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Elixir News



CREATING INCOME FOR EVERYDAY PEOPLE BY USING TECHNOLOGY
TO HARVEST VOLATILITY.





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Hi, everyone.

I trust that you and your families are doing well. Eve and I would like to take this opportunity to share some exciting developments at the company.

Earlier this year, the Elixir board reviewed last year's performance and, based on what we learnt, set a new strategic direction for the company's next growth phase.

- ▶ Our algorithm needs a lot of work. We can either improve it ourselves or look at the market and see if there is a long trading track record that did well in 2020 to trade with.
- ▶ We must diversify our income. An acquisition within our mandate may be a shortcut to achieving this goal. Ideally, we want to gain subscription-based revenue and SaaS-based revenue.
- ▶ We must continue our software development efforts, perhaps through proprietary development. Alternatively, an acquisition would put us back on the fast track.

The board agreed with management that acquisition could be an excellent fast-track option for Elixir and asked management to find opportunities that fit Elixir's mandate. Following are the five purposes that we established when Elixir was founded in the summer of 2017.

- 1** – To take advantage of technology and create value for investors in the capital markets.
- 2** – To create technology-driven, best-in-class research in the capital markets.
- 3** – To build software in other areas to create value and efficiencies.
- 4** – To provide a return and principal returns to bond and preferred shareholders.
- 5** – To provide a public exit for equity shareholders within the original plan of not issuing more than 300,000 shares.

The target should not only fulfill our mandates but also: be a profitable business with good revenue growth potential, have a sophisticated management and technical/data science team, be efficient with operations and spending, (preferably) be a simple business with no debt, have a positive reputation and good media exposure, be available for a majority strategic takeover, and fall within our current investment budget without additional funding.

As you can see, this list is a tall order, but after much searching and a lot of good fortune, we are pleased to say that, earlier this month, we secured a Letter of Intent with a U.S. company. The formal due diligence and negotiation are underway, and we are hoping to close before the fall. For confidentiality purposes, we can share only this much with our investors, but both sides are working hard and collaboratively toward the finish line. We want to thank every board member for challenging us, asking tough questions, and supporting us, and we look forward to updating everyone in the next newsletter.

Keep Well.
Warmest regards,
Bill and Eve McNarland