



Our Approach -- and Brief Overview of Services

THE WORLD HAS CHANGED. SO MUST YOUR STRATEGY!

First it was the pandemic, then a general bear market for stocks caused by the Federal Reserve raising interest rates. More recently, we've seen a near-mindless continued "melt up" in the market; most recently augmented by investors' glee over the U.S. election results. The bull market is turning into mania as the present narrative of "U.S. Exceptionalism" is disproportionately driving equities to one new record after another (and taking crypto currencies along for the ride as well.)

By and large, *value* has continued to receive short shrift, though there have been some exceptions. So, too, have most resource-oriented stocks with *very few* exceptions, though there have been glimmers of hope here from time to time as well.

Key "macro" factors our Chris Temple has been covering for our audience here, that of *The National Investor* and via his *just-relaunched show Your Money Today* are set to matter far more come 2025. How they do—and how *you* respond to them with your own outreach—will go a great way in determining whether your public relations/I.R. strategies succeed or fail in the year ahead.

Summing up just a few of these many themes *and challenges*:

* The bull market on Wall Street will inevitably bog down as the reality sets in that further Federal Reserve interest rate cuts in 2025 will be hard to come by.

* "The Great Stagflation" will thus be back in the news; and a major roadblock (together with the current \$36 trillion debt and \$3 trillion annualized deficit) to what Trump 2.0 is planning for the U.S. economy.

* A "rotation" in the stock market from overpriced "Mag 7", A.I. stocks and the like back into value *will* come about somewhat as we saw back in

2022. *Yet that will be muted if America at long last catches the “weakening economy flu” evident most everywhere else.*

* *Some commodities will be winning stories as Chris has just described post-election in his newsletter, podcasts and guest appearances in other media. But at the same time, he is warning that a deteriorating “macro” environment in 2025—especially if America’s economy seems to be in trouble—will be net bearish for energy and commodities for a spell; especially for equities tied to them.*

* *As for somewhat different reasons as we saw in 2022, though, there ARE select commodities, energy and related stories that will thrive in the year ahead and beyond as some substantial changes take place in the policy and regulatory backdrop.*

* *Speaking of such changes in another context, biotech stocks and areas of medical technology will be experiencing added tail winds, bolstering their attempt to return to investor menus in a larger way.*

* **The biggest challenge of 2025 will be the U.S.-China relationship.** As Chris has discussed often, there is no single factor more important in the coming year, which will determine the direction of economies, global markets and more.

All the above and MUCH more add to the challenges (and *some opportunities*) as we *all* try to make ourselves relevant to the public generally and investors specifically.

MAKING YOUR STORY RELEVANT TO EVERYONE

Individual investors (and we distinguish them here from the “pros” and algorithms that have so distorted market reality in recent times) are already somewhat confused and skittish. Money market mutual fund balances are at new records pretty much by the week as they and even some others (wisely?) choose to sit on the sidelines to some extent and hoard their savings.

In our own very deep involvements in both public markets, marketing and the financial services industries, we have found MAJOR voids that we help you fill in order to get more recognition, press, goodwill *and shareholders* as the case may be. Even in such challenges and confusing times as these, the right, creative approaches WORK! And they require wisdom, diligence and *work*.

And that is especially true when we *as a first matter* educate our respective audiences in a credible way. It is then that much easier to “sell” you, once that education has taken place and trust has been established.

MULTI-FACETED APPROACH

At Strategic M.P.R. we create and implement media and communication strategies on *several* levels that tell *your* unique story for maximum impact with target audiences.

Whether consumers, present or prospective investors, key people in your industry, news media or whomever, we craft messages for you that speak *to them*; and make *you* relevant/important. Again, much of this is by educating our audiences on your broader industry and story **and making it clear we are building *long-term* relationships on your behalf.**

Once it is clear we are not propounding the usual “hit and run” one-time, over-the-top promotions and the like but are seriously and sensibly engaging people, we *both* get taken more seriously!

We use today’s headlines...the “macro” economic environment...global developments (and yes, necessarily some “political” ones too where appropriate)...news and developments in your own sector or industry and *much* more to make your company a priority to audiences we, in part, customize *specifically* for you and with you.



Biotechnology comprises the study and manipulation of living organisms with the goal of creating new products and processes that can improve



As our chief “idea man” Chris says on his website, so will we distinguish for you—and to our mutual audiences—with all our approaches: **“You can get information anywhere. From us, you get *knowledge*.”** Our aim will be to make *you* relevant to people, organizations, influencers, media and the rest in that they must *know* you and the issues, themes and opportunities associated with you.

CULTIVATING A COMFORT LEVEL WITH OUR MUTUAL AUDIENCES VIA BROADER EDUCATION

Essentially one-time, over-the-top and aggressive marketing pitches for public companies have had little traction. “Hit and run” doesn’t work—as we explain in our corollary report to this brochure, entitled, *“Building a Better Mousetrap” for 2025 and Beyond*—because **more time, trust-building and education are needed if you expect a prospective investor who doesn’t really know you to become an actual one!**

Thus, a big part of what we do is to have regular, rolling financial information...podcasts...releases of *credible* third-party information...special thematic issues...and more which—*combined with specific video, audio and printed content on your company*—work together to “build your case.”



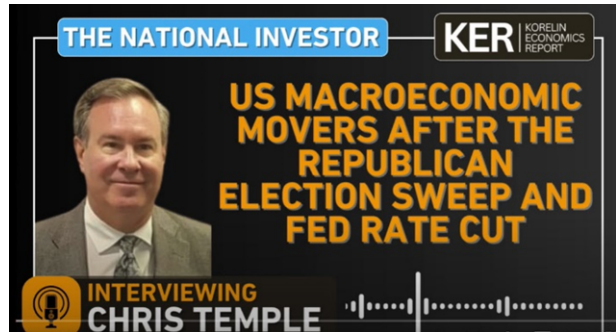
You can get information anywhere. Here, you get KNOWLEDGE.

The New FAANGs

THE Investment Theme for the Next Decade (or MORE!)

The Money Show Virtual Expo for Accredited Investors

July 14, 2022



Episode 24 - 1

- * The Promise--and Perils -- of Trump 2.0
- * Initial Market Reactions to The Red Wave



MORE ELEMENTARY INVESTOR EDUCATION

One of the things over the years we have found especially remarkable is that promoters in particular who have put out material on companies *not*

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INSTRUCTIONS FOR PURCHASING CANADIAN-LISTED COMPANIES VIA THE OTC MARKET (FOR U.S. INVESTORS)

As a percentage of an *overall* portfolio, I never have too large a share devoted to smaller "story" stocks. But they are an integral part of a well-balanced portfolio. And particularly at times when I am hot on resource stocks, there may well be numerous companies among my recommendations that are domiciled and primarily listed in Canada, on either the Toronto Stock Exchange or the Venture Exchange.

Now and then -- especially if you have never had any experience with buying/selling such companies' shares -- it can be a bit intimidating, as many "new" things can first be. But it need not be.

domiciled in the U.S. or traded on a major U.S. exchange never give novice U.S. investors a basic tutorial on how to *best* buy shares in the subject company!!

2. SO WHAT DO WE DO...AND NOT DO?



The GREATEST news I can offer you in this Special Report is that, by and large, **the broad investing public and the majority of institutional and "Mainstream" investors are *not* involved in the precious metals sector much right now.** They didn't even take part in the latest couple surges to brief peaks over \$2,000/ounce for gold. When the bigger moves for gold and silver DO come and they take part, you'll be happy you were wisely invested *now!*

1. Physical metals.

As alluded to above, *physical*, bullion-type gold and silver coins are good to have on hand to use as "Mad Money" in case the

SUMMING UP "RISK-REWARD" DYNAMICS



Biotechnology and other medical and health-related breakthroughs, from an investment perspective, are not just exciting and potentially VERY rewarding. *They are opportunities as well that have little if anything to do with the broader economy and stock market.* So arguably more than in any other sector of the market, health care/biotechnology companies are driven chiefly by their success...or failure. Often, these kind of stocks do well on their own good news even in a *falling* overall market.

For any start-up/research-oriented company, a LOT has to go *right*. More companies over time fail than those which succeed for one or more reasons: everything from inept management and a lack of money to see things through, to the lack of legitimate expertise in its area, to misreading *the need* for its product/technology and more.

In the case of any such company—and realizing the *general* inherent risks of investing in such small companies—I always advocate we approach them and **make investing decisions simply as Benjamin Franklin would have done.** Franklin famously advocated that in any important decision, one

In this and other ways—and led by our Chris Temple's practices over *many* years—we help demystify this and other aspects that can confuse and challenge investors at times. Together with all the rest of our education and knowledge-building efforts, this makes it more likely that prospective investors will warm up to your story—and no longer be intimidated by the logistics—and *become shareholders.*

BUILDING A STABLE OF INVESTMENT PROFESSIONAL, INFLUENCER AND RELATED AUDIENCES

As we discuss in "*Building a Better Mousetrap*" for 2025 and Beyond, a key reason why most media outreach/I.R. efforts fail is that—beyond what we've already specifically discussed above as necessary ingredients—the purveyors of these campaigns *simply won't put in the work.*

Among our efforts on your behalf—and beyond our growing in-house such lists of contacts and partners which benefit us all—we do something that, likely, nobody else *ever* has for you.

We craft an audience of financial professionals... influencers...media who cover your sector and similar stories...and others *specific to your company.* And those people/organizations and others are cultivated over time as well.

So, among other things, this means that when you have an event, breaking news or what have you, these things are going in part to *specifically crafted* audiences that we build together; not just blind emails, unfocused blasts and the like.

It's not rocket science. It's simply *work*; and putting in the effort.

A COLLABORATIVE EFFORT WITH YOU

If you succeed, we succeed...and vice versa.

With *all* our efforts, we work with your existing in-house I.R. and/or Media personnel as the case may be to provide what you and they need. As we craft a specific list of tasks and game plan for your company, we take into account present efforts and initiatives...what now works and what doesn't for you...your own limitations *and aspirations*...and more to be sure we are effective, not duplicative **and—all told—giving you the best results.**

To this end, we are launching in 2025 a corollary service: a (typically) twice-monthly, high level advisory service tailored to your I.R. and media personnel as well as other company executives (an unlimited number of people at your company can be set up as recipients.) No matter how much of your work in all these areas you do on your own—or with *our* assistance/collaboration—**you will be equipped with the latest and best knowledge in both your business/sector as well as in “propaganda” thoughts and techniques.**

Further, based on the level of our involvement with you, we will have regularly scheduled strategy sessions with management/media and I.R. personnel as well.

SOME OTHER RELEVANT ATTRIBUTES OF OUR WORK/SERVICES

As described in our standard roster of services/rate sheet (which, as need be, can be further augmented and/or customized *for your company*) which also provides all the specifics of our activities on your behalf and accountability to you, we of course employ myriad methods to achieve our goals. Highlighting just a few of these:

* Video production –

Unlike many in the marketplace right now that are “dry” in various ways, you will find (and so will your audiences!) that our content and approach are *very* engaging and interactive. We tell your story *with you* in an interested and engaged manner and make it *very* clear that we are *a part of* you and your story!

We will professionally produce, record and distribute broad company profile videos, news updates, panels with industry leaders/opinion molders and more.

And as a part of our standard working relationship with you, we will have an up-to-date video profile (also made available for our mutual podcast audio platforms) that we will feature, together with occasional such updates, etc. on our media platforms.

*** Articles/Copywriting --**

You are a “brand.” *We* tell that story.

We develop and hone a specifically tailored message/personality for your company that resonates...influences...**and achieves results**. And if we may be so bold; nobody does it better, especially on this front!

Part and parcel of that is we make your company relevant *and even a necessity* to investors especially as a “means to an end” of the broad themes we discuss.

*** Press Releases, company events, etc. --**

As said earlier, in addition to all of your content being available to all of our various audiences, we augment that by crafting as well (with your involvement/input) **mailing and contact lists specific to you**.

When you have news, a company event of some kind, etc., we not only send out notifications of such but as necessary/appropriate for the circumstance and your needs *follow up with further contact personally*.

As we’ve said before, we inject the human element in this and so many other ways so that *everyone* we approach on our mutual behalf knows that we are REAL and are “in it” for *everyone’s* benefit for the long run.

*** Your agent and “Advance Team”** – A part of the human element with us is our work to put you in front of media, investment professionals and others in a personal way.

For but one example: if you are traveling to a certain city for an industry conference and are attempting to get investor, influencer and other meetings to augment your exposure, we can—with sufficient notice—work to make that happen for you.

So aside from the usual press release you might now fairly blindly send out in advance of such travel/tasks, wouldn’t it be nice to have a chance to talk *directly* with local media, industry reps, and whomever at the location you’re going to?

Part of our “breaking the mold” in this field is to be *your* “agent.” We will work to focus local media attention on you before, during and after such events, together with cultivating money managers, brokers and other financial professionals in the particular area.

* Your media contact --

If you do *not* presently have an in-house contact and desire to have us be your media contact and/or “run interference” for you (say, to vet inquiries) **we are equipped to do that as well.**

You can stick to doing what you do best...running and building a company.

We'll be your gate keeper as needed: From opinion molders...potential new investors...existing investors who just want to chat...and more.

OUR CORE TEAM MEMBERS

With *many decades' worth* of combined experience in capital markets and media alike, we have a seasoned team of professionals at our core; chiefly, our two key members. This sets apart S.M.P.R. thanks to our depth of experience and knowledge: and especially as all of us have demonstrated the vision and ability in our careers to “think outside the box” **and to be first movers when a changing environment called for it!**

President/General Manager – Eric Radez



Eric's unique blend of skills and experience has allowed him to excel in various fields, including retail investor conferences, public relations, conservation, and entrepreneurship.

In 2003, Eric joined forces with his father, Richard Radez, who was among the earliest “out-of-the-box” thinkers in the world of retail investor conferences, founding the Chicago Natural Resource & Technology Conference in 1977. Eric brought his own vision and skills to the Conference, leveraging his expertise in media and public relations to enhance the event's profile and reach.

As part of his role at the Chicago Conference, Eric was responsible for ensuring that the event remained up to date and relevant in the fast-changing world of technology and natural resource investment. This included managing the conference's web presence and development, as well as overseeing online seminar hosting, video creation and editing, public relations, and social media.

By bringing his skills to bear on the conference, Eric helped to ensure that it remained a valuable resource for investors seeking to learn more about the latest trends and opportunities in natural resource and technology investing. His contributions were particularly notable in media and public relations, where he helped to raise the profile of the conference and attract a wider audience of investors and industry experts.

During his tenure, the boutique conference led to new discoveries and provided a valuable platform for companies to raise initial funds on their way to hitting the big time. More than once, companies were able to raise some of their early capital in Chicago and went on to become 10-baggers or better for happy attendee investors! *With Dad Rich now retired, Eric (and Chris, below, at times) still put together the occasional Chicago gathering to keep the tradition going!*

Eric's early exposure to mining operations at the age of twelve while on trips with his father and others gave him a unique understanding of what gives a mined commodity its value. He attended Indiana University/Purdue University of Indianapolis (IUPUI), and while he gained valuable knowledge and skills from some formal education, much of his diverse skill set and enterprising spirit comes from his real-world experiences.

At the age of twenty-four, Eric opened Indy Import Performance, a retail business focused on style and performance upgrades for import sports cars. This was years before *The Fast and the Furious* franchise began, making Eric a true pioneer in that industry. As a young entrepreneur, he demonstrated a keen eye for emerging trends in the automotive industry. The success of Indy Import Performance is a testament to Eric's business acumen and his ability to identify emerging market trends. By recognizing the potential of the imported sports car scene early on, he was able to build a business that catered to the needs of a passionate and growing community of automotive enthusiasts.

At the age of twenty-eight, Eric became a registered representative for a major NYSE firm, where he stressed the importance of portfolio diversification to clients.

Eric is also a strict conservationist. His commitment to conservation led him to establish the Indiana Catfish Conservation Association, which is responsible for enacting new regulations to protect large catfish from commercial harvesting in public waters.

Vice President/Creative and Media Advisor – Chris Temple



For an incredible 45 years now, Chris has distinguished himself as one of the most provocative and accurate broad market pundits among his peers, and an especially prescient advisor who has called pretty much every significant market turn of the last four decades. This ability, he is quick to point out, is not “rocket science” but instead, a unique understanding of the nature of our monetary and economic system.

Reading or listening to Chris in all manner of venues, conferences and interviews reveals why *The National Investor's* motto is **“You can get information anywhere, but here you get knowledge.”** Chris excels and takes pride in imparting that knowledge: an unrivaled, understandable and useful take on the “Big Picture” of the markets—stocks, metals, interest rates, commodities and MORE—and a talent for guiding his Members to notable winners among stocks in numerous industries. (NOTE: Chris continues to edit and publish *The National Investor*, owned solely by him via a separate entity apart from Strategic M.P.R.)

His vocation also includes guiding investors, other financial professionals and his fellow consumers/citizens to a broader understanding of our evolving world. ***Few have been out in front as has Chris of the epochal changes unfolding in our world that everyone else is seeing in their news headlines on a daily basis now.***

His superior communication skills have been a benefit to all manner of public and even private companies more so in recent years, as well as the various “causes” he, Eric and their crew champion. As an *interviewer*, Chris has demonstrated the skill to help companies he has covered effectively tell their stories. Far from dry, clinical and detached “interviews” that many company C.E.O.’s sit through, Chris’ are conversational, engaged and demonstrate that he is a knowledgeable *and evangelical* part of the company!

An avid reader and history buff who for many years worked in more conventional party politics, Chris is just as much sought after in our rapidly changing world these days as an expert who is non-partisan and simply calls things as he sees them. A well-respected journalist even outside of simply the investment sphere, Chris is a member of the National Press Club.

In his (precious little!) spare time, Chris enjoys local and travel activities alike with his wife (part of that travel being spending the summer in northern climes with his *18 grandchildren, with one more on the way!*) He still manages to engage in numerous sporting activities and volunteers with

and supports St. Augustine, Florida-centric cultural, music and environmental causes.

LET US TAKE YOUR COMMUNICATION STRATEGIES *FORWARD!*

Chris, Eric and their stable of ad hoc experts and worker bees on specific tasks and talents are ready to **tailor a program specifically to your goals, needs and priorities**. As you learn even more about the depth of our networks and abilities and *experience* our dedication to you, we're confident you'll be glad you had us join forces with you.

Get right to it: Contact Chris at (224) 308-2587 or write to him at chris@nationalinvestor.com.

Are you ready?