



NOBLE CAPITAL MARKETS™ A story four decades in the making.

## ABOUT US

### **Noble Capital Markets, Inc. was incorporated**

in 1984 as a full-service SEC/FINRA registered broker-dealer dedicated exclusively to serving under-followed small/microcap companies through investment banking, market making, trading and equity research activities. Over the past 38+ years Noble has raised billions of dollars for these companies and published more than 80,000 equity research reports. Over the close to four decades, Noble has established distribution to the investment community - institutional and retail – of more than 70,000 contacts. And for the past 18 years, Noble has featured a selection of 100+ small & microcap companies at its preeminent annual conference, NobleCon, open to investors at all levels; institutions, registered investment advisors, independent brokers, family offices, and accredited self-directed investors.

## OUR VALUES

### **Across all levels of services provided, Noble**

operates at the highest level of integrity. We do not believe in a quid pro quo environment wherein the greatest risk of conflict exists. We're passionate but not promotional. With respect to issuers, we look to support longer-term, fundamental growth opportunities. As a broker-dealer, investors at all levels deserve, and should expect,

an unbiased and objective approach. Not self-serving. This is our approach. And while all business relationships involve compromise, these core values are beyond reproach.

## OUR SERVICES

### **As a full-service broker-dealer, Noble offers the**

complete suite of services expected by investors and issuers which includes investment and merchant banking, M & A advisory, valuations, trading, wealth management and equity research coverage and distribution.

## COMPANY SPONSORED EQUITY RESEARCH

### **Until as late as first-quarter 2018, Noble followed**

a traditional model of equity research coverage wherein we sought payment from institutional investors (exclusively) for the value provided. In a trend that started two decades ago, and for a myriad of reasons - the explosive growth of passive investing, technology, decimalization, regulation, and liquidity concerns - institutions have stopped, with increasingly few exceptions, paying for research published on microcap (<\$250mm mkt. cap), and to a lesser extent small cap (\$250mm-\$2b mkt. cap) companies. Noble adopted company sponsored research (CSR) in order to continue offering institutional-quality research coverage to small & microcap companies.

## LINKS



Noble Capital Markets, Inc. | 150 East Palmetto Road, Suite 110 | (561) 994-1191 | Trading: (561) 998-5489

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Although Noble is now compensated directly by the company, the process from initiation through distribution remains exactly the same as the traditional model: the decision to initiate coverage comes exclusively from Noble's research department (the investment banking department has no role in the process); the analysts are not compensated for the opinions expressed, and; all research reports contain all of the established elements that the investment community expects and demands; price target, market rating, investment thesis and fundamental analysis. By eliminating the "pay to play" conflictive environment, and publishing research produced by FINRA-licensed analysts, who are held to a far higher standard (as well as Noble) than unlicensed individuals offering unregulated services, accredited CSR has become well established by both Wall Street and retail investors. Analysts publish at least four reports per year (quarterly) on each of the companies, although the number is often higher as publishing is based upon catalytic events of the issuer and not only the earnings calendar. Noble is the largest provider of CSR in North America.

**channelchek™**  
Looking for the next apple? This is the orchard.

In 2018 Noble Financial Group (Noble Capital Markets' parent company) established the new era of equity research and investment news distribution with the launch of Channelchek.com.

This relatively new investor community features more than 6,000 small & microcap publicly traded companies. It has already become North America's largest distributor of regulated CSR. In addition to the distribution of equity research - at no cost to users - the site offers basic and advanced market data/quotes, small cap-related news and industry reports, press releases, corporate filings, investor decks and hundreds of videos through its Virtual Roadshow Series, C-Suite Series, and conference webcasts. Also Featured on the site's YouTube Channel as well.



Accredited\* registered users of Channelchek also get the opportunity to attend in-person investor events. In certain markets, "non-deal" breakfast and/or lunch meetings are arranged to introduce c-level executives to the local investment community. And a rare few are invited to attend the annual "NobleCon" investor conferences most often held in the winter in South Florida; the 19th annual will be held in February, 2023.

#### Channelchek by the numbers

235,000 unique visitors | 45% increase in traffic, from over 100 countries | 25-44 demographic—50% | 20k annual research downloads; 38% of all downloads\*\*

\* Accredited as defined by Securities and Exchange Commission. \*\* Trailing 12 months ending 8/15/22

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**ACCESS to RESEARCH by the PROFESSIONALS**  
**In addition to Channelchek, Institutional investors** have un-tethered access to Noble's covered company research through established aggregators. With a combined user-base of close to one million worldwide, this network of professional terminals allows equity analysts, investment bankers, registered investment advisors, mutual & hedge fund managers, brokers and all institutions instant access to Noble research, 24/7. In addition to viewing online, institutional professionals can download the research as a PDF to distribute throughout their firm.



**Bloomberg**

**FACTSET**

**REFINITIV**

**InteractiveBrokers**

**AlphaSense**

#### NOBLECON INVESTOR CONFERENCES

**For the past 18 years, Noble has sponsored its** large-scale small & microcap investor conference, NobleCon. 100+ public companies attend making it one of the most popular on the circuit.

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# Noble<sup>CON</sup>

The majority of Noble's covered companies attend, in addition to a multi-sector representation of companies selected for a variety of reasons including: pending or recent catalytic event(s); change/improvement of management; new and emerging industries, and; misunderstood and under-followed companies. On the investor side, face-to-face meeting are arranged only with accredited retail investors, Wall Street licensed representatives and institutional investors.

#### ANALYSTS

**Noble award-winning analysts have an average of** 23 years on Wall Street. All analysts are FINRA-registered and hold licenses including, but not limited to, Series 7, 63, 86 & 87. Noble analysts must have, at minimum, a bachelor's degree from an established university; however, most have post-graduate degrees including MBA and PhD.

#### INVESTMENT BANKING

**Issuers participating in Noble's company-**sponsored research are under no obligation at any time to contract for investment banking services. However, Noble does have a successful track record of raising capital and helping companies with their banking needs, through private placements & public offerings (incl. ATMs), M&A advisory, buybacks, and valuation services.

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