

## Success Story



Nasdaq: ICLK



HAYDEN IR

### Hayden IR: Engagement

HIR began representing interclick, inc. on March 1, 2010. The stock price was \$4.01 at engagement. It closed at \$7.21 on October 18, 2011, up 80% from initial engagement and reached a 52-week high of \$8.93 in July, 2011.

Hayden IR introduced new investors to the stock, which helped to manage turnover of the shareholder base as the stock began trading higher and older shareholders (prior to ICLK engaging HIR) exited and new investors entered the stock. These new shareholders continue to add to their positions. In addition, strong demand for the stock kept prices elevated when two Company directors divested a total of two million shares.

Hayden IR helped support the Company through a management change during a hyper-growth period as well as a potential lawsuit, minimizing share price erosion in each situation.

interclick was acquired by Yahoo! at 124% above the valuation at the time of Hayden IR's engagement.



Daily Stock Chart: Price & Volume

### Our Work

Since March 2010

- ◆ Due to Hayden IR's efforts, three new research analysts initiated coverage and two additional analysts considered coverage
- ◆ Approximately 7.5M shares moved out of the 'top 15' positions but the stock price remained over 50% higher than at engagement
- ◆ Initiated and institutionalized a program of scheduling callbacks to top 10 shareholders and research analysts following quarterly conference calls
- ◆ Arranged non-deal road shows in approximately nine cities featuring more than 60 targeted, face-to-face introductions with qualified investors
- ◆ Began a retail program to activate RBC retail brokers coast-to-coast; took the number of retail brokers with positions in ICLK from zero to 20
- ◆ Coordinating an analyst day for investors to learn more about interCLICK's long-term strategy and potential

### Results

- ◆ Share price rose 80% from \$4.01 (3/1/10) to \$7.21 (10/18/11)
- ◆ Market cap increased from \$99 million to approximately \$178.2 million
- ◆ Trading volume more than doubled from Q3 10 to Q3 11
- ◆ On November 1, 2011, Yahoo! Inc. (Nasdaq: YHOO) announced it would acquire interclick for \$9.00/share; acquisition was completed on December 14, 2011
- ◆ \$9.00/share acquisition price is 124% above \$4.01 stock price at engagement

For more detailed information, the reader is referred to interclick, inc.'s Form 10-K and other related documents filed with the Securities and Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes. HIR represented ICLK beginning in March 2010 until its acquisition. This information is not an endorsement of the Company by HIR. HIR is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing.

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**No Promises, Just Results.**