Targeting/Segmentation Approach

- Retain high-quality existing shareholders
- Target appropriate new investors in anticipation of loss of high turnover holders
- Ensure executive time is spent with the most qualified investors

Category	Desired Interactions
Top 10 holders and Tier 1 Targets (~10)	- Availability for two executive office visits per year - Sell side conference 1x1's upon request - Offer 4 Quarterly earnings executive follow up calls - Executive calls/visits upon request
Next 25 holders and Tier 2 Targets (~15)	- Availability for one executive office visit per year - Up to 4 Sell side conference 1x1's if requested - 4 IR earnings follow up calls (w/Ops if requested) - Executive calls/visits as requested
All other (holders ≤~200K shares and non-holders)	- Sell side conference 1x1's as space is available - Follow up calls/visit requests with IR & Mktg execs

- 3 of top 10 holders and 15 of top 50 holders are passive