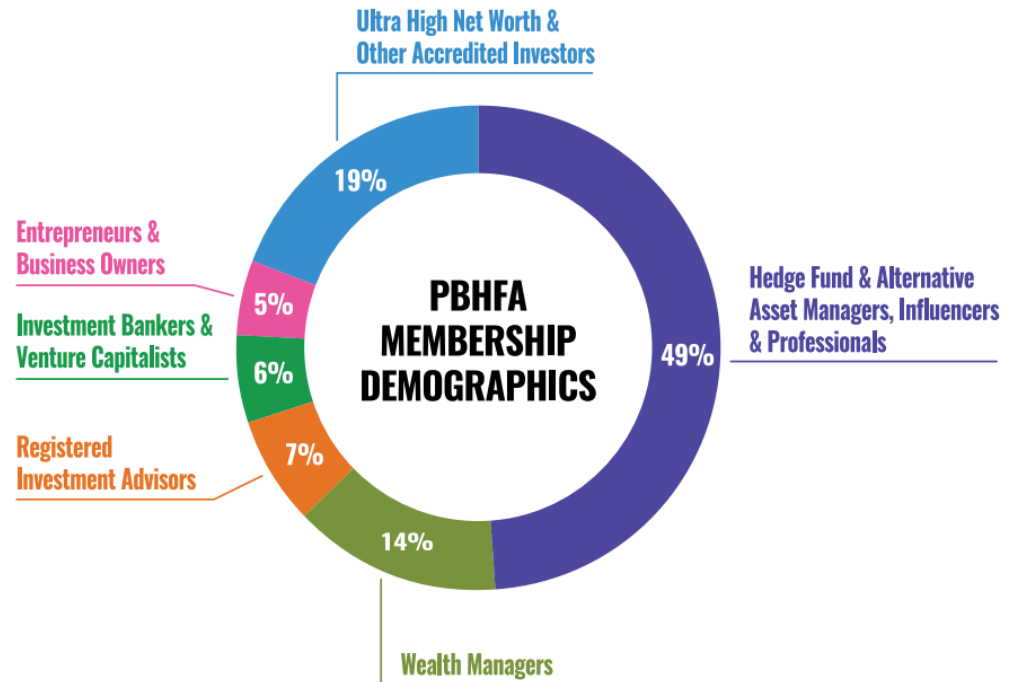
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Fireside Samples

Dragonfly
Energy Vault
Allego
Altus Power



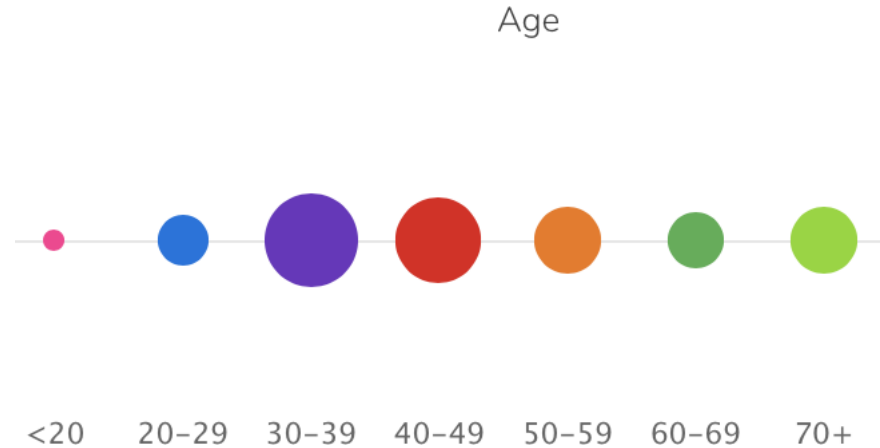
PBHFA Member Demographics



Yahoo! Finance Readership and Demographics



- 3 million content views a year across our 3 sites
- 2 million content viewers a year
- Up to 200k views per story
- 60% of views via Smartphones



Highly Visible Reddit Posts



Example: Reddit's r/SPACs

Fireside Chat with European EV charging leader Allego's (NYSE: ALLG) CEO Mathieu Bonnet attracted over 5,500 views with strong "upvote" rating.

r/SPACs · Posted by u/canadian2020 AMA Coordinator 14 days ago

Charging Up Europe: Join CEO of Allego (\$ALLG) in Fireside Tuesday at 12 ET with IPO-edge

As I transition away from AMA's will post other fireside chats to update on despacs like \$ALLG (Spartan III)

<https://ipo-edge.com/charging-up-europe-join-ceo-of-allego-in-fireside-tuesday-at-12-et/>

IPO Edge and the **Palm Beach Hedge Fund Association** will host a fireside chat with the CEO of Allego N.V. (NYSE: ALLG) on Tuesday, July 12 at 12pm ET (**NOTE TIME CHANGE**) to discuss the European EV charging market, charging needs in the U.S. vs. Europe, the competitive landscape, Allego's recent stock listing and M&A opportunities. The live event will feature Allego CEO Mathieu Bonnet joined by **IPO Edge Editor-in-Chief John Jannarone** in a moderated video session lasting approximately 60 minutes and including a Q&A with the audience.

To register, [CLICK HERE](#)

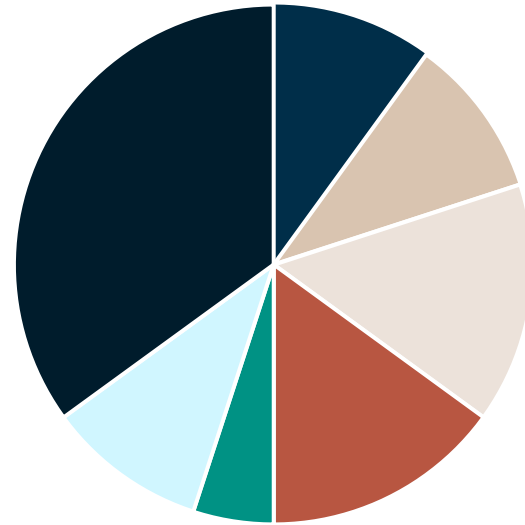
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Fireside Chats - Registrant Mix



- Long-Only Institutions - 10%
- Hedge Funds - 15%
- Law Firms - 5%
- Retail/Other - 35%
- Private Equity/VC - 10%
- Investment Banks - 15%
- Corporate - 10%

Fireside Chats
-
Sample Registrants

Goldman Sachs

Morgan Stanley

B.A.M.

SEQUOIA



Point72



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THOMABRAVO



Case Study #1:

[BeautyHealth \(Click to Watch\)](#)

IPO Edge & Palm Beach Hedge Fund Association hosted a live fireside chat with BeautyHealth's (Nasdaq: SKIN) CFO to discuss what differentiates the flagship HydraFacial brand, completing a successful SPAC transaction despite the pandemic, and go-to-market strategy to drive growth.

The event, conducted in partnership with The Palm Beach Hedge Fund Association, was hosted by IPO Edge & Palm Beach Hedge Fund Association Editor - in-Chief John Jannarone, and ran approximately 15 minutes.

1,500+ Registrations

The logo for BeautyHealth features a stylized white heart icon on the left, composed of two overlapping heart shapes. To the right of the icon, the word "BEAUTYHEALTH" is written in a bold, white, uppercase sans-serif font. A small "TM" trademark symbol is positioned at the end of the word. The entire logo is set against a solid orange rectangular background.

Case Study #2:

[Branson- Backed Rockets – Virgin Orbit \(Click to Watch\)](#)

IPO Edge and the Palm Beach Hedge Fund Association hosted a fireside chat with the CEO of Virgin Orbit, LLC to discuss the company's space launch offerings, technology and related advantages, massive TAM opportunity, and the pending business combination with NextGen Acquisition Corp. II (NASDAQ: NGCA).

The event featured Virgin Orbit CEO Dan Hart, joined by IPO Edge & Palm Beach Hedge Fund Association Editor-in-Chief John Jannarone and Editor-at-Large Jarrett Banks in a moderated video session lasting approximately 60 minutes including a Q&A with the audience.

2,000+ Registrations



Case Study #3:

[Altus Power \(Click to Watch\)](#)

IPO Edge & Palm Beach Hedge Fund Association heard from Altus Power's (NYSE: AMPS) senior leadership who joined a virtual event to discuss the company's strategic partnerships with CBRE and Blackstone, the commercial and industrial markets for solar, and its scalable business model.

The event, hosted by IPO Edge & Palm Beach Hedge Fund Association in partnership with The Palm Beach Hedge Fund Association, included a live discussion and public Q&A, totaling approximately one hour.

Sentieo, an AI-enabled research platform, also provided custom data for the event.

1,000+ Registrations



IPO Edge, Palm Beach
Hedge Fund Association and
Exec Edge Events Cited in
the Press

BUSINESS
INSIDER

The Deal

MarketWatch

The New York Times

SPACENews

Bloomberg

WSJ



REUTERS



CNBC



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Morning Post**