

From documents to capital markets infrastructure.

Digital transformation, investor relations & market visibility strategy for your mining company

Prepared for · Board of Directors · Executive Management · Investor Relations

01

We recently transformed a BC mining website that now ranks #1 out of 52 mining companies for SEO, AI search readiness, content, and investor experience.

We'd welcome the opportunity to help your mining company increase visibility, attract global investors, and showcase the strength of Canadian mining.

02

New Site We Built Ranked #1



[DeepEnergy.ca](#) Codename for the new **MajesticGold.com** site - Of 52 BC mining & gold company websites — Kumu Report, audited by Claude AI (see attached report for more details)

OVERALL SCORE / 10

9.2

DeepEnergy.ca

Benchmarked against 52 BC mining & gold companies

SENIOR PRODUCER AVERAGE

7 – 8

TSXV AVERAGE

4 – 5

LOWEST QUARTILE

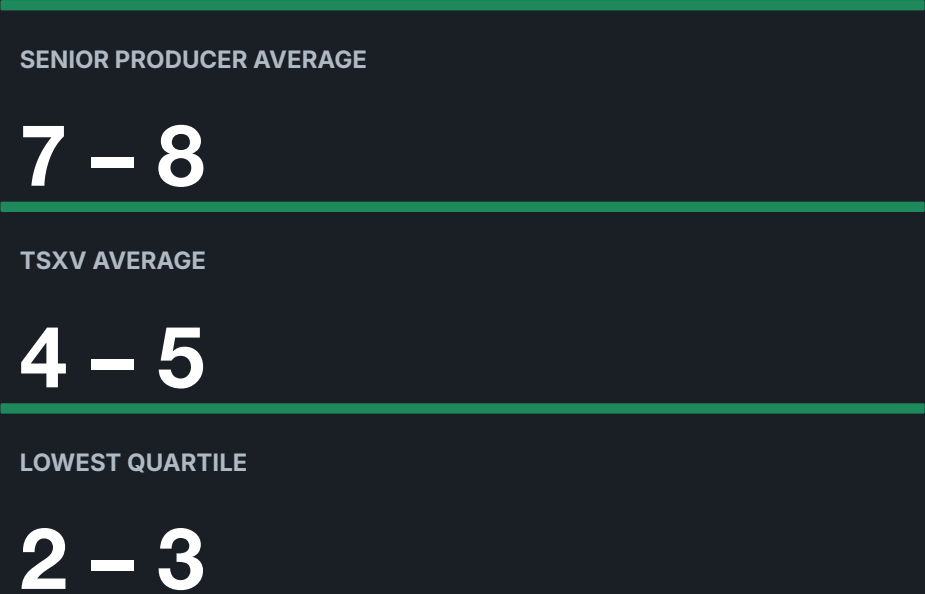
2 – 3

02

DeepEnergy.ca ranked #1



Codename for the new MajesticGold.com site - Of 52 BC mining & gold company websites — Kumu Report, audited by Claude AI (see attached report for more details)



03

The digital investor journey has changed.

Most investors now perform independent online research before contacting IR.

2010

- Broker
- Research report
- Investment decision

2026

- Google & AI search
- Website · Presentation
- News · Social
- Investor decision

04

Why brand matters

In mining capital markets, brand drives trust — and trust drives liquidity.

STRONG BRANDS CREATE

- ✓ Trust
- ✓ Transparency
- ✓ Professionalism
- ✓ Confidence
- ✓ Perceived scale

WEAK BRANDS CREATE

- × Uncertainty
- × Perceived risk
- × Lack of differentiation
- × Lower engagement
- × Discounted valuation

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Website as capital markets infrastructure.

Historically a document repository. Today, your investor platform.

HISTORICALLY

Document repository

Brand · Trust · IR · PR

TODAY

Investor platform

IR · PR · ESG · Corp Dev · Recruit · AI Search · Awareness

06

Current state

Strong on compliance. Weak on narrative, search and AI readiness.

STRENGTHS

- ✓ Regulatory disclosures
- ✓ Financial statements
- ✓ Governance
- ✓ Presentations
- ✓ News releases

GAPS

- × Limited storytelling
- × Minimal video
- × Weak search visibility
- × No investor conversion funnel
- × Limited AI readiness

07

Investors seek answers — quickly.

Most mining websites provide facts. Few communicate an investment thesis.

01

What does the company own?

02

Why invest?

03

What is the growth story?

04

What are the catalysts?

05

What differentiates management?

06

What is the financial outlook?

08

Search drives investor discovery.

If you don't appear, investor traffic goes to your peers.

tsxv gold stock

- dividend paying gold producer
- profitable gold miner China
- Shandong gold mine
- emerging gold producer

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SEO scorecard vs sector.

From the Kumu Report — BC Mining Website SEO & Design Quality (Claude AI).

CATEGORY	DEEPEENERGY	SECTOR
Metadata	10	4
Keyword strategy	10	3
Technical SEO	9	5
Structured data	8	2
Content depth	10	4
Authority signals	8	3
Mobile experience	9	5

Overall 9.2 vs sector average of 4 – 5

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AI search is becoming the new Google.

AI systems source from websites, structured content, articles, FAQs and media.

"Best emerging gold producers"

— Rich content appears.

"Which gold companies pay dividends?"

— Rich content appears.

"What mines operate in Shandong?"

— Sparse content disappears.

THE NEW DISCOVERY LAYER

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Building an investor knowledge centre.

Four content pillars that AI systems love to cite.

01 Topic Authority Pages

Gold mining in Shandong · Open-pit vs underground economics · Gold market outlook 2026.

1,000–2,000 words each

02 CEO / CFO Commentary

Monthly articles on gold prices, production, capital allocation, Chinese mining.

AI citations + analyst visibility

03 Investor FAQ Library

What is Songjiagou? How much gold does Majestic produce? Dividends? Mine life? AISC?

AI systems love FAQ structures

04 Education Library

Gold investing 101 · Understanding reserves · AISC · China mining regulations.

Ranks well in long-tail search

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Competitor benchmark.

Where DeepEnergy.ca sits against juniors, mid-tiers and majors.

BC JUNIORS

- Ascot Resources
- Amarc Resources
- Seabridge Gold
- Artemis Gold
- Skeena Resources

MID-TIER PRODUCERS

- Alamos Gold
- Lundin Gold
- New Gold

MAJOR PRODUCERS

- Agnico Eagle
- Barrick
- Newmont

SCORING DIMENSIONS

	DEEP	BC AVG
Brand	10	4
SEO	9	4
UX	9	5
Content	10	4
AI Readiness	8	2

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Static repository vs investor platform.

Two operating models — and only one earns capital.

CURRENT MINING WEBSITE

- ✓ Static
- ✓ PDF-driven
- ✓ Compliance focused
- ✓ Document repository

MODERN INVESTOR PLATFORM

- ✗ Visual
- ✗ Interactive
- ✗ Narrative-driven
- ✗ Capital markets asset

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The power of narrative.

Differentiation creates memorability — and memorability earns capital.

MOST WEBSITES SAY

“Committed to responsible mining.”

DEEPENERGY SAYS

“Patience. Precision. The long arc of value.”

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Content strategy gap.

Most miners publish disclosures. Investors want commentary, context and stories.

MOST MINERS PUBLISH

- ✓ News releases
- ✓ Financial statements

RECOMMENDED ADDITIONS

- × CEO commentary
- × Project updates
- × Investor FAQs (new site has this)
- × Gold market insights
- × Operational dashboards (new site has this)
- × Sustainability stories

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Public relations amplification.

A news release alone disappears. An integrated story compounds.

WITHOUT PR

News release



Disappears.

WITH INTEGRATED STRATEGY

News release

Website article

SEO

Social

AI search

Investor awareness

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Thought leadership strategy.

Topics that signal authority to analysts, media and AI systems.

POTENTIAL TOPICS

- Gold outlook
- China mining
- Production optimization
- ESG
- Critical minerals
- Investor education

BENEFITS

Analyst engagement

Media mentions

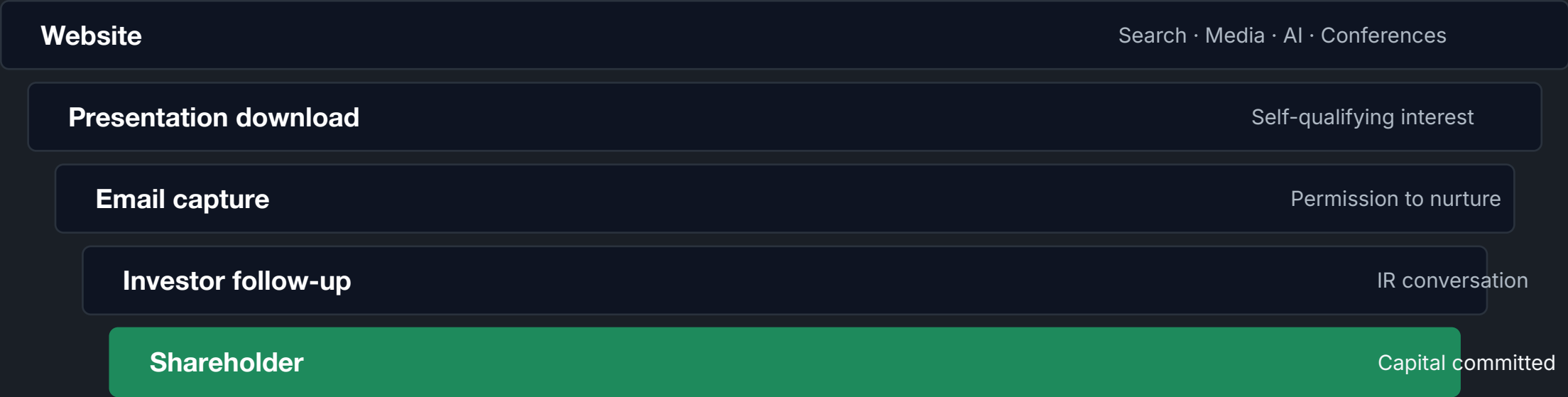
AI indexing

Search rankings

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Investor funnel.

Turning anonymous traffic into named shareholders.



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Analytics & intelligence.

Questions leadership should be able to answer — and the tools that answer them.

QUESTIONS TO ANSWER

- ✓ Who visits?
- ✓ From where?
- ✓ Which projects?
- ✓ Which pages convert?
- ✓ Which content performs?

TOOLS

- × Google Analytics
- × Cloudflare Analytics
- × Search Console
- × Heatmaps
- × Custom dashboards

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Institutional investor expectations.

Institutions evaluate five dimensions. The website is the first due-diligence platform.



Governance



Communication



Transparency



ESG



Strategy

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Retail investor expectations.

Retail investors expect clarity. Most mining sites fail these tests.

RETAIL INVESTORS EXPECT

- ✓ Clarity
- ✓ Simplicity
- ✓ Mobile access
- ✓ Visual content
- ✓ Updated information

REALITY

- ✗ Cluttered IR pages
- ✗ PDF-heavy navigation
- ✗ Poor mobile UX
- ✗ Static, text-only content
- ✗ Outdated press kits

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Better information architecture.

A site map that mirrors how investors actually think.

Home

Investment Thesis

Operations

Projects

Investors

Financials

ESG

Media Centre

Management

Contact IR

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Expected business benefits.

Where the work compounds — across four business areas.

Investor Relations

More inquiries · better engagement

Search Visibility

More traffic · better rankings

Reputation

Stronger credibility

Corporate Development

Better partnership opportunities

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We Help Organizations Become Easier to Find, Easier to Trust, and Easier to Choose

- Brand strategy, digital transformation, and business storytelling
- World-class UX/UI and customer experience design
- SEO, AI visibility, and content strategies that drive discovery
- ROI-driven execution informed by experience with leading global brands

