



Digital Communications Proposal

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About MDM

MDM Worldwide Solutions, Inc. (“MDM”) is a strategic communications agency that develops and manages online engagement strategies to connect companies with their stakeholders. MDM specializes in working with clients in the technology, healthcare and life sciences spaces. Our vast industry knowledge, proprietary methodology, proven track record and experienced leadership team enables us to create and customize targeted outreach and digital marketing campaigns to fulfill all of our clients’ objectives. MDM integrates finance, communication, marketing and securities law compliance to enable the most effective two-way communication between a company, its stakeholders and the financial community.

Objective

The objective of this program is to encourage stakeholder interaction with your company through targeted social media outreach and engagement, compelling content, and real-time listening and reporting.



Scope of Work

Targeted Research and Engagement

MDM will develop targeted outreach strategies to share your company’s key messaging and raise awareness with its stakeholders and key influencers across the digital landscape. Strategic engagement with your company’s target audiences, developed through extensive research, will facilitate stronger communication between your company and its stakeholders, building trust and encouraging users to become ambassadors on behalf of the Company. MDM will utilize proprietary methodologies to grow



your company's social media follower base across all channels, exposing their content to a broader audience and amplifying awareness of their value proposition.

Using exclusive research methods, MDM will locate your company investors active on social media channels in order to establish a connection. This targeted outreach will allow your company to efficiently and effectively communicate with its stakeholders and in the process gain access to their direct and indirect connections; a key aspect in expanding a company's digital footprint.

MDM will monitor for interested third parties and key influencers to connect with and introduce to your company's story. MDM will work to convert these connections into assets in an attempt to raise awareness of your company in the investment community.

Compelling Content

Content Strategy

An effective content strategy is a key component to a successful corporate communications campaign. MDM will work closely with your company to develop high quality content that conveys your company's business objectives and key messaging to their target audiences; investors, advocacy groups, partners, key opinion leaders, and the media. Additionally, MDM will monitor for relevant third party articles and commentary to be leveraged as entry points to insert your company into the digital conversation.

Social Media Profile Management

MDM will create profiles for your company on any relevant social media platforms which they do not already have one. MDM will optimize your company's existing social media profiles to effectively communicate your company's objectives and investment thesis, as well encourage users to connect and follow the accounts. Additionally, MDM will create any images or artwork necessary to match the design of the profiles to current corporate branding. On an ongoing basis, MDM will maintain, and when necessary, make structural changes to your company's social media profiles in order to reflect the current key messaging and information.

Social Media Content Distribution

MDM will regularly provide your company with content to be reviewed and approved for distribution across all digital channels. MDM utilizes sophisticated social media tools and methodology to ensure that content is delivered to its target audience segment when it will have the most impact and attract new audiences. MDM will monitor user engagement with published content to determine what resonates with your company's followers and evolve the content strategy accordingly.

Blogging

MDM has partnered with The Chairman's Blog (www.thechairmansblog.com), a premier online destination for Executive Communications, to provide our clients with the opportunity to engage with



stakeholders in a controlled and marketable environment. MDM will develop a strategy for your company to utilize The Chairman's Blog to discuss upcoming corporate milestones, address stakeholder concerns and to expand upon general industry matters.

Real Time Listening & Reporting

Understanding how a company is discussed and perceived is a crucial component to a successful digital campaign. MDM will continually monitor the digital landscape for all conversations and mentions relevant to your company. Real-time listening is fundamental for the development of effective communication strategies, highlighting binary events and managing crisis situations. MDM uses sophisticated social media monitoring tools and research methods to ensure all relevant information is discovered and considered as part of the overall campaign strategy.

MDM mines in-depth analytics to create predictive models of online user behavior in order to generate proactive digital engagement strategies for our clients. MDM will provide your company with comprehensive reports so they always have a clear understanding of their digital footprint and an accurate representation of how effectively they are communicating with their stakeholders.

MDM will organize regularly scheduled conference calls between MDM management, account executives, and your company in order to provide senior management with updates on the progress of their digital communications and outreach program. These calls will also provide an opportunity to discuss recent/upcoming events to determine appropriate short and long-term strategy. MDM will provide additional updates via email and phone when necessary.

Strategic Advisory

MDM will bring its extensive experience, knowledge and expertise to provide strategic counsel to your company and assist in navigating the particular opportunities and challenges facing a publicly traded company in the technology, life sciences, and healthcare sectors. MDM will pay special attention to the factors that will influence your company's market perception and activity.

Equity Intelligence

MDM will utilize traditional stock intelligence, i.e. Security Position Reports, in conjunction with tracking and monitoring analytics to determine marketplace activity and will provide valuable feedback to your company in real-time. Based on this information, MDM will be able to provide management with a detailed analysis of trading in their equity; therefore, affording your company the opportunity to determine how to properly address these items in the most effective manner.

Crisis Management

In the event of negative coverage, MDM management will be readily available to advise your company on best practices to mitigate the potential negative exposure that may ensue. While every crisis is



unique, MDM's approach, which is practical and at times unconventional, yields strong results for our clients.