

BDC Funds Marketing

People fear the unknown simply because it is unknown. In the BDC industry, you see beyond this fear and invest in the potential to create the great companies of tomorrow. Sadly, not every investor has the courage to invest in developing companies or BDC funds. Pristine Advisers can help change that. With over 33 years of IR, PR and Media experience specific to the finance industry, our wealth of knowledge, network and experience can increase investor awareness and trust in your funds. You believe in the new companies in your BDC funds and with our help, so will the world.

How we can help

We create awareness, taking investor fear out of the unknown. The more investors aware of your funds, the more they will want to buy and the greater your profits become. Pristine Advisers offers custom packages specifically tailored to meet these goals. Choose from a combination of services from our BDC Firm packages including:

Media

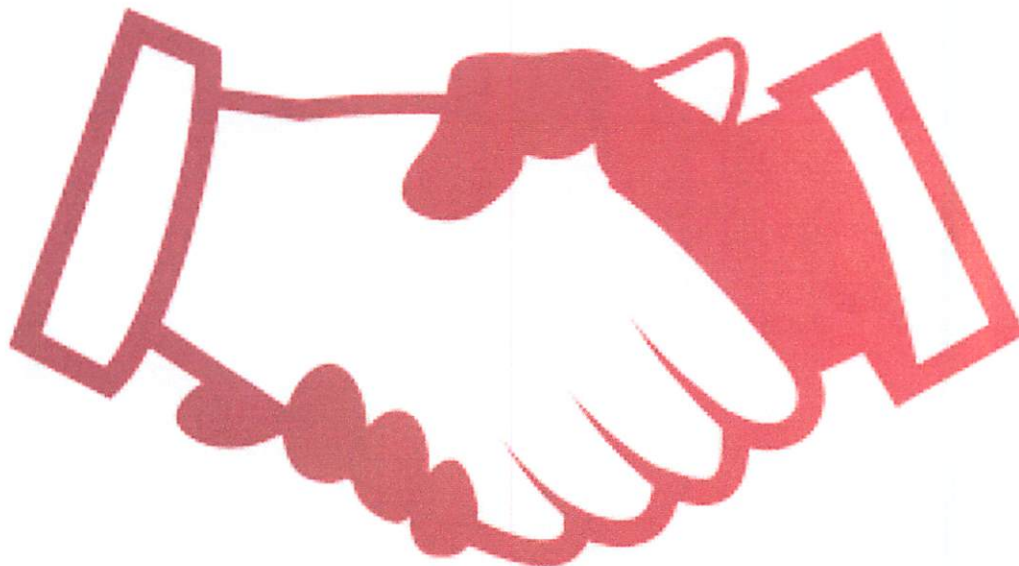
Pristine Advisers can help increase a fund's awareness through the organization and facilitation of:

- Interviews in key financial publications
- Press release creation and distribution
- TV contacts for interviews
- Proactive media pitches
- Speaking topic list

Social Media

Social media networks are experiencing explosive growth in how people share and discover their news and new products. Pristine Advisers can help build a social media awareness through the following methods:

- Create social media pages in all relevant social networks
- Create Community and Research our Clients Needs
- Publish Pre-Approved Social Messaging
- Automatic Archiving of Social Media Messages
- Redistribution of articles
- Sharing of blogs
- Generate inbound traffic
- Create social media "buzz" through discussion and commenting on posts



BDC Funds Marketing continued

Event Planning and management

Hosting an event can be a make-or-break moment for your firm. It communicates more to the investor community than words ever can. Pristine Advisers can plan and manage your event to show the best of your firm to investors. Whether it's assistance or the complete management of an event, we can:

- Plan, coordinate and execute events — Oversee the planning and execution of logistics and operation for special meetings, conferences, road/trade shows and events
- Manage all the event operations The facility selection, contracting, pricing, transportation, accommodations, food and beverage selections and audio/visual service arrangements, etc.
- Manage the delivery of event — Work with event Sponsors, internal/external teams on all areas of the event.
- Plan the event floor plan, its budget and produce the event materials and accessories.
- Assist in meeting the business objectives for lead generation from seminars, special events and trade shows
- NYSE Bell Ringing Ceremonies

Digital Solutions

Pristine Advisers offers a complete suite of digital solutions for BDC firms, funds, even to individual companies within a fund. What sets us apart from the competition is that all of our digital solutions are guided by our vast knowledge of investor and public relations for the finance sector. Our clients can choose from a wide variety of our digital solutions including:

- Website design and maintenance
- Search Engine Optimization
- Social media monitoring
- SaaS implementation
- Content writing
- Shareholder engagement

Contact us today to discover all of the possibilities Pristine Advisers offers to increase the value and awareness of your BDC Funds.

