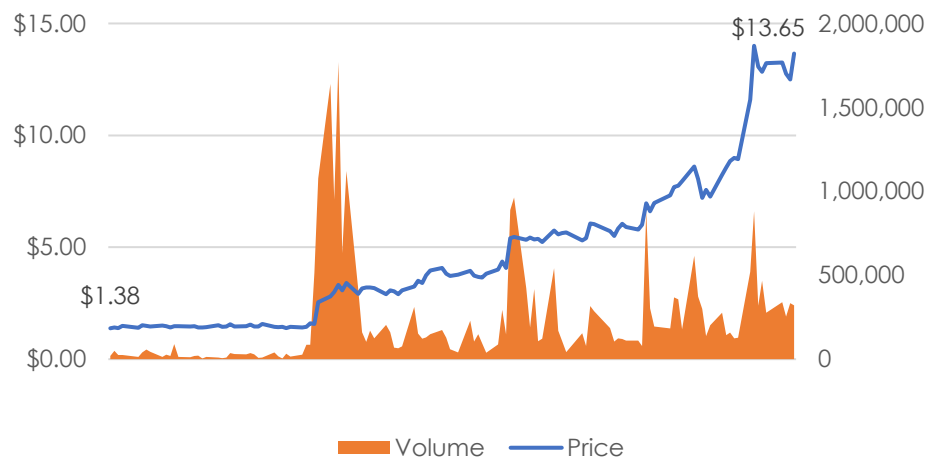




Zedge, Inc.

(NYSE American: ZDGE)

ZDGE Stock Price and Volume



Challenge

Zedge was a spin-off that had languished since becoming a standalone public company. A new management team was assembled that began taking steps to drive profitable growth. The company was struggling to attract attention from the investment community as the changes that were being made began to deliver results. Management sought assistance with increasing awareness of its stock and communicating the improvements they were making.

Our Solution

- Developed communications strategy and collateral to target audience of both higher-tier, small-cap investors and larger technology funds with a focus on high potential for revenue growth, profitability and cash distribution
- Developed and executed a targeted investor communications strategy to support a successful secondary offering
- Introduced the company to new investors outside of the company's traditional holders

Impact

- **Stock price increased 957%** from \$1.38 at engagement to a high of \$19.90 in 12 months
- **Daily trading liquidity increased 15,000%** from 25k shares, or ~\$35K, to 265K shares, or ~\$3.9M
- The rise in stock price enabled the fortification of the company's balance sheet through an equity raise