



MAN PR

Campaign Objectives

Primary Objective: Generate significant and positive press in both mainstream and trade outlets for The Crypto Company.

Secondary Objective: Showcase The Crypto Company as a viable, high growth publicly traded company focused purely on the fastest moving sector in fintech, digital currencies and blockchain technology.

Tertiary Objective: Proliferate reputation-enhancing profile pieces on The Crypto Company and its extraordinary team, particularly CEO Mike Poutre, President James Gilbert and COO Ron Levy. This will come in the form of announcing company news, key additions (personnel and business functions), investment updates, "hijacking" industry-specific news with subject matter commentary, and byline article contributions. Primary spokesperson will be Mike Poutre.

Tactics: WPR will continue developing and enhancing relationships with the press around the world on behalf of The Crypto Company to maximize announcements and generate exposure to investors, companies, and third-party stakeholders. WPR will draft and distribute press releases, facilitate interviews, expand targeted media lists, and if required, engage in crisis communications that will 1) build The Crypto Company brand, 2) augment interest in The Crypto Company from media, investors and traders, and 3) protect and enhance the company's reputation, and the reputation of its team.

Proposed Services

In order to achieve the campaign objectives and successfully execute the PR strategy for The Crypto Company, WPR proposes the following services:

Client Consultation: WPR advises a weekly phone call with The Crypto Company executives to synchronize PR efforts, and stay abreast of current news and upcoming announcements for purposes of staying ahead of the media cycle and pitching early. Primary form of communication will be direct between Jesse Platz and Ron Levy.

Content Creation: As part of this strategy, content will be expertly crafted and edited by the WPR team. Overall messaging will be positive and consistent, and press releases announcing significant business achievements and upcoming opportunities will be drafted in a clear, succinct, and engaging tone. These materials include press releases and media alerts.

Media Relations: As part of this strategy, WPR will use its comprehensive media lists and relationships with mainstream and niche media to increase the likelihood of sustained, positive press for The Crypto Company.