



The right message is paramount

ASX Investor Presentation

We are the ASX Presentation Specialists



The COUP Capabilities

The ASX Presentation Specialists

When you **build a partnership with Coup**, you get the entire team when you need it. Whether it is a trading halt or a company changing announcement, Coup will be there.

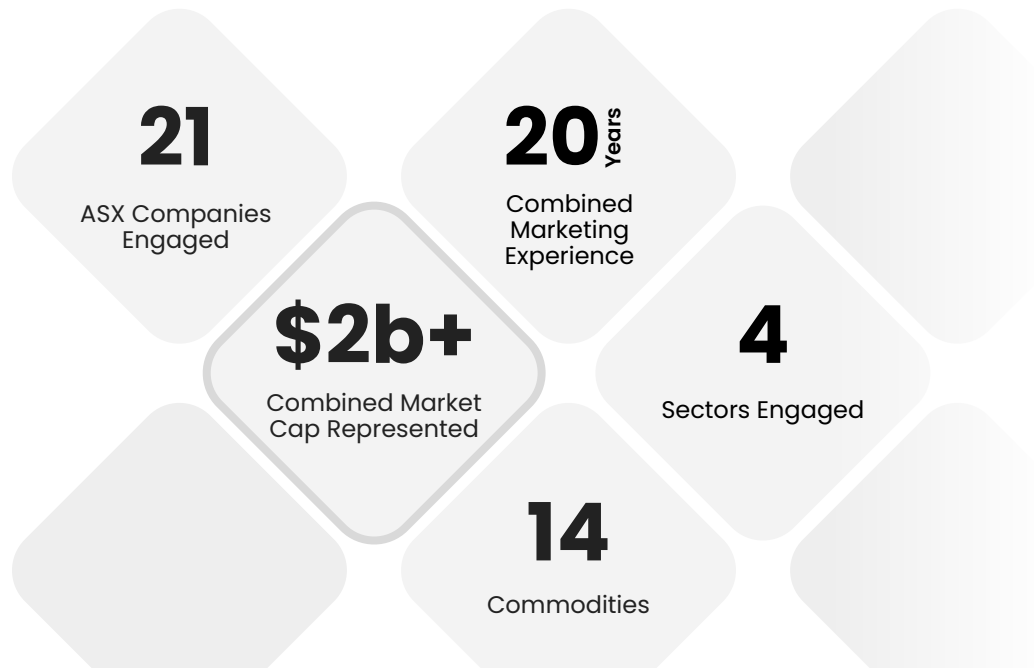
Coup has an **established team with in-depth knowledge of the ASX** and market behaviour, which allows us to develop a deep understanding of your company so that you can count on us to be up to speed at all times.

Evolution and innovation are the focus of our company, this continuous agility allows us to bring cutting edge concepts and new ideas to your company. We never stop.

We are **driven by the results** of our marketing solutions. With Coup, you have a team of visual analysts and digital creators on your side. If something is not working, we strive to identify it and fix it.

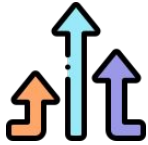
Coup in Numbers

Our experience with ASX Companies



The Value in our ASX Experience

Our extensive experience has built our elite expertise in investor presentation development.



You are great at what you do, our job is to enhance it

Our team does a deep dive on your investor facing marketing and points out areas of opportunity.

We start with identifying your audience, followed by developing each page of your presentation.



ASX Marketing Simplified

No guesswork, just proven process driven methods & outcomes.

Being heavily process driven is what allows Coup to deliver your key marketing deliverables on short turnarounds.



Collaboration Specialists

We work seamlessly with your team and other PR/IR companies.

Coup takes pride in its ability to work collaboratively & become part of your team. Including working with your existing PR/IR providers.



Fixed cost, guaranteed deliverables

Utilising our vast experience with ASX companies.

Put your trust in the company that has consistently delivered quality results for its ASX clients.



Our Extensive ASX Investor Presentation Experience

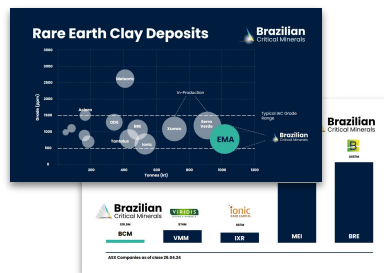
Our consultancy firm specialises in ASX Listed companies, IPO's, Company Messaging, Investor Communication, Investor Events and Investor Relations



Loyal Lithium

We helped **Loyal Lithium** with the re-skin and re-messaging of their investor presentation

[View the full Investor Presentation](#)



Brazilian Critical Minerals

Brazilian Critical Minerals engaged Coup to re-imagine their presentation following Development of their flagship projects

[View the full Investor Presentation](#)



Kinetiko Energy

Our work on the Kinetiko Energy presentation changed the face of the company brand

[View the full Investor Presentation](#)



GTi Energy

The GTi Energy Investor Presentation was built to tell the story of the company and the renaissance of nuclear energy simultaneously

[View the full Investor Presentation](#)



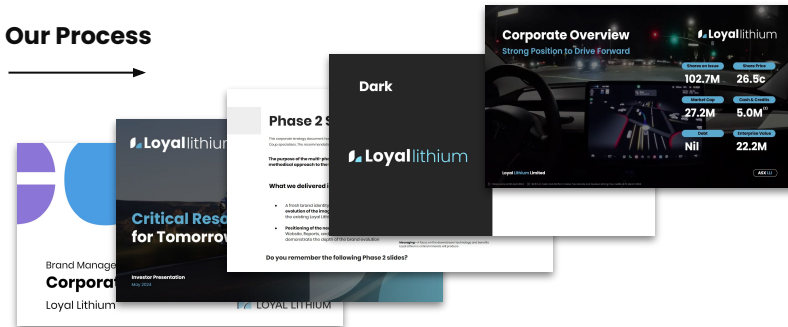
The Loyal Lithium Journey

Our Recent Experience

With the continued development of the Loyal Lithium's North American lithium projects, **the company's investor presentation became its primary tool for attracting investment.**

Refining the messaging in the presentation became Managing Director Adam Ritchie's top priority. **Coup was engaged to look at every aspect of the presentation including design, structure & imagery to maximise the impact of Loyal Lithium's strong value proposition**

Our Process



"It is a pleasure to collaborate with the Coup team, who are not only passionate about the resources industry but also committed to building a uniquely strong brand. Their collaborative efforts have made the process of refining our corporate presentation straightforward, which quickly evolved into the creation of a new website. Investing in our presentation and website has already had a positive impact on our messaging to both our existing and potential investors."

 **LoyalLithium**

Managing Director

Adam Ritchie



Why Mining Presentation Specialists?

We have worked with companies at all stages of development. **From Exploration to Production**



Your presentation attracts funding

Attracting funding from your presentation is vital, this is why presentations are the cornerstone of what we do.

Invest in your presentation is crucial to attracting the right investors. Return on investment is a fundamental driver for everything we do



We have eyes on the market

Our team constantly monitor the market presence of all of our companies. We analyse every announcement.

We are highly responsive to market conditions and are able to make autonomous decisions on the timing of marketing releases.



We work closely with Geologists

Our in-house Geologist provides us with specialist consulting, building our technical knowledge and expertise.

Understanding the fundamentals of your business operations allows us to be up to speed with the needs of your company at all times.



Always there when you need us

We can take on specialist tasks for your company that ease your admin expenses and deliver stronger value

We are on-call. The Coup team is a resource for assistance with tasks such as company reports & conference preparation.



What can we do for you?

You get the best of Coup for a fixed price, and we will turnaround your outcome fast.

Let's get under the hood

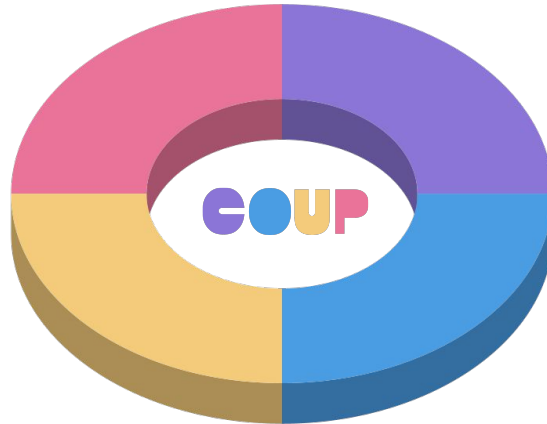
We analyse your companies messaging and look for untapped potential

Coup conducts an audit of your digital assets and **identify areas you can create an advantage**

Take your Narrative to the Next Level

We help refine the company message

Your story is strong, and **with the right messaging and imagery**, Coup can help you elevate it to the next level



Bringing it all together

Bringing the new design template, new messaging and image curation together

Evolving and developing your Presentation to optimise the delivery of your value proposition

Attract new investors

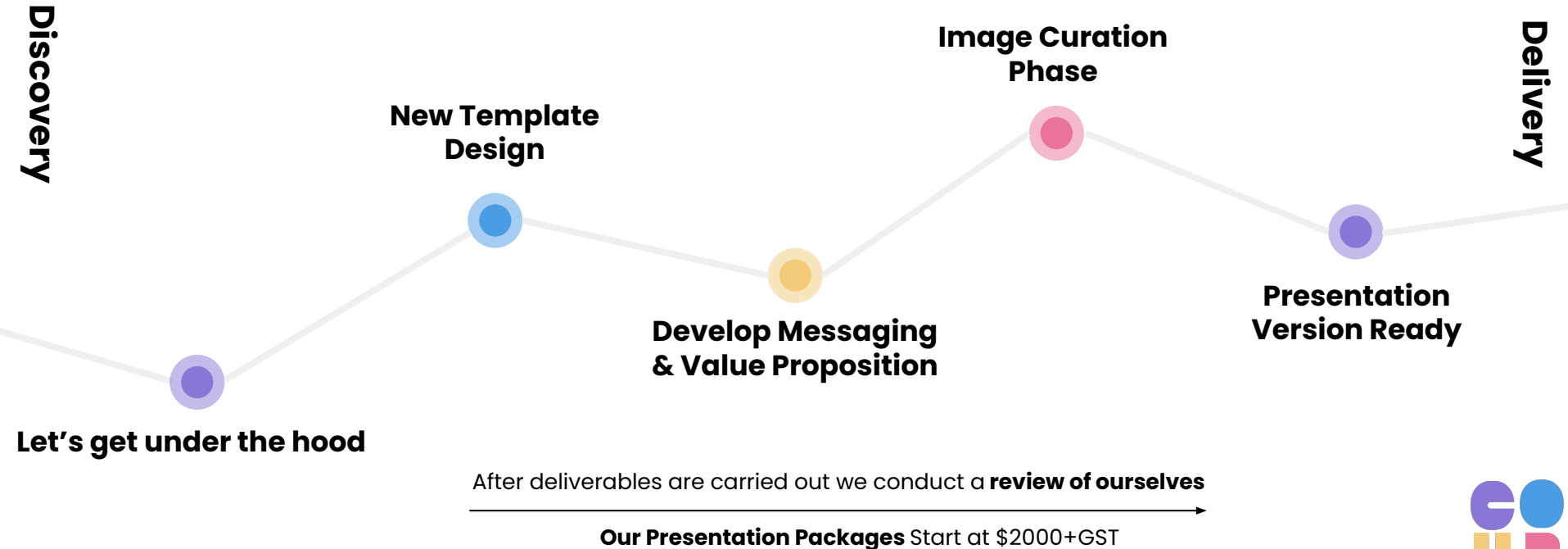
Build a story that will deliver investment dollars

Build the infrastructure behind your company brand to **capitalise on your message and bring in more Investor Dollars**



Presentation Roadmap

Once we have conducted our “under the hood” audit, we get to work on your Investor Presentation. Our multi-phase process will then take you all the way through to delivery



It's best to stay with us

You are here with us for us to discuss presentations but...

We recommend you stay with us for the following reasons

Drop the Tools Solutions

When you are a retainer client with Coup, **you get the entire team when you need it most.** Whether it is a trading halt or a company changing announcement, Coup will be there.

Deep Evolved Learning

Coup is Mining Exploration focussed which allows us to develop a deep understanding of your company so that you can count on us to be up to speed at all times.

55 Capabilities and Counting

Evolution and innovation are the focus of our company, this allows us to bring **cutting edge concepts and new ideas** to yours. We never stop.

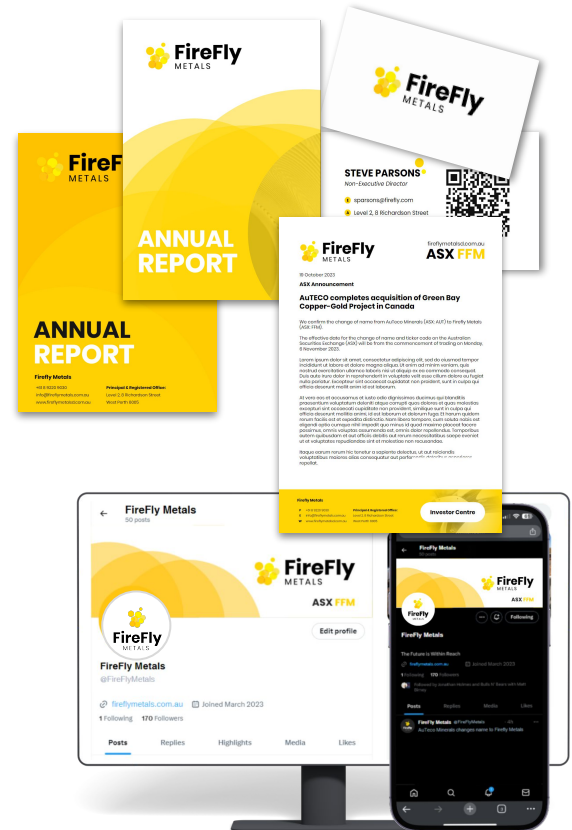
Marketing Specialists

We are driven by the **results** of our marketing solutions. If something is not working, we strive to identify it and fix it.

We'll take care of these*

1. Constant Presentation Evolution
2. Constant Website Evolution
3. Investor Video Development
4. Advanced Reporting
5. Database Management
6. Investor Engagement
7. Conference Access & Identity
8. Coup Newsflow (Price Sensitive)
9. Conference access
10. API Connection (Automated ASX website info)
11. Merchandise design and liaison
12. ASX template design and re-design
13. New Business card versions
14. Social Media Management
15. Coup Studio Admin (Email communication)
16. Accounting and invoicing

*All listed services are included at a base level and to be discussed at the time of engagement



Get in touch

I'm just an email or phone call away

If there is anything else that you need help with or if you have any questions, feel free to contact any one of us!



LACHLAN
Managing Director

The rest of our team



RYAN
Business Development
Manager



NATALIE
Studio Manager
/Lead Designer



ASX Investor Presentation

Appendix

The Presentation Specialists



Colour Symbolism

Blue

It breathes confidence, loyalty, integrity and responsibility
Famous Brands Twitter, IBM, American Express, HP

Black

Breathes elegance. Strong, powerful, confident, establishment, sophistication.
Famous Brands Nike, Gucci, Chanel, The West Australian

Red

The colour of love, excitement, retail, prosperity, call to action.
Famous Brands Caltex, Mcdonalds, Toyota, Kellogs, Coca-Cola

Yellow

The colour of optimism, retail, energy. Associated with the sun and positivity, clear thinking, confidence and success.
Famous Brands Shell, National Geographic, Subway

Gold

The colour of compassion, courage, passion and wisdom. Wealth and wisdom.
Famous Brands Barrick Gold, Versace

