



Samso

Samso ASX stories are like Red Seagulls. People take notice.

Your stories told by Samso are so compelling, they pique investor interest.

Everyone will notice the Red Seagull



"The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself.

Therefore all progress depends on the unreasonable man."

- **George Bernard Shaw** -



When you see a
Red Seagull, you
would look.

Won't you?





You would notice
the Red Seagull
the way you will notice
Samso compelling ASX
Stories that pique investor
interest

How Samso is Different?

Samso is all about *creating content and building a story* that attracts investors and encourages them to engage.

We often see a lack of explanation and an assumption that investors already understand your company and its potential.

Samso's Red Seagull strategy is to create bitesize stories that attract investors allowing them to visualise the opportunities offered by your company and participate in them.

We enable companies to show their passion and explain the reasons why their projects are worthy of investment.

Noel Ong
CEO, Samso



Why Samso?

It's not about Investor Relations
Just like the Red Seagull, your message attracts attention

EXPERIENCED ASX AND CORPORATE OPERATOR

- Highly experienced in 6 business sectors.
- Samso fully understands the requirements of the ASX - and its limitations.
- Strong international Investor and media network relationships.

DIGITAL INVESTOR COMMUNICATIONS

- Samso creates your content to save you the extra cost of third party creators.
- Wide and enthusiastic following for Coffee with Samso, Rooster Talk and Samso Insights.
- Proven relaxed conversations that drive impact and definite results.

SAMSO'S DISTRIBUTION PARTNERS

- Magnified distribution of your stories across our Media Partner channels like Proactive Investors, and Brilliant-Online.
- Select corporate and family office agencies in south east asia

Industry outreach

to six major business sectors



Industry 01

**Metals &
Mining**

Industry 02

**Media &
Technology**

Industry 03

Healthcare

Industry 04

**Renewable
Energy**

Industry 05

**Industrial &
Business
Services**

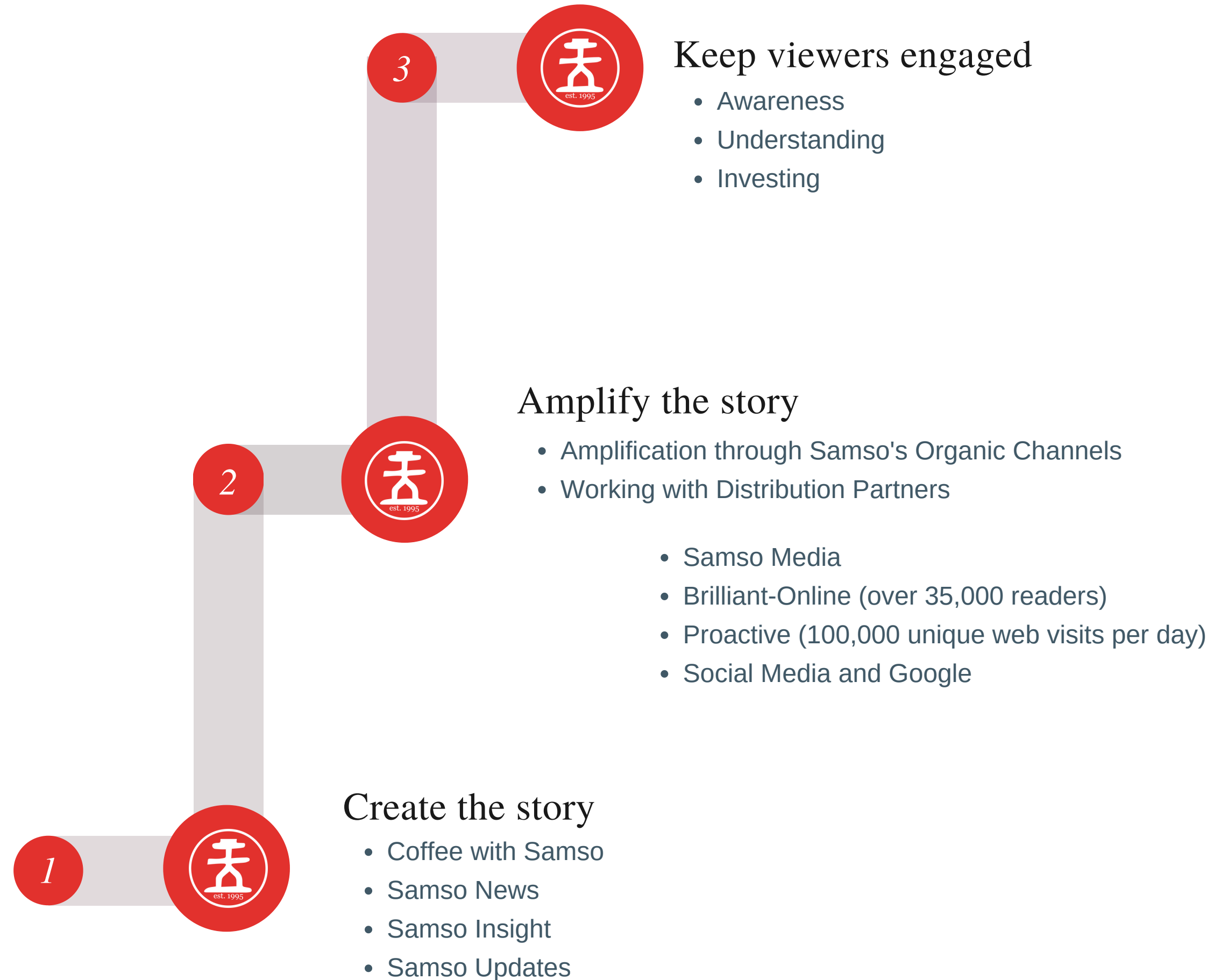
Industry 06

**Financial
Services**



How does Samso get your message out there?

Investor Outreach Process





Noel Ong, CEO, Samso

About Samso

Samso is all about Making News Simple. Samso is a platform providing organic and independent content for investors investing in the the Australian Stock Exchange. Since our inception, Samso has built up a history of being known as a renowned resource among the investment community for keen market analysis and insights into the companies and business trends that matter.

With a proven track record of developing successful business concepts in the Australasia region, Samso provides bespoke research and counsel to businesses seeking to raise capital, or procure projects for ASX listings.

Industry veteran Noel Ong is a geologist with nearly 30 years of industry experience and a strong background in capital markets, corporate finance and the mineral resource sector.

Based in Perth, Western Australia, he was the founder and managing director of ASX publicly-listed company Siburan Resources Limited from 2009-2017 and has also been involved in several other ASX listings, providing advice, procuring projects and helping to raise capital.

He brings all this experience and expertise to the Samso interviews such as Coffee with Samso and Rooster Talk, where his engaging conversation style with business figures gives revealing insights into Australian Stock Exchange (ASX) companies, related concepts and industry trends that can pique investor interest.

Noel Ong travels across Australia to record the interviews, only requiring a casual environment where they can be set up. Interviews are also available via Zoom.

Samso Offerings

Coffee With Samso . Samso News . Samso Insights





Samso Red Seagull Content

COFFEE WITH SAMSO

Proven engaging dialogues recorded in a casual setting to reveal your company's strategies and projects in a sincere and authentic manner, pitched at the understanding of an average investor.

SAMSO NEWS

Creating a uniquely Samso blog style to showcase and review the narrative of ASX news release. These announcements are commonly complicated and technically driven which are complicated for Retail investors to fully appreciate.

SAMSO INSIGHTS

Organic insights on ASX Announcements. The most important avenue of communications for ASX companies and Samso takes the time to make commentary and guide investors through the thick passage of content.



Coffee With Samsco

samsco.com.au/coffee-with-samsco

Proven engaging dialogues recorded in a casual setting to reveal your company's strategies and projects in a sincere and authentic manner, pitched at the understanding of an average investor.

Format: Vlog, Videos



Samso News

Continued company updates by having conversations with your industry experts about market insights, trends and learnings that benefit businesses and investors across all sectors in the ASX.

Format: Vlog, Videos



Samso Insights

samso.com.au/insights

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The Coffee with Samso Experience

Industries

All Interviews

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Support Us

1995

1997

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2002

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2011

2013

2015

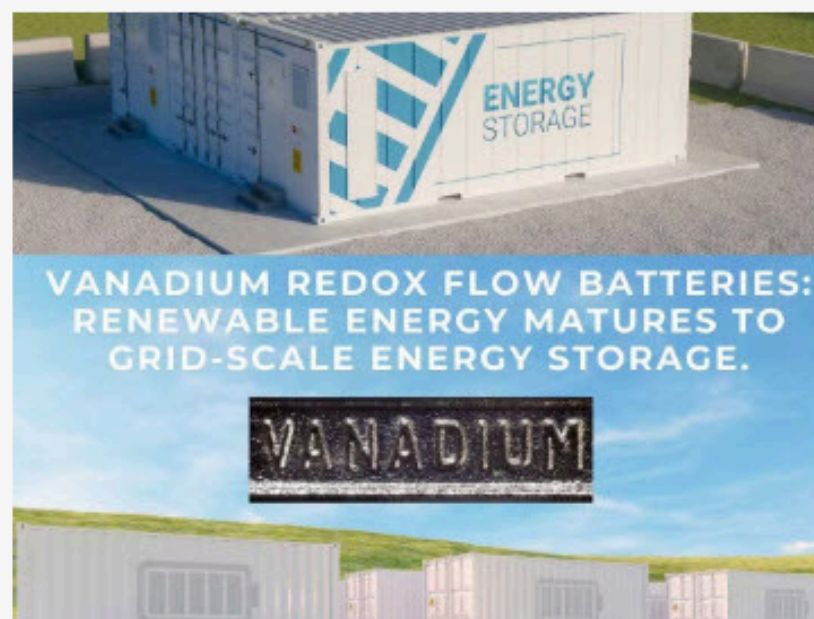


KAISER REEF LIMITED (ASX:KAU)

3 days ago

Kaiser Reef Limited (ASX:KAU) - A Lesson in How To Become A Go...

The conversion of Kaiser Reef Limited (ASX:KAU) into a gold producer through one transacti...

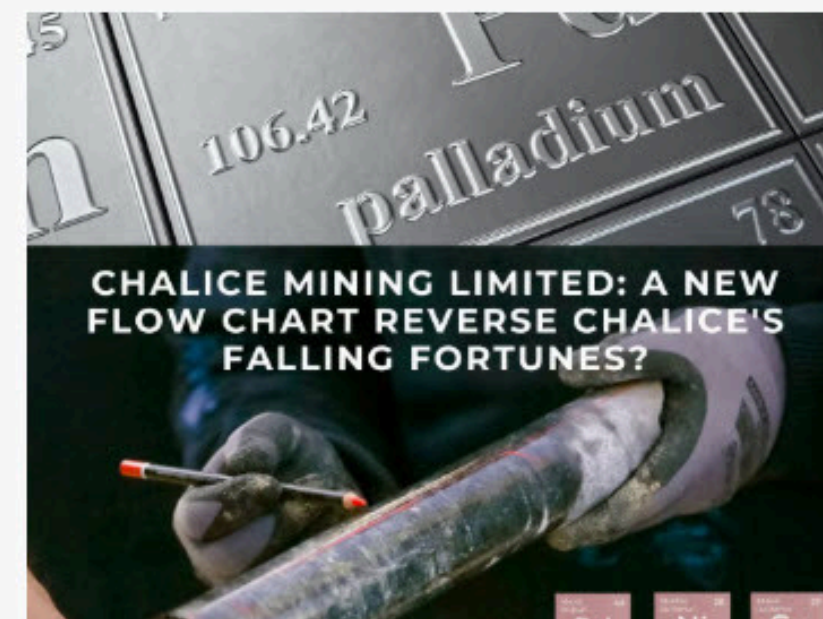


VANADIUM REDOX FLOW BATTERIES: RENEWABLE ENERGY MATURES TO GRID-SCALE ENERGY STORAGE.

Apr 20

Vanadium Redox Flow Batteries: Renewable Energy Matures to Gri...

Vanadium is emerging as a critical element in the evolving energy storage landscape,...



CHALICE MINING LIMITED: A NEW FLOW CHART REVERSE CHALICE'S FALLING FORTUNES?

Apr 13

Chalice Mining Limited: Could A New Flow Chart Reverse Chalice's...

The Chalice Mining Limited (ASX:CHN) narrative has centered around the Julimar...



Media Distribution for Maximum Reach

Samso works with these partners to distribute your stories to more than 630,000 audiences per month.



- Collaborative partnerships are important at Samso to amplify your business presence and deepen your brand value.
- Our investor audience includes retailers, brokers and large investing houses like Denham Capital and REFAI NGO.
- Client stories are shared across all of our social platforms with each video on YouTube watched over 21,000 times.
- Further distribution through our media partners will reach more than 630,000 audiences every month.



Proactive Investors

Proactive Media Distribution for maximum reach

Samso's Proactive Partnership sees 100,000 unique visits every day; 2 million page impressions per month from Twitter alone; and more than 10,000 corporate IPs identified every day.

Global Readership is: 40% UK, Switzerland, Germany and France; 40% Canada and United States; and 20% Australia and Southeast Asia.

Distribution has Twitter Partnerships giving over 10,000 followers; LinkedIn with over 2,000 followers; and distribution to local networks in Southeast network.





Brilliant-Online

Brilliant-Online Media Distribution for wider reach

Samso-Brilliant Partnership allows clients to reach out to new audiences mainly in Australia, Singapore and Canada.

Brilliant-Online offers a multi-channel interactive advertorial platform which means readers can view the interview and take actions with the advertiser directly from the magazine.

Articles and stories are written by professional journalists and are SEO rich and published as blogs, shared to over 35,000 readers with ad banners and social media outreach included in one single convenient, robust advertising package.



*Brilliant-Online opens new investors for our clients. Being a lifestyle **interactive** magazine, Brilliant-Online allows the enhanced engagement as it employs the standing out from the crowd concept.*

*Samso is about creating content to look for engagement with a new and broader audience for investment. The nature of Brilliant-Online is the perfect platform to discover fresh and new communities. It gives us a multi-dimensional digital canvas on which to portray an extended scope of our industry insights right across the investment landscape. Since our partnership, we are observing an increase in engagement directed from Brilliant Online. - **Noel Ong***

Testimonials

What clients say

ED TURNER, MANAGING
DIRECTOR, KINGWEST
RESOURCES LIMITED (ASX: KWR)

"I have had several Coffees with Samso and enjoyed each one. It is an excellent medium to discuss our company's projects, progress and results in a relaxed setting. The extra time compared to other interviews enabled me to go into more details which sophisticated investors appreciate. I have had personal feedback from one private investor that after watching one of my interviews they bought 500,000 KWR shares."

CHRISTIAN EASTERDAY,
MANAGING DIRECTOR, HOT CHILI
LIMITED (ASX: HCH)

"I very much enjoyed my coffee with Samso interview, a refreshing approach to providing a "Coffee style" informal discussion. Noel brings an insiders understanding to providing an interesting and deeper discussion around both the Company and market backdrop for topics discussed. The relaxed format provides investors access to insights not usually available."

JAMES MARSH, MANAGING
DIRECTOR, ANDROMEDA METALS
LIMITED (ASX: ADN)

"There was a lot of debate within the company on the potential merits of doing a 'Coffee with Samso' interview, but it proved to be an excellent way to convey our strategy to the investment community as a whole.

There was a considerable amount of positive feedback with many investors watching it several times, and that was reflected in a significant increase in the share price. Samso makes the whole interview process very relaxed and allows plenty of time to get the message across with well-timed and relevant questions."





Now Everyone notices the Red Seagull

Contact Samso

to pique investor interest

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