

A photograph of two hands clinking beer bottles against a sunset background. The sun is low on the horizon, creating a warm, golden glow. The bottles are dark and filled with beer, with bubbles visible. The hands are silhouetted against the bright light of the sun.

“The most efficient access to investors”

Roadmap for Executives

by Apaton Finance GmbH

@ the Davidson & Co CFO Series Seminar, September 11, 2019

The German-speaking Region

- 1** Austria, Vienna, 10M people
- 2** Germany, Berlin, 82M people
- 3** Liechtenstein, Vaduz, 0.1M people
- 4** Luxembourg, 0.5M people
- 5** Switzerland, Zurich, 5M people

MORE THAN 95M
PEOPLE IN THE
CENTER OF
EUROPE!



German Stock Exchanges & Platforms

- | | |
|---------------------|-------------------------|
| 1 Berlin | 6 Lang & Schwarz |
| 2 Düsseldorf | 7 Munich |
| 3 Frankfurt | 8 Stuttgart |
| 4 Hamburg | 9 TradeGate |
| 5 Hannover | |

UP TO 9
MARKETPLACES
PROVIDE
LIQUIDITY!



Reasons for a Listing in Germany

- 1 Europe's largest economy with the largest retail market facilitates a position within EU sales markets
- 2 Austria, Germany and Switzerland are among the richest countries in the world
- 3 Interest rates are near ZERO percent creating an environment for investors to invest into the stock market
- 4 Unsurpassed liquidity and global investor reach
- 5 Balanced regulation and market credibility
- 6 Fastest listing process and time to market
- 7 Lowest cost of capital and listing fees
- 8 Loyal and long-term orientated investors
- 9 No tax-loss season

INTERNATIONAL
DIVERSIFICATION
OF THE
SHAREHOLDER
BASE!

Listing Requirements

- 1 Already listed on a regulated exchange such as TSX, TSXV or CSE
- 2 Legal Entity Identifier (LEI) - since January 2018
- 3 Listing application through a Lead Broker (Market Maker)

Legal opinion:

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SECONDARY
LISTING IN
FRANKFURT
WITHIN 2 WEEKS!*

*based on experiences

How to get investors attention?

- 1** Communicate where the people are
- 2** Comparison with established peer companies
- 3** Repeat the messages and be patient

**BUT DO IT ONLINE
WITH CONTENT!**

Reference

wallstreet:online

Pagel Impressions / Monat
40.086.000

Visits / Monat
6.390.000

Unique Users / Monat
1.165.000

börsenNEWS.de

Pagel Impressions / Monat
37.217.000

Visits / Monat
4.412.000

Unique Users / Monat
880.000

FN FinanzNachrichten.de
Alle News zu Aktien, Börse und Wirtschaft

Pagel Impressions / Monat
35.750.000

Visits / Monat
4.839.000

Unique Users / Monat
1.152.000

ARIVA.DE

Pagel Impressions / Monat
45.488.000

Visits / Monat
6.322.000

Unique Users / Monat
1.100.000

- 1 Apaton and it's Partners are disseminating their content through 4 out 5 major financial portals.
- 2 More than 4M unique users per month.
- 3 More than 150M page impressions per month.
- 4 Covering approx. 75% of all investors.

MARKETING WITH
CONTENT ON
MAJOR
PLATFORMS!

Marketing with content - dynaCERT Inc.

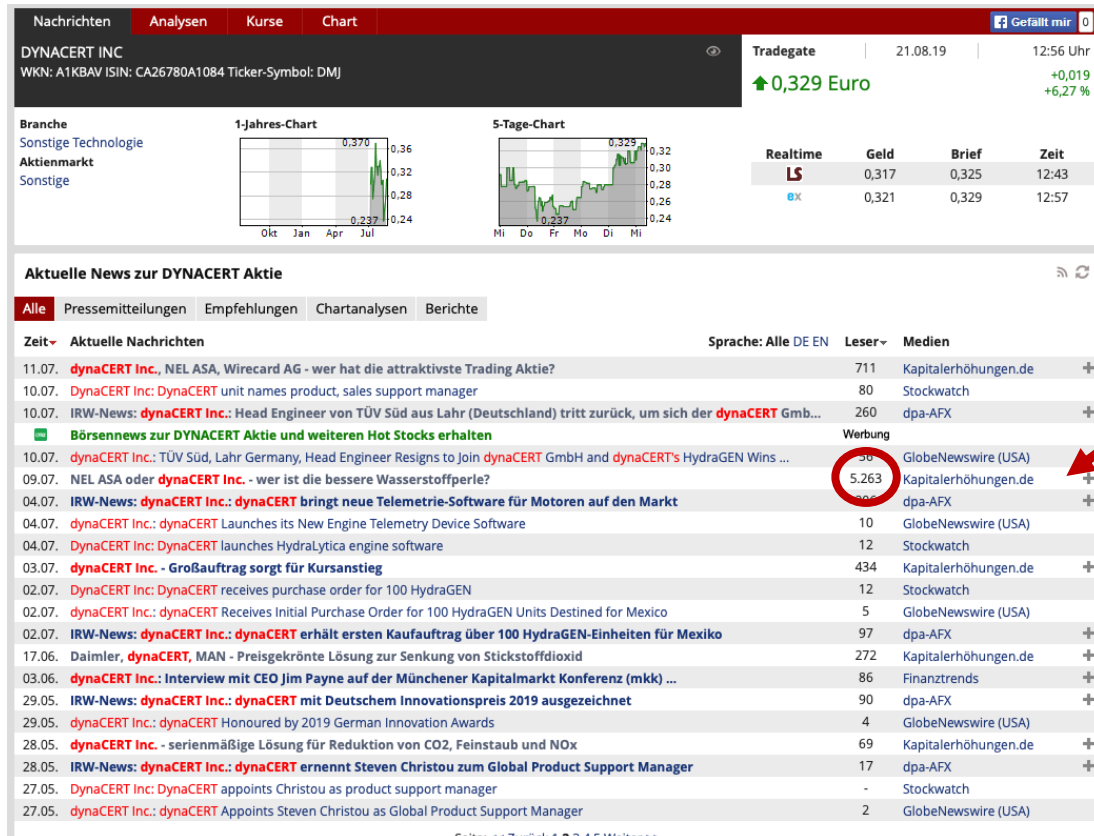
Meistgelesene Nachrichten

| Heute | | 48 Stunden | | 7 Tage | |
|--|-----|------------|--|--------|---------|
| Titel | | | | | Leser |
| Die jetzt größte Wette der Cannabisbranche!? Die Entstehung des weltweit zweitgrößten Cannabisgewächshauses unter Glas... | | | | | Anzeige |
| Goldrallye : Gold: Schon bald 2.000 US-Dollar pro Unze? | | | | | 14877 |
| Wirtschaftskrise : Türkei: Auf dem Weg zum zweiten Venezuela? | (2) | | | | 14335 |
| Neue Rallye erwartet! : Warum sich folgendes 3.824%-Szenario jetzt wiederholen könnte und ... | | | | | 14318 |
| dynaCERT Inc.: dynaCERT – Milliarden-Potenzial mit Wasserstoff-Technologie für Diesel | | | | | 13503 |
| Cannabis-Hot Stock! : Breaking News: Übernahme gelungen! "Die Nummer 1 oder 2 in ganz K... | | | | | 11060 |
| Rezession : Institutionelle Anleger sehen schwarz | (2) | | | | 10678 |
| Cannabis Hot Stock! : 1.000% reloaded! Warum gerade diese Aktie jetzt das klügste Cannabis-... | | | | | 10578 |
| Stimmung: Bitcoin: Die eine Million US-Dollar-Prognose | (4) | | | | 10180 |
| Cannabis Hot Stock! : Was sich vorgestern angekündigt hat, wurde gestern bestätigt und wird ... | | | | | 10158 |
| Remixpoint-Aktie bricht ein: Bitpoint dicht: Hacker erbeuten 28,7 Millionen Euro | | | | | 9700 |

[mehr Nachrichten >](#)

One of the most read articles on wallstreet-online.de in a 7 days period.

Marketing with content - dynaCERT Inc.



An article was published on July 9th, 2019 on dynaCERT and a peer hydrogen company was the main catalyst for the volume on the stock.

Marketing with content - dynaCERT Inc.

KAPITALERHÖHUNGEN.de KOMMENTARE INTERVIEWS THEMEN PRESSEMELDUNGEN LEXIKON PARTNER

09.07.2019 | 06:19
NEL ASA ODER DYNACERT INC. - WER IST DIE BESSERE WASSERSTOFFPERLE?
WASSERSTOFF UMWELTSCHUTZ ENERGIE

Das norwegische Unternehmen NEL ASA mit Hauptsitz in Oslo ist auf die Herstellung, Speicherung und den Verkauf von Wasserstoff aus erneuerbaren Energien fokussiert. NEL operiert international und betreibt u.a. Wasserstoff Tankstellen in Norwegen, Deutschland, den USA und Korea. Die Erzeugung von Wasserstoff durch Elektrolyse und die entsprechend sauberen Anwendungen genießen derzeit die Aufmerksamkeit von Investoren. Das kanadische Unternehmen dynaCERT Inc. aus Toronto hat mit seiner Elektrolyse Technologie HydraGEN kürzlich den German Innovation Award gewonnen.

🕒 Lesezeit: ca. 1 Minuten 🗿 Autor: Mario Hose

1. NEL - UMSATZ STEIGT, VERLUSTE AUCH
2. DYNACERT - WASSERSTOFF FÜR DIESELMOTOREN
3. INFRASTRUKTUR VERSUS NACHRÜSTUNG

NEL - UMSATZ STEIGT, VERLUSTE AUCH
NEL deckt mit seinem Geschäftsmodell die Wertschöpfungskette für den Handel mit Wasserstoff ab. Das Unternehmen wird in diesem Jahr voraussichtlich 60 Mio. Euro Umsatz erzielen und hatte am Ende des ersten Quartals 2019 über 70 Mio. Euro Cash auf dem Konto. In den ersten drei Monaten dieses Jahres erzielte das Unternehmen einen Umsatz von

“NEL ASA or dynaCERT Inc. - who is the better hydrogen pearl?” - published on Apaton’s portal Kapitalerhöhungen.de and disseminated on the four major platforms.

This headline caught the attention of hydrogen investors in the German-speaking region.

Marketing with content - dynaCERT Inc.

TRADEGATE - Top 5 ausgeführte Orders

| NEL ASA | | GATTUNG | BID | ASK | AUSGEF. ORDERS | CHANGE |
|---------|--|------------------|--------|--------|----------------|--------|
| | | NEL ASA | 0,714 | 0,7165 | 580 | +3,99% |
| | | Deutsche Bank AG | 6,634 | 6,635 | 487 | +2,14% |
| | | Wirecard AG | 149,10 | 149,15 | 460 | -0,67% |
| | | Dynacert Inc. | 0,325 | 0,3349 | 445 | 0,00% |
| | | BASF SE | 60,05 | 60,06 | 380 | -0,60% |

One of the most active traded stocks on Tradegate on July 10th, 2019.

Marketing with content - dynaCERT Inc.



Share price increase of 100% and 50M shares traded within 3 days at all exchanges in Canada and Germany after the article was published. The share price remained on that higher level.

Prices

- 1 Content creation of 3-5 articles per month:
2,500 EUR per month
- 2 Marketing on wallstreet-online.de (and other portals):
2,500 EUR per month*

Minimum period for a program is 3 months:
 $(3 \times 2,500 \text{ EUR}) + (3 \times 2,500 \text{ EUR}) = 15,000 \text{ EUR}$

*Minimum monthly budget for a front page ‚SLIDER‘ on wallstreet-online.de.

More marketing tools are available upon request.

The screenshot shows the wallstreet-online.de website interface. At the top, there's a navigation bar with various market indices and a search bar. Below the navigation bar, there's a main content area featuring a large image of a man in a suit and glasses, identified as dynaCERT Inc. The headline reads "dynaCERT macht Dieselmotoren sauber". To the right of the main article, there's a sidebar with market data, including DAX, E-Stoxx 50, Dow Jones, US Tech 100, Bitcoin, and Ethereum. The website also features a "Webinar um 14:00 Uhr" section with a countdown timer and a "Anzeige" (Advertisement) button.



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