



Empowering individual investors and unlocking shareholder value

MHM's unique proposition for individual investors

Individual investors suffer from shareholder engagement challenges

1.

Ineffective corporate governance, mis-judged investor communication and poor expectation management can restrain performance and decimate share prices

There are many recent examples where poor corporate governance has led to significant shareholder losses: 4D Pharma, Deepverge, Napster and WANdisco

2.

Individual investors struggle to get the attention of management and boards who focus on large institutional shareholders

When owning <5% of shares, it is difficult to engage effectively with companies where corporate governance is driving business failure or share price under-performance

3.

Companies law allows only members, not beneficial owners, to take action - the vast majority of individual investors hold their shares through nominee account

Being able to provide input and effect change is crucial in resetting the narrative for underperforming share prices

MHM's platform uniquely empowers individual investors to solve these challenges through collective engagement

We know it works:

MHM led individual investors to ground-breaking success at Bidstack, providing the blueprint for empowerment and change*

1

Individual investors frustrated by the perceived lack of engagement and timely investor communications from the company, alongside corporate governance concerns, a bloated cost base and a declining share price

2

MHM 'found' and co-ordinated 5% of shareholders to requisition an EGM

3

To our knowledge, this was the first time a group of individual investors successfully requisitioned an EGM and delivered demonstrable change

4

Raised the profile of the action through excellent national and investor focused news coverage

5

Successful action resulted in:

- Two directors stepping down from the board
- Commitment to further review of board roles and skills
- Scheduling of the first formal investor presentation by the company to all shareholders
- Commitment to improve investor communications

THE  **TIMES**

Retail shareholders get together to oust Bidstack directors



Wall Street Brits: private investors flex muscles via messaging apps and letter writing

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MHM is a members only investment ideas and shareholder engagement platform.

How do we empower individual investors to unlock shareholder value?

- 1 We engage collectively and collaboratively with company management and boards on behalf of individual investors**
- 2 We co-ordinate and support proactive engagement to unlock shareholder value**
- 3 You drive regulatory and attitudinal change for the benefit of individual investors**
- 4 You can generate investment returns without performance fees or committed capital**
- 5 You access compelling off-the-radar investment ideas**

MHM offers a unique proposition for individual investors to identify and unlock shareholder value through proactive engagement

1

MHM is a members only investment ideas and shareholder engagement platform

2

We are seeking at least 100 Engagement Members to complete the 'engagement toolkit' and support proactive engagement to unlock shareholder value

3

Engagement Members may consider a CREST dealing account to appear on company share registers

- We can provide information on what we believe to be the most competitive online CREST accounts

4

Unique proposition provides individual investor access to upside from proactive engagement opportunities, ordinarily the preserve of specialist fund managers

- No '2 & 20' fund performance fees
- No need to commit capital in advance
- Ability to directly input into action taken
- Choose which ideas to invest in, while also providing minimum support to each action

5

Membership also provides access to all MHM off-the-radar investment ideas

- Actionable opportunities in fundamentally undervalued businesses
- Increasing engagement with management on behalf of members

MHM's toolkit for future success with Engagement Members

1	Collaborative engagement with companies	<ul style="list-style-type: none"> • MHM's first step is always to attempt collaborative engagement with company management on behalf of members • MHM has partnered with The Engagement Appeal to advocate for individual investor engagement
2	Engagement with other shareholders	<ul style="list-style-type: none"> • MHM's platform brings together the collective power and insights of individual investors • Members able to directly input into MHM actions and proposals • Members able to submit and discuss ideas for investment and action • MHM able to access institutional shareholders on behalf of individual investors to help advocate for change or support resolutions
3	Submit AGM resolutions and business proposals¹	<ul style="list-style-type: none"> • 100 members can propose AGM resolutions (£100 paid up capital each) • 100 members can propose other business to be dealt with at the AGM • AGM resolutions aren't always as immediate as requisitioning an EGM, but the act of submitting valid proposals gets the attention of the board <ul style="list-style-type: none"> • MHM is able to publicise the submission • Boards, preferring to engage privately, likely to engage
4	EGM requisitions²	<ul style="list-style-type: none"> • 5% of shareholders can require directors to call a general meeting • Allows for Immediate action where sufficient shareholders are co-ordinated
5	Effect board change³	<ul style="list-style-type: none"> • Ability to appoint and remove directors via majority vote

¹ Companies Act Section 338

² Companies Act Section 303

³ Companies Act Sections 160 & 168

MHM has already identified the next opportunity for proactive engagement to unlock shareholder value

Join us at mhmembers.com to empower individual investors and unlock shareholder value

- 1 Engage collectively and collaboratively with company management and boards**
- 2 Support proactive engagement to unlock shareholder value**
- 3 Drive regulatory and attitudinal change for the benefit of individual investors**
- 4 Generate investment returns without performance fees or committed capital**
- 5 Access compelling off-the-radar investment ideas**

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