



INVESTOR RELATIONS PROGRAM

The main goal of Pacifica Holdings Inc. (the “Company”) in establishing an investor relations function within the Company has always been to keep a two-way communication going between its investors and management. Part of that communication process is ensuring that the Company deliver on these metrics:

1. Transparency, without compromising the ability to compete, about its strategy for the Company and how it implements in its various portfolio companies
2. Provision of a consistent framework that investors can use to evaluate the Company’s progress
3. Keeping the conversation going, even in difficult operating or regulatory environments

The above efforts have been complimentary to improving the Company’s Corporate Governance. Internally, the Company views corporate governance as aligning the interests of management with all other stakeholders – with shareholders at the forefront. In this sense, the constant communication fostered by investor relations between management and shareholders reinforces that ideal.

The Company cannot and do not run its business by focus group discussion, but the constant dialogue has encouraged the Company to:

1. Distill strategy into a concise message
2. Update the tactical implementation of our strategy depending upon the environment
3. Be frank about the risks we face
4. Have a defensible view about the value of the Company

When discussing all these with potential or existing investors, they can then make an informed decision about the risk and reward in holding our stock and more easily compare our value in their portfolio versus other potential investments.

Ultimately, however, it is the alignment of interests between shareholders and management that drives the importance placed on both investor relations and corporate governance. As such, the corporate environment that has proven a fertile ground for the development of Investor Relations and Corporate Governance will continue to be the same and all stakeholders can look forward to that.

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