

Overview of a potential collaboration

Collaboration Outline



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Typical situation of junior mining companies in the DACH market

Many publicly listed mining companies publish regular news – yet struggle to build real investor understanding in German-speaking markets.

- Regular English-language news, but limited local context for investors
- Fragmented visibility across platforms, forums and media
- Low long-term understanding beyond short-term news



Building continuous understanding and recognition among German-speaking investors over time.

Not driven by one-off promotion, but by consistent, contextual communication.

How a typical collaboration is structured

A modular setup that builds understanding and visibility over time — depending on your goals and timing.

01

News Coverage

Editorial context around key developments and milestones.

02

Video Interviews

Direct access to management and project narratives.

03

Newsletter

Regular touchpoints with engaged German-speaking investors.

04

Campaigns

Optional amplification around specific phases or catalysts.

Launch

Initial Awareness Campaign

We create a company profile and publish an introductory editorial for German-speaking investors. The article is featured via newsletter, news alert, social media posts and supported by a targeted social media campaign.

Ongoing

Contextual Coverage

We provide regular editorial updates aligned with company milestones and ongoing developments. This includes contextual reporting and recurring video interviews, actively distributed across our channels.

Punctual

Catalyst Amplification

For key events such as financings or drill results, we run focused amplification campaigns. These may include paid promotion, special editorial pushes or live webinars, depending on the situation.



What it is NOT...

- One-off promotion or short-term hype
- Simple translation or republishing of press releases
- Paid visibility without editorial context
- Isolated campaigns without long-term narrative



What it IS...

- Editorial coverage that explains why developments matter
- Continuous positioning in the German-speaking market
- Contextual storytelling around milestones and strategy
- Long-term communication framework – not a single campaign

Designed to support investor understanding – not short-term attention.



Next Steps

Based on this framework, we can prepare a more concrete proposal tailored to your situation.

It would outline a possible collaboration setup and provide a solid basis to discuss next steps.

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