

COMPANY PRESENTATION

FameFront Corporate Advisory

Corporate Advisory & Communications

Capital Markets & Financing Solutions

IR & PR Services

Two core business pillars

Hong Kong perspective. Support for Asian companies.

01

Capital Markets & Financing Solutions

Build capital plans for growth. Prepare for U.S. listings and evaluate equity, debt and hybrid financing, with transaction workstreams coordinated around appointed professionals.

02

IR & PR Services

Shape investor communications, media PR strategy and global news distribution. Prepare management for sensitive issues and coordinate crisis communications.

Each engagement is tailored to the company's objectives, readiness and agreed scope.

Capital needs across the company lifecycle

A connected plan for financing, transaction preparation and communications.

01

Before listing

Define growth funding needs and assess private equity, debt or hybrid options.

Prepare financial information, governance and management materials.

02

Entering U.S. markets

Assess Nasdaq, NYSE and NYSE American pathways.

Coordinate IPO preparation and specialist workstreams against eligibility and market conditions.

03

After listing

Review follow-on capital and refinancing needs.

Support corporate transactions and investor communications around approved disclosures.

Financing · Transaction preparation · Corporate communications

Financing choices depend on company circumstances. Listing status and a new capital raise are separate considerations.

01

Capital Markets & Financing Solutions

Capital planning and transaction readiness for growth companies

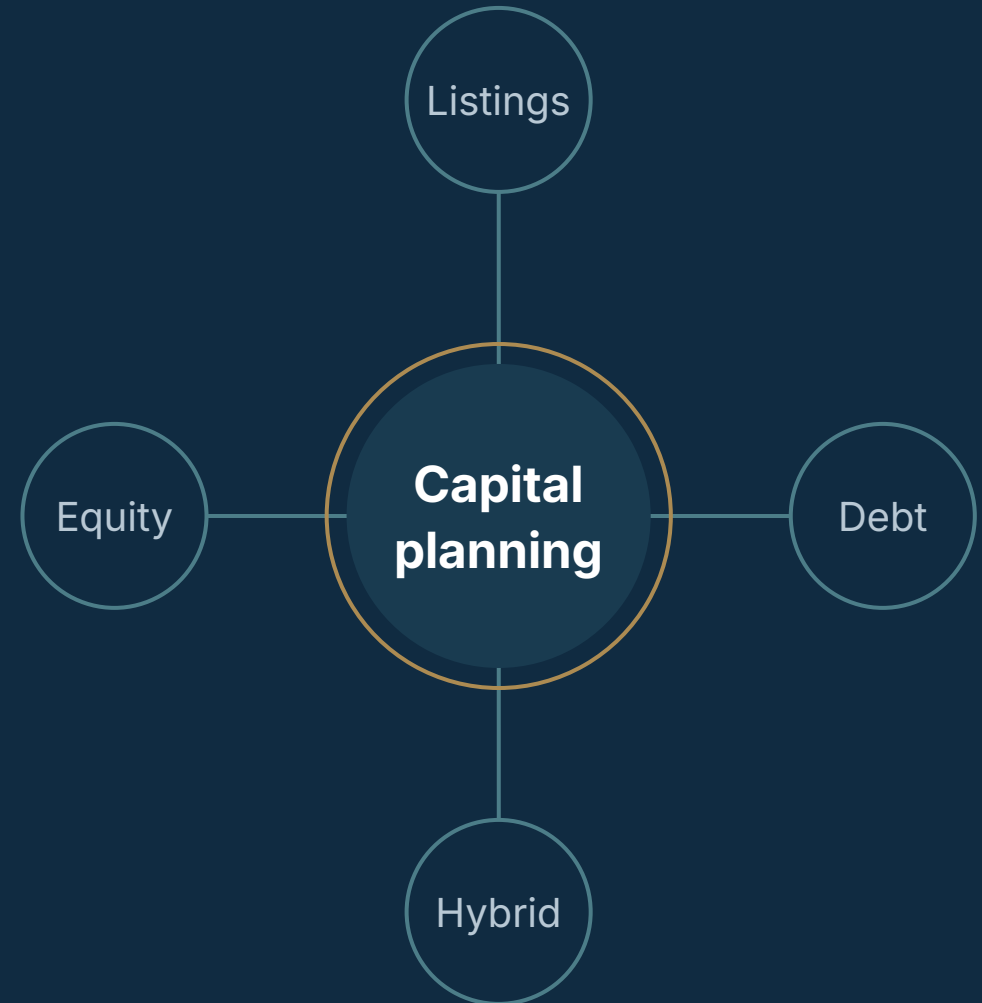
U.S. listing readiness

Equity financing

Debt & private credit

Equity-linked & hybrid financing

Transaction & capital structure support / Across every stage



Capital planning & financial readiness

A funding plan grounded in the business, cash flow and management priorities.

01

Funding needs & timing

Amount · Purpose · Timing

Operations, expansion,
acquisitions or refinancing.

02

Financing alternatives

Funding cost · Dilution
Repayment capacity · Security
Covenants · Control

03

Corporate readiness

Financial reporting
Business information ·
Governance
Gaps for specialist review

Management deliverables

Funding brief · Financing comparison
Information checklist · Professional work plan

Management assumptions underpin the analysis. Appointed specialists assess transaction suitability and requirements.

U.S. listing pathways

Nasdaq, NYSE and NYSE American within one market-readiness assessment.

MARKET SELECTION

Nasdaq

Market tier & initial listing requirements

NYSE

Issuer scale, shareholder distribution & standards

NYSE American

Separate venue & eligibility requirements

PATHWAY ASSESSMENT

IPO preparation

Offering business, financial and disclosure materials with appointed underwriters and advisers.

Uplisting, transfer & other routes

Transfer eligibility and suitable direct-listing routes. Financing assessed separately.

Listing or transfer alone need not raise capital. SEC registration effectiveness and exchange approval are separate requirements.

Equity financing

Growth capital before an IPO and additional equity after listing.

Private & pre-IPO equity	Growth funding materials; ownership and governance terms.
Follow-on offerings	Preparation for additional public equity issuance by listed companies.
PIPE & Registered Direct	Assess PIPE and registered direct routes with appointed specialists.
ATM programmes	Eligible issuers: issuance capacity, market liquidity and disclosure.
Decision factors	Funding need · Dilution · Valuation assumptions · Investor rights · Timing
Outputs	Financing brief · Dilution scenarios · Preparation plan

Routes depend on issuer status, eligibility and market conditions. Appointed authorised firms lead investor solicitation and execution.

Debt financing & private credit

Borrowing options assessed against cash flow, assets and repayment capacity.

Funding channels

Bank lending & private credit
Asset-based facilities

Venture debt, where suitable

Key trade-offs

Total borrowing cost	Repayment schedule
Collateral	Covenants
Drawdown conditions	Equity participation

Capital uses

Working capital & growth investment
Acquisition financing

Refinancing existing borrowings

FameFront outputs

Lender information pack · Cash-flow & repayment scenarios
Debt maturity map · Indicative terms comparison

Lenders determine credit approval, pricing and funding. Availability depends on the borrower and facility conditions.

Equity-linked & hybrid financing

Funding structures with future conversion or equity participation.

Convertible notes & bonds

Debt + conversion features

Review

Interest · Maturity
Conversion pricing or triggers

Convertible preferred

Equity + conversion rights

Review

Dividends · Redemption
Liquidation preference
Governance terms

Debt with warrants

Borrowing + equity rights

Review

Repayment obligations
Warrant exercise terms
Combined funding cost

FameFront outputs

Structure comparison · Cash-flow scenarios
Conversion & dilution scenarios · Specialist checklist

Classification and obligations depend on terms. Conversion or warrants can dilute ownership. Financing outcomes are not guaranteed.

Transaction & capital structure support

Financing preparation around a specific corporate event.

Acquisitions & strategic transactions

Purchase funding & integration cash needs
Management materials for specialist due diligence

Refinancing & maturity planning

Maturities & liquidity needs
Replacement funding & terms with appointed advisers

Recapitalisation & restructuring

Cash-flow & ownership scenarios
Information for specialist restructuring review

Engagement outputs

Transaction funding brief · Financial scenarios
Data-room checklist · Roles & responsibilities matrix

Specialist advice and stakeholder agreement determine available options. Formal valuations and opinions require separate qualified mandates.

Corporate debt & equity restructuring

Anonymous historical experience in corporate debt and equity restructuring.

RELEVANT CAPABILITIES

Debt restructuring

Liquidity planning
Debt maturity analysis
Lender & stakeholder discussion options

Equity restructuring

Ownership & dilution scenarios
Capital structure mapping
Shareholder workstreams

Governance readiness

Governance priorities · Decision responsibilities · Information needs

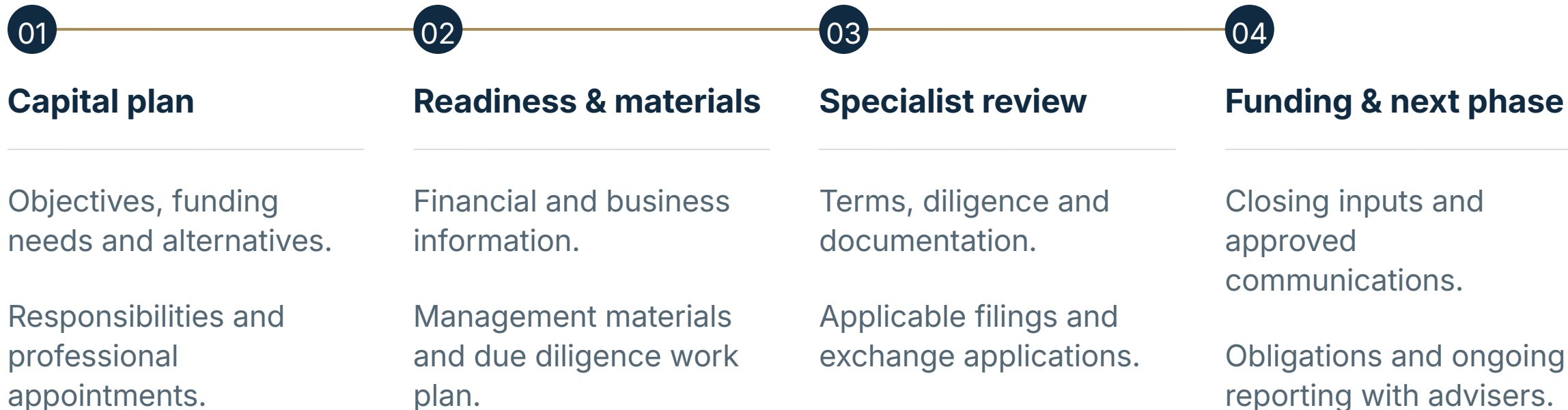
Professional coordination

Management inputs · Specialist review · Approved communications

Selected anonymised experience. Relevant capabilities reflect the services available for an agreed mandate.

Milestones & professional workstreams

The work plan follows readiness and decision points for the chosen transaction.



Illustrative workstreams. Regulatory and exchange steps apply only where relevant. Timing depends on readiness, review and market conditions.

Delivery model & professional roles

An agreed scope links management decisions with specialist execution.

AGREED SCOPE & COORDINATION

Management & FameFront	Management: decisions & supplied information. FameFront: preparation, scenarios, coordination & approved communications.
Legal, audit & specialists	Counsel: legal structure and disclosure. Auditors and specialists: work within professional mandates.
Securities intermediaries	Authorised firms: regulated advice, solicitation, underwriting, placement and securities execution within their mandates.
Lenders & decision-makers	Lenders: credit decisions and funding. Regulators and exchanges: separate reviews where applicable.

Scope and appointments are confirmed for each engagement. No listing, financing or investment outcome is guaranteed.

Selected capital markets experience

Team experience supporting successful U.S. listings, financing and corporate transactions.

F-1 financing project

US\$5m

Approximate financing scale

S-8 registration project

US\$2m

Approximate project
reference amount

M&A projects

US\$500m

Approximate aggregate
transaction value involving
team members

Anonymous, management-supplied experience. Figures reflect different measures and must not be added as capital raised; team experience may include prior roles.

U.S. project experience: F-1 & S-8

Two distinct project categories. Clients remain anonymous.

F-1 · Approx. US\$5m

Participation in a U.S. financing project using Form F-1, with a financing scale of approximately US\$5 million.

RELEVANT CAPABILITIES

Capital planning, listing readiness, management materials and coordination across appointed professional workstreams.

S-8 · Approx. US\$2m

Participation in an S-8 registration project with an approximate US\$2 million project reference amount.

RELEVANT CAPABILITIES

Corporate information preparation and coordination with counsel for eligible compensatory equity arrangements. S-8 is not a general fundraising route.

The S-8 figure is a project reference amount, not fundraising proceeds. Clients remain anonymous.

M&A experience across the team

Transaction experience informs practical preparation and coordination.



Approximate aggregate value of M&A projects in which team members have been extensively involved.

Aggregate M&A involvement across team members' careers, including prior roles.

- **Collective experience**

Experience spans team members' professional careers, including prior roles.

- **Transaction preparation**

Funding scenarios, management materials and information for specialist review.

- **Professional coordination**

Coordinate corporate priorities, financial preparation and approved stakeholder communications within one transaction plan.

U.S. listings & DAT transformation

Practical experience in listings and a Digital Asset Treasury (DAT) transition.



Successful U.S. listings

Experience supporting companies through successful U.S. listings, connecting corporate readiness with professional workstreams.



DAT transformation

Experience supporting corporate restructuring and transformation to a Digital Asset Treasury (DAT) model, with company-specific scope and professional roles defined for each engagement.

Relevant expertise	Capital structure analysis, governance readiness, professional coordination and approved corporate communications.
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Selected anonymised team experience. Specific services and professional responsibilities depend on the engagement.

02

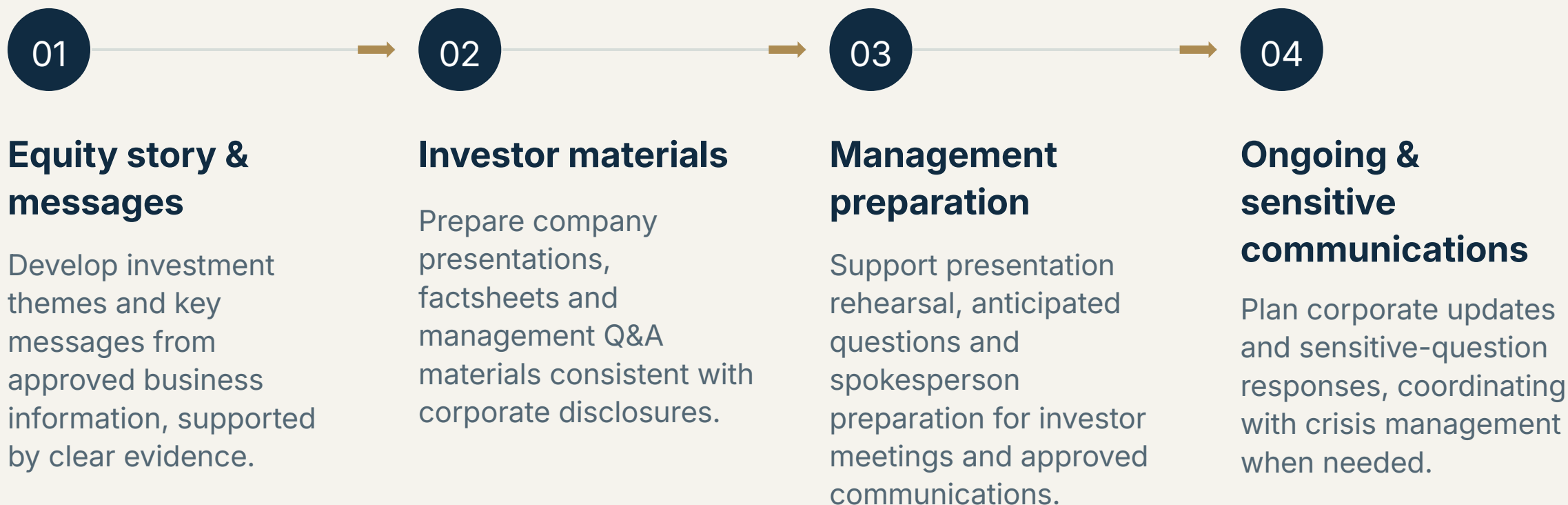
IR & PR Services

Investor relations / Media & PR strategy / Crisis management
Global news distribution / Specialist media resources



Investor relations services

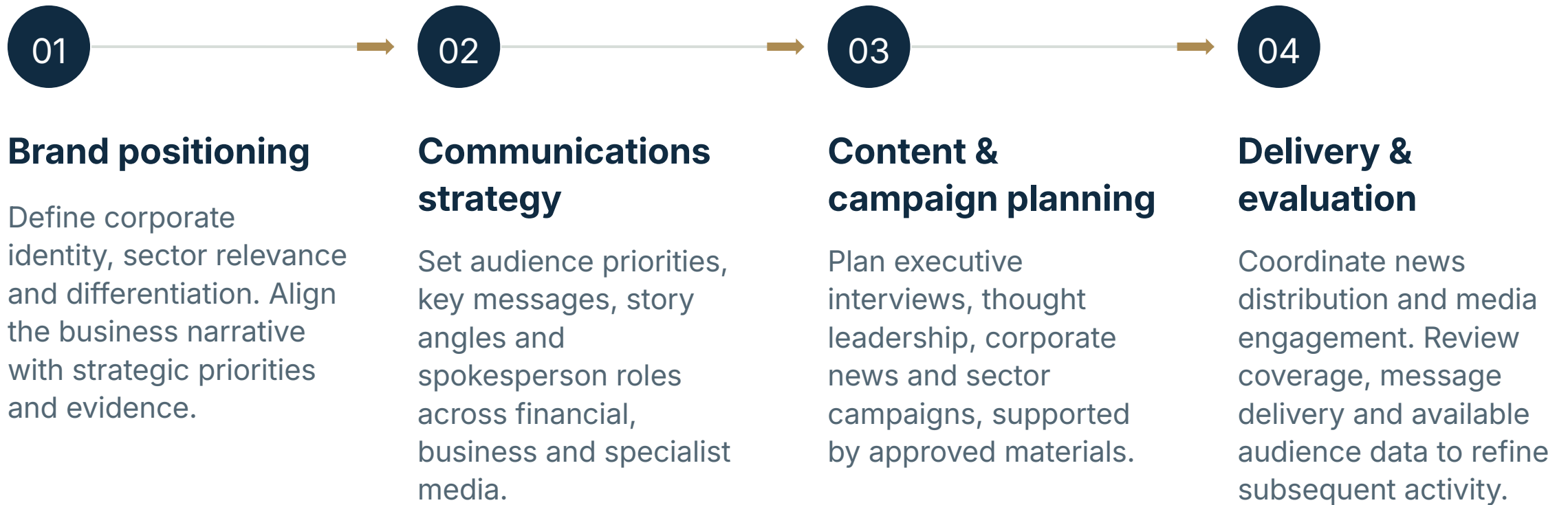
Build a consistent foundation for management and investor communications.



Investor-facing content is subject to company approval and appropriate legal and disclosure review.

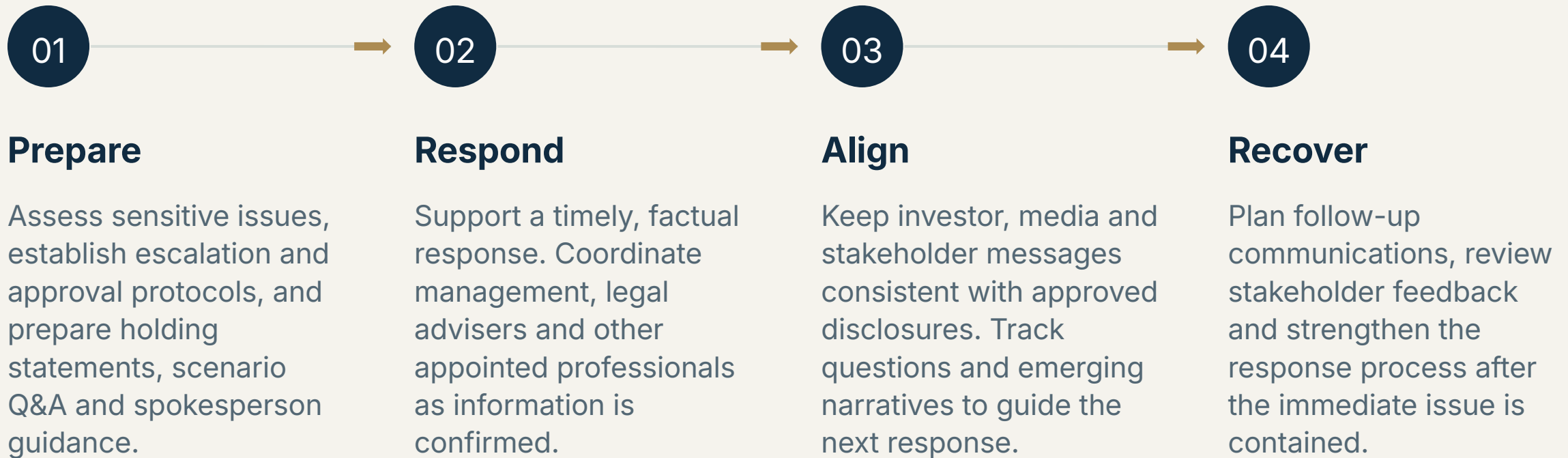
Media & PR strategy

Position the business clearly. Connect each message with the right audience.



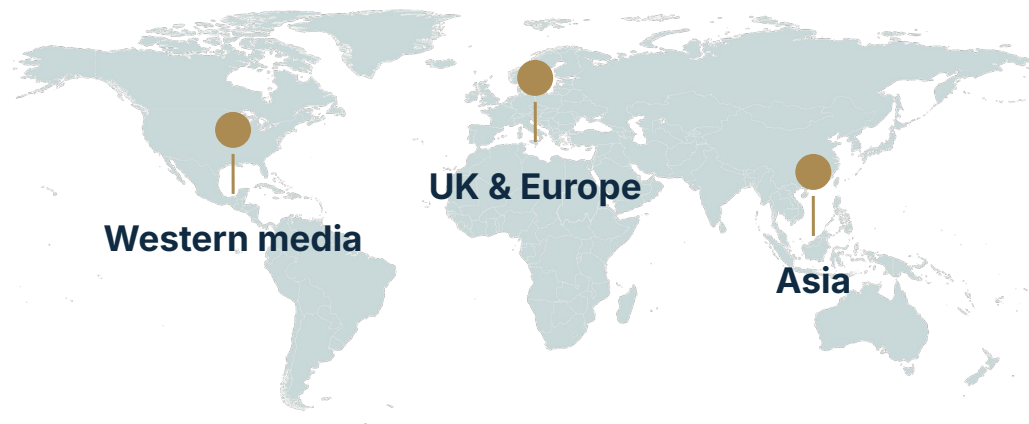
Crisis management

Coordinate PR and IR when reputation, investor confidence and disclosure intersect.



Global media network & news distribution

International distribution and outreach across major regions.



Map: John Harvey / Wikimedia Commons (CC0)

International media landscape

Directory reference across major regions

Outlet lists show the outreach universe. Access and publication arrangements require confirmation; editorial coverage is not guaranteed.

- 01 Plan**
Set priority markets, audiences, story angles and objectives. Select suitable channels.
- 02 Prepare**
Adapt and fact-check releases and executive messages for professional review.
- 03 Distribute & engage**
Coordinate international releases, targeted engagement and PR to agreed schedules.
- 04 Track & refine**
Track distribution, coverage and available analytics to refine messages and targeting.

International news agencies & Western media

Selected media planning and outreach universe

International news agencies

Reuters
Associated Press (AP)
Agence France-Presse (AFP)

Western media

The New York Times	Bloomberg
The Washington Post	TIME
The Wall Street Journal	CNBC
CNN	NBC News

United Kingdom & Europe

Selected media planning and outreach universe



BBC

The Economist

Financial Times (FT)

The Guardian

DW

Le Monde

Asia & Middle East

Selected media planning and outreach universe

East Asia

NHK	Nikkei	Asahi Shimbun
Yonhap News Agency	Chosun Ilbo	Xinhua
CGTN	South China Morning Post (SCMP)	Central News Agency (Taiwan)

Southeast & South Asia

The Straits Times
CNA / Channel NewsAsia (Singapore)
The Times of India

Middle East outlet selection and distribution are scoped by campaign.

Owned & Partnered Media Network

Integrate specialist media resources within one communications plan.



Specific media relationships, formats and availability are confirmed per engagement.

Fortune Insight

Finance · Business · Technology

**FORTUNE
INSIGHT**

500K+

Approx. reported Facebook +
Instagram followers

27K

Approx. reported YouTube
subscribers

Editorial focus

Hong Kong financial and business media covering markets, investing and technology, with corporate interviews and specialist commentary.



Communications relevance

Corporate narratives, executive perspectives and financial branded content, with formats and publication arrangements confirmed for each campaign.

Medical Inspire

Healthcare · Wellness · Public understanding



500K+

Approx. reported Facebook +
Instagram followers

12.6K

Approx. reported YouTube
subscribers

Editorial focus

Hong Kong healthcare information platform offering medical news, disease and nutrition explainers, specialist interviews and short educational videos.

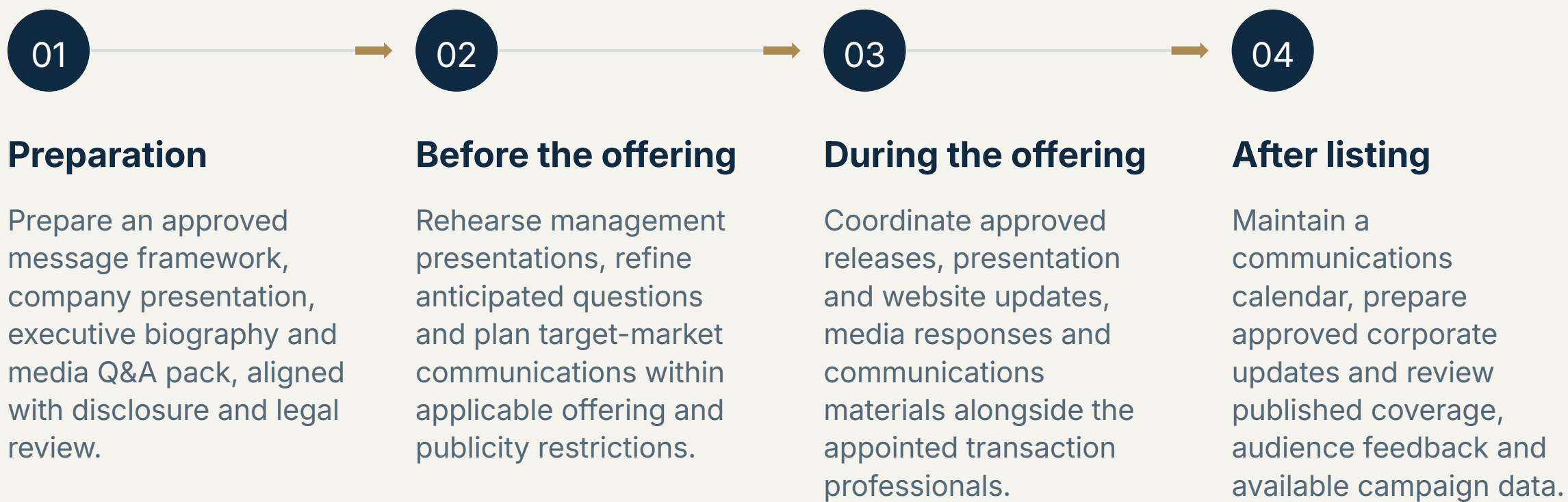


Communications relevance

Healthcare and wellness storytelling across Facebook, Instagram, Threads, WhatsApp and YouTube, supported by expert-led content.

Integrated IPO communications

Illustrative engagement scenario; not a completed FameFront mandate.



Activities depend on the issuer, transaction and professional advice. No fundraising or coverage outcome is implied.

Reporting & measurement

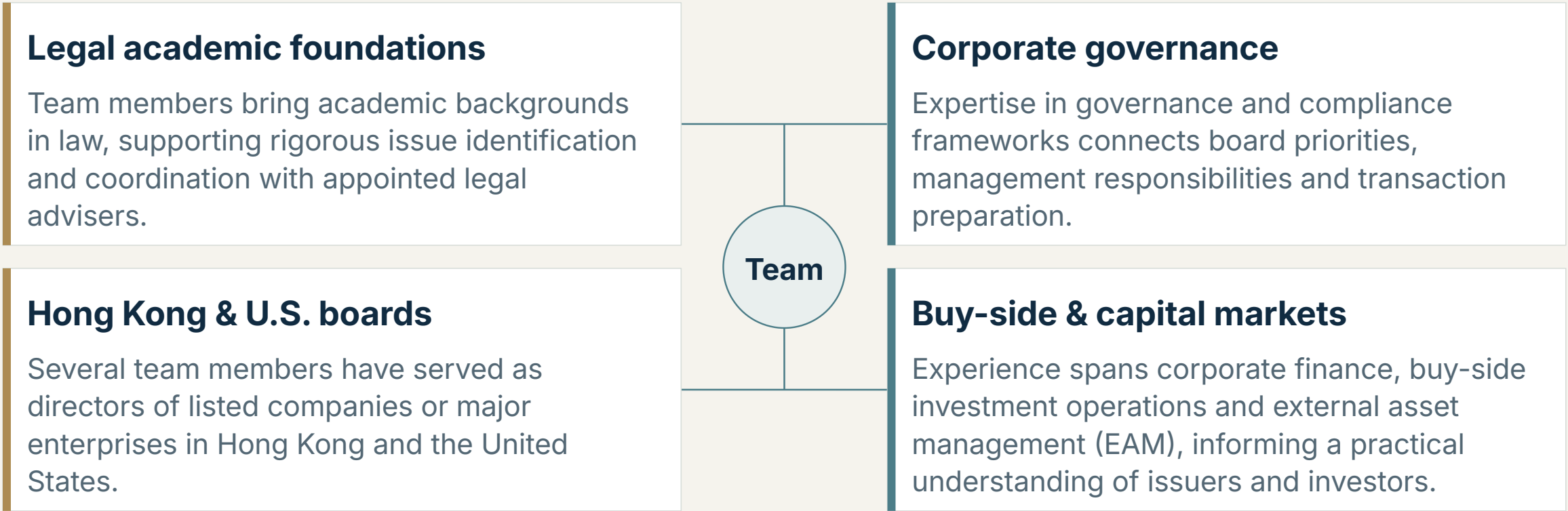
Agree the reporting framework before the campaign begins.

- 01 Activity & delivery**
Track approved assets, distribution, outreach and publication dates against the plan; distinguish completed actions from pending follow-up.
- 02 Coverage & message delivery**
Document coverage, outlet and market mix, and delivery of approved messages; separate editorial reporting from paid or branded content.
- 03 Available audience signals**
Report available impressions, views, engagement or referral data with clear definitions, reporting periods and limitations for each measure.
- 04 Learning & next actions**
Summarise audience questions, media feedback and delivery gaps; recommend changes to story angles, formats, targeting and the next campaign.

Targets are engagement-specific. Followers, distribution and coverage do not establish investor conversion or financing results.

Our Team

Cross-disciplinary experience across governance, capital markets and communications.



Senior media expertise

An editorial perspective on corporate reputation and investor communications.

15+ years

Professional media advisory experience within the team.

Media founders

Experience in building media businesses, audience development and editorial positioning.

Former editors-in-chief

Senior editorial judgment informs story relevance, message clarity and preparation for challenging questions.

Senior financial columnists

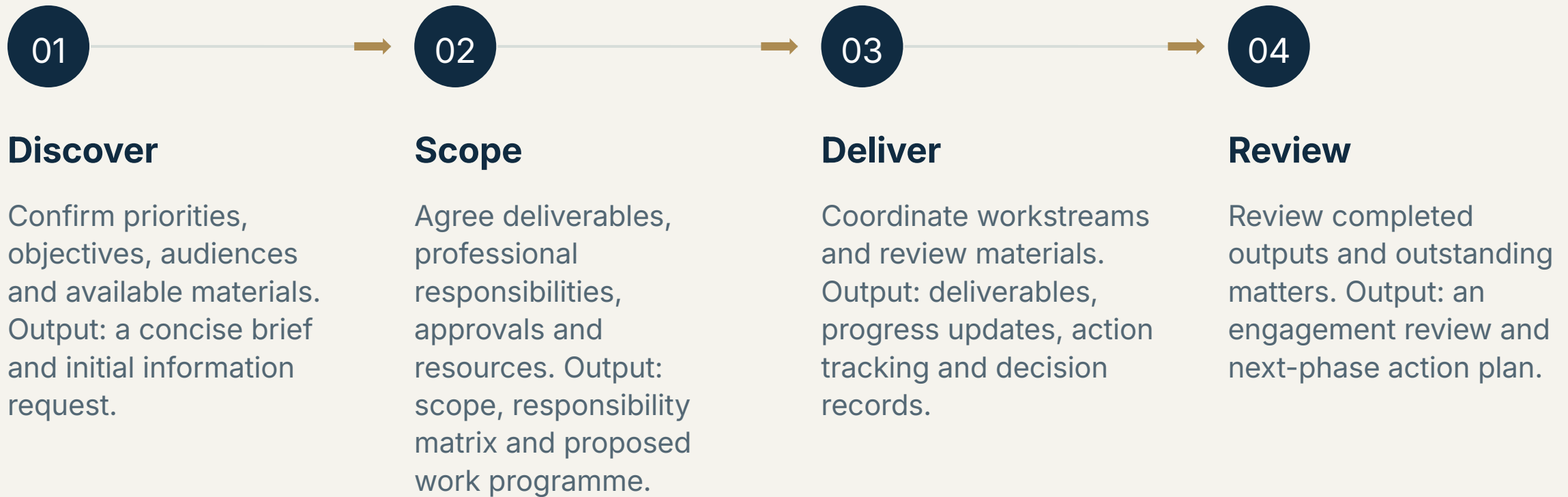
Financial commentary backgrounds bring insight into corporate narratives and capital-market audiences.

Deep media & PR relationships

An established network supports media planning, journalist engagement and coordinated campaigns.

Engagement model

Start with a clear brief and an accountable delivery plan.



The final scope, timetable and commercial terms are agreed for each engagement.

Technical appendix: F-1 and S-8

Form selection follows issuer eligibility and the purpose of the transaction.

Form F-1

For eligible foreign private issuers when another form is not authorised or prescribed. Counsel determines the applicable registration form and offering structure.

Form S-8

For eligible reporting companies' employee benefit plans and qualifying compensatory awards. S-8 is not a general fundraising route.

Professional review

S-8 consultant awards exclude capital-raising and securities-promotion services. Counsel confirms eligibility and use.

S-8 must not be presented as a way to compensate securities-promotional IR or PR services.

Important notes & source basis

Source context for professional services, team experience and project references.

Professional scope	Appointments and scope vary by engagement. Authorised firms perform regulated activities. Lenders determine credit and funding.
Experience & amounts	Anonymised project information comes from management. The F-1, S-8 and team M&A amounts measure different things and are not additive.
Team backgrounds	Team backgrounds reflect collective experience and may include prior roles. Professional appointments and service scope are confirmed per engagement.
Media & references	Audience estimates are undated and may overlap. Named industry benchmarks are references, not FameFront partners.

ROTH	Craig-Hallum	Oppenheimer	Piper Sandler	William Blair	B. Riley Securities
NYSE	Nasdaq	SEC broker-dealers	Convertible securities	Form F-1	Form S-8

Your next stage

Discuss your U.S. listing plans, financing or restructuring needs and PR / IR priorities. Define the preparation and professional support for your next stage.

Hong Kong office

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