

Communication Policy

As an exempt market dealer, we need to ensure that all raise promotions are compliant with the securities regulators across Canada. To remain in compliance with the regulations and our internal policies, FrontFundr maintains the sole discretion over the exact manner in which your campaign is marketed on our platform.

Promotional materials for your capital raise, such as campaign updates and the Q&A, must adhere to our compliance policy. These communications:

- Must not contain any misrepresentation or false statements.
- Must not include financial information (historical or projection) unless reviewed and approved by the FrontFundr team.
- Should not make any definitive claims about an exit event.
- Cannot imply that a regulatory body has approved the offering for distribution.

Your communications through the FrontFundr portal must follow the below guidelines:

- Issuer's communications should not make statements about the expected future value of the offered securities or the Company.
- Communications must not guarantee of return with limited or no risks.
- Avoid fear of missing out statements (FOMO) such as "Don't miss out on this opportunity" or "Act now before you run out of time" - however, it is acceptable to indicate a time frame on campaign milestone posts.
- Do not share inside/private information (i.e., the same information must be shared with all potential investors).
- Do not imply the investment is "good" or has "greater upside" because certain people invested (i.e., Venture Capital Firms, Celebrities, etc.).
- Do not send more than one campaign update per week unless you are within the final two weeks of your capital raise at which time you should not be sending more than 2-3 updates per week.

FrontFundr reserves the right to remove any content from our platform that does not adhere to our compliance policies. See details of our three strikes rule below:

1. Your update will be removed from the platform with a deletion note on the reason for removal. You will be able to add a new update following our feedback but the previously removed update cannot be edited and reposted.



2. Your update will be removed from the platform and the campaign team will reach out to discuss our compliance policy to see if you have any questions to understand what type of content can be shared through FrontFundr. You will be given a final warning prior to access restrictions being implemented.
3. If we continue to see the same compliance policies ignored via the campaign updates, after the third instance the user's access will be revoked by FrontFundr. Access can be restored at a future date if agreed to by FrontFundr.

If you have any questions about FrontFundr's Communication Policy, please reach out to your campaign team lead.