

Success Story


Numerex
Nasdaq: NMRX

 HAYDEN IR

Hayden IR: Engagement

HIR represented Numerex for over three years. As the Company successfully executed its business plan, the share price rose 98% from \$5.10 at January 6, 2006 to \$10.10 at March 31, 2007. Market capitalization during that time increased to \$127 million.

During that same period, average 15-day trading volume increased 320% from approximately 4,700 to almost 19,800. The Company experienced significant increases in institutional ownership, rising 130% from 10 institutional holders at initial engagement to 23.

Independent research firms initiated coverage on NMRX, including Merriman Curhan & Ford, Singular Research, Intellinvest Securities, and independent newsletter coverage from Walter Ramsley of Walrus Partners.

HIR facilitated invitations to investor conferences, including Needham & Co., Noble Research, AeA, B. Riley & Co. and Merriman Curhan & Ford, which increased Numerex's exposure to, and raised its visibility with, the investment community.



Daily Stock Chart: Price & Volume

Our Work

- ◆ January 2006 to April 2009
- ◆ Market cap at initial engagement was approximately \$58.6 million
- ◆ Edit and disseminate all news releases
- ◆ Developed Corporate Profile for use with investment community
- ◆ Target and arrange meetings with the financial community; edited supporting presentations
- ◆ Handle investor/prospective investor calls; requests for information; list maintenance and other IR functions
- ◆ Maintain the shareholder base while reporting detailed feedback to management upon which we shaped appropriate messages.
- ◆ Identify prospective investors, educate them on historic performance and future potential of NMRX, connect with management, and convert to long-term shareholders.

Results

- ◆ Share price rose 98% from \$5.10 (1/6/06) to \$10.10 at (3/31/07)
- ◆ Increased 15-day trading volume from 4,700 to 19,800
- ◆ Increased institutional holders from 10 to 23
- ◆ Research coverage increased from zero to three
- ◆ Invitations to present at five investor conferences

For more detailed information, the reader is referred to Numerex Corp'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 NMRX from January 2006 to April 2009. 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.