

Investor Relations Services

Case Study - Ionic Rare Earths



Distribution

Targeted distribution of company announcements and marketing collateral.



Events Support

Investor targeting, schedule building, onsite support and investor feedback.



Analytics

Detailed analysis of which investors, and where, are engaging with your story.



Roadshows

Global roadshow support utilizing 121 Group's network.

ionic rare earths

Ionic Rare Earths Limited (ASX:IXR) is set to become a miner, refiner and recycler of sustainable and traceable magnet and heavy rare earths needed to develop net-zero carbon technologies. Its Makuutu Rare Earths Project in Uganda Stage 1 DFS defined a 35-year life initial project producing a 71% rich magnet and heavy rare earth carbonate (MREC) product basket.

Ionic Technologies International Limited, a 100% owned UK subsidiary acquired in 2022, has developed processes for the separation and recovery of rare earth elements (REE) from mining ore concentrates and recycled permanent magnets. As part of an integrated strategy to create downstream supply chain value, IonicRE is also evaluating the development of its own magnet and heavy rare earth refinery, or hub, to separate the unique and high value magnet and heavy rare earths dominant Makuutu basket into the full spectrum of REOs plus scandium.

**Ionic Rare Earths has been a
121 IR client since June 2021**



Our global distribution list is built from a database of vetted investors. It includes information on their investment preferences based on commodity, project jurisdiction, and development stage.

We ensure your company announcements, presentations, videos, and analyst reports are delivered to the right people. Over time, we continually update your target list with more investor contacts.

Ionic Rare Earths in more numbers

(From February 2023 to March 2024)

72

meetings
arranged

738

average
distribution
list size

73

announcements
distributed to our
database

276

average
distribution
opens

38%

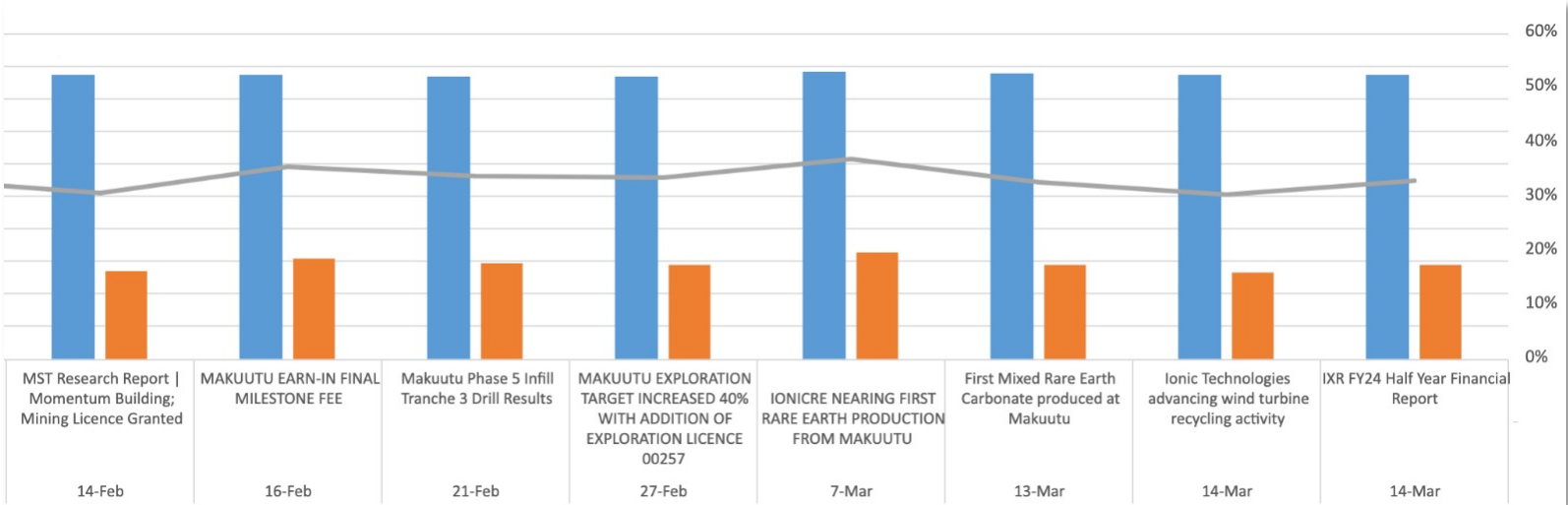
average
distribution
open rate

20,215

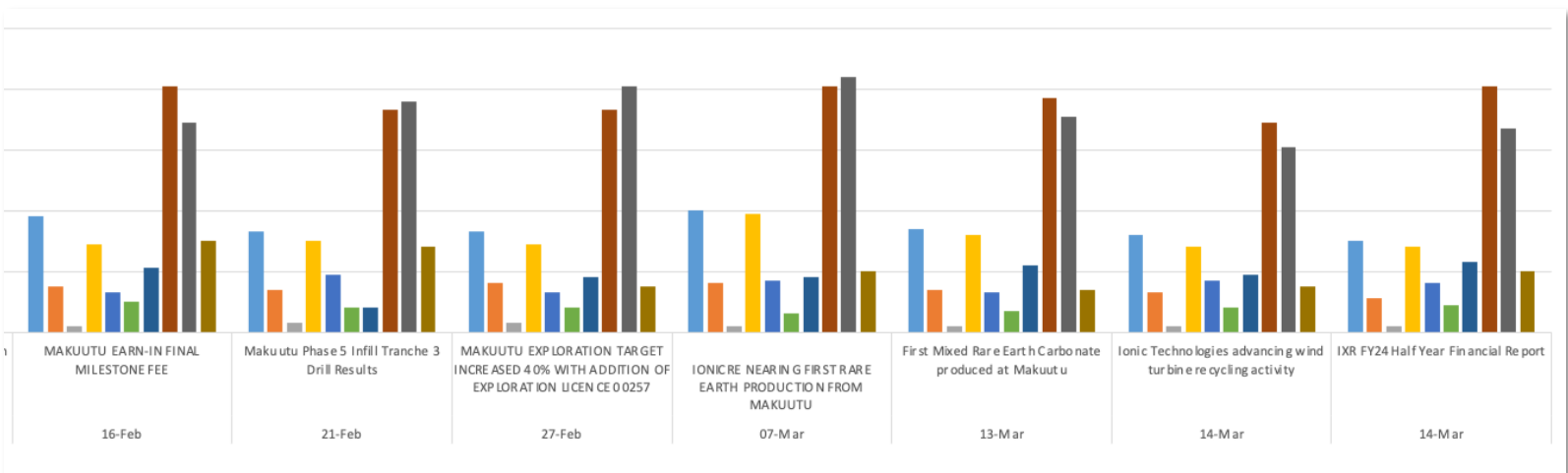
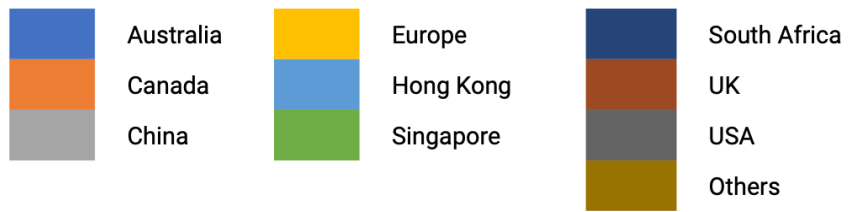
total distribution
opens

Distribution Report Example

Sends and opens



Opens by jurisdiction



Activity Schedule

November 2023	December 2023	January 2024	February 2024
<ul style="list-style-type: none"> • 8 announcements sent • London event - 22 meetings • Assay TV interview • 8 news features on the Assay platform, including Q&A discussion with CEO • Distribution analytics 	<ul style="list-style-type: none"> • 4 news features on the Assay platform • 8 announcements sent • Distribution list updated - added 221 investors • Distribution analytics 	<ul style="list-style-type: none"> • Cape Town event preparation • 7 announcements sent • Distribution analytics • 5 news features on the Assay platform • Assay TV interview • 2-page profile in the Africa edition of the Assay Magazine 	<ul style="list-style-type: none"> • Cape Town event - 23 meetings • 6 announcement sent • Distribution analytics • 3 news features on the Assay platform • Cape Town event investor feedback call

Ionic Rare Earths Making Inroads to Establish Secure Sustainable REE Supply Chains

Q&A with Tim Harrison, Managing Director, Ionic Rare Earths



168 web page views



76,652 impressions on google with 5,642 clicks



8,110 YouTube video views



Event Experience

Location: London

Date: 20-21st November 2023

Meetings: 22



Post-Event Investor Feedback Report

- High-level feedback summary and key takeaways from investors
- Individual feedback from investors
- Recommendations for your own follow up, prioritising key investors from your meetings

Here are the main take-aways from our discussions:

- [Redacted]
- [Redacted]
- [Redacted]

Specifically for your own follow-up:

Individual feedback to the company from investors:

Rare Earths Panel Discussion Participation



How you will benefit:

- All you need to focus on is giving your best presentation possible because we personally manage your meeting schedule. We also send messages on your behalf and arrange meetings with relevant investors
- You can enjoy complete peace of mind on the day, thanks to the dedicated support we provide, allowing your schedule to run smoothly
- You gain insights into how investors perceived your offering through our post-event feedback calls

Our 2023 events:

645 Mining companies

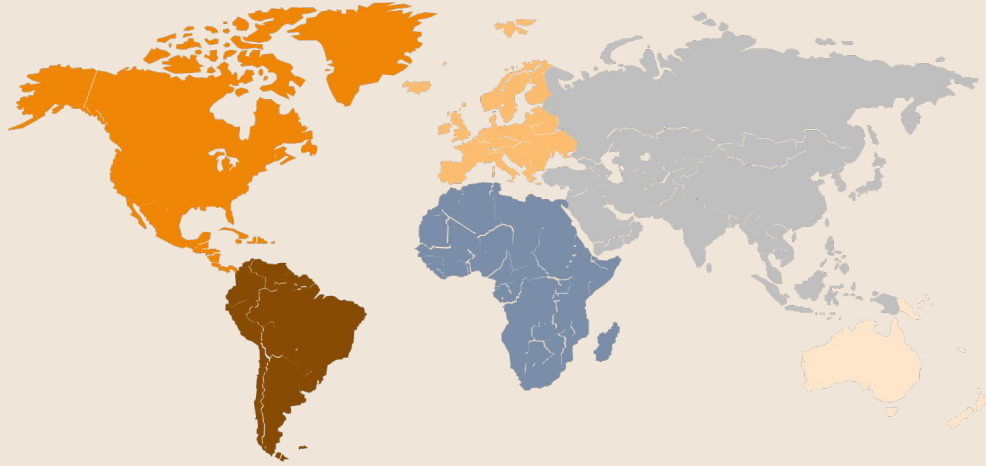
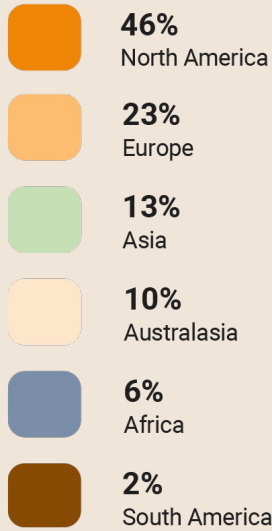
2,914 Qualified investors

10,475 1-2-1 meetings

15 Average meetings per company

Global Investor Reach

121 Group has an unparalleled global network of over 17,000 relevant institutional and professional investors.



Our Clients

Mining companies currently using 121 Group's Investor Relations services.

