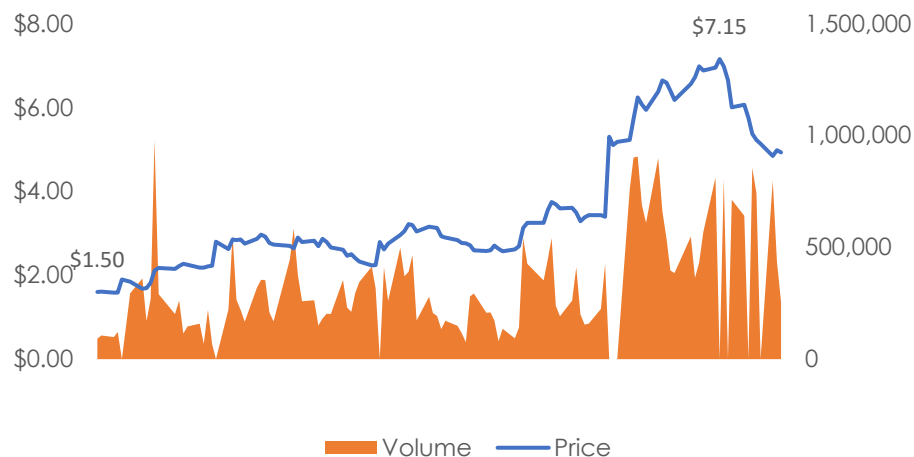




CuriosityStream, Inc.

(Nasdaq: CURI)

CURI Stock Price and Volume



Challenge

CuriosityStream's primary challenge stemmed from its status as a broken SPAC, which contributed to sustained undervaluation. Despite delivering strong free cash flow, with a yield of 20%, the company was deeply discounted relative to its peers. This disconnect was further compounded by the accounting treatment of content amortization, which masked underlying financial performance. As a result, the market was not valuing the company's cash-generating potential. CuriosityStream was looking to develop and execute a comprehensive investor relations program to increase its visibility with new investors and bridge the valuation gap.

Our Solution

- Reviewed a detailed model with the CFO and providing financial analysis and recommendations to support issuing a cash dividend and helped script the earnings press releases and transcripts to highlight the strong FCF generation and improvements.
- Conducted virtual roadshows with targeted investors and helped management synthesize and simplify the pitch to help investors better understand the non-cash aspects of the model.
- Shared the story at various conferences we attended and got it on the radar of many institutional investors and family offices.
- Introduced management to higher tier investment banks for research and future coverage.

Impact

- Secured investor conference invitations to Roth, Singular, & Barrington and made introductions to others for future non-deal road shows.
- Implemented a quarterly dividend.
- Share volume increased 100%
- **Stock increased over 250% in less than 6 months** since we took on the account (and up >375% at one point, from \$1.50 to above \$7.00).
- With the increase in market cap, the stock was introduced to the Russell 2000.