



SHARECAFE & FINANCE NEWS NETWORK

MEDIA KIT 2023



How Blockchain Can Revolutionise the Financial System











Should Investors Allocate to Cryptocurrencies Like Bitcoin and Ethereum?















Lithium-Ion Battery Inventor Discusses Magnis



By Finance News Network | More Articles by Finance News Network



























Trusted by Australian investors for decades

www.sharecafe.com.au is one of the oldest financial services sites in Australia. It provides investors with news, independent insights and tools to make better-informed investment decisions.

ShareCafe has a highly engaged and loyal community, with 80,000 unique visitors and over 225,000 unique page views each month.

www.financenewsnetwork.com.au and its team of finance journalists create engaging digital content with listed companies and fund managers. Its news is broadcast across some of Australia's most prominent investment platforms, including IRESS, Westpac Online and Reuters.

Daily newsletters are distributed before the market opens to an audience of 50k+, while our platforms are updated throughout every trading day with independent news and commentary from some of Australia's leading market journalists and investment experts.



External distribution channels:







LISTCORP.































Investment Professionals



Paul Sanger Managing Partner

Investment Banking Executive with over 30 years of experience focused on global capital markets. He is the former Managing Director and Head of Distribution and Corporate access (Asia) for Citi, where he managed and maintained a team of over 350 financial market professionals across 10 countries in public capital markets. Paul has a long background dealing with the senior management of listed and unlisted corporations on public market strategy and has extensive experience in the entire lifespan of a publicly listed entity, including IPOs, mergers and acquisitions, asset purchases and sales, restructures and capital raises. He is a proven leader and business strategist with an intimate knowledge of financial markets and corporate governance issues.



Manny Anton Senior Advisor

Manny has over 30 years' experience in financial markets, banking and corporate advisory. He previously worked at UBS, Credit Suisse and RBC, covering equities and equity derivatives, both domestically and internationally, based in London, Hong Kong and Sydney. Manny has also worked with corporates in IR and development in the energy and resources sectors.

Engaging & connecting across multiple platforms

Our members regularly engage via desktop, mobile and tablet.

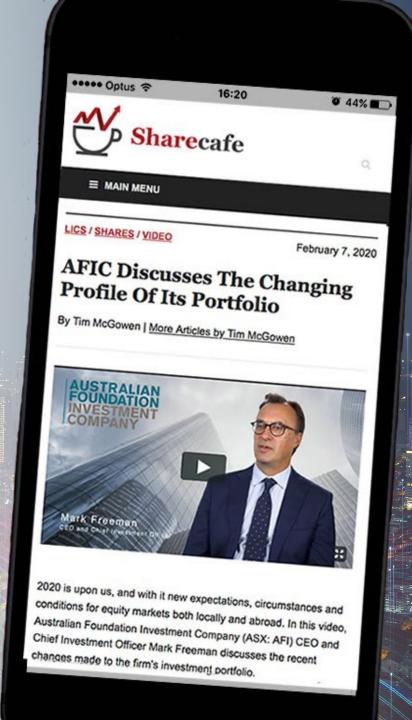
47% Desktop

44% Mobile

9% Tablet

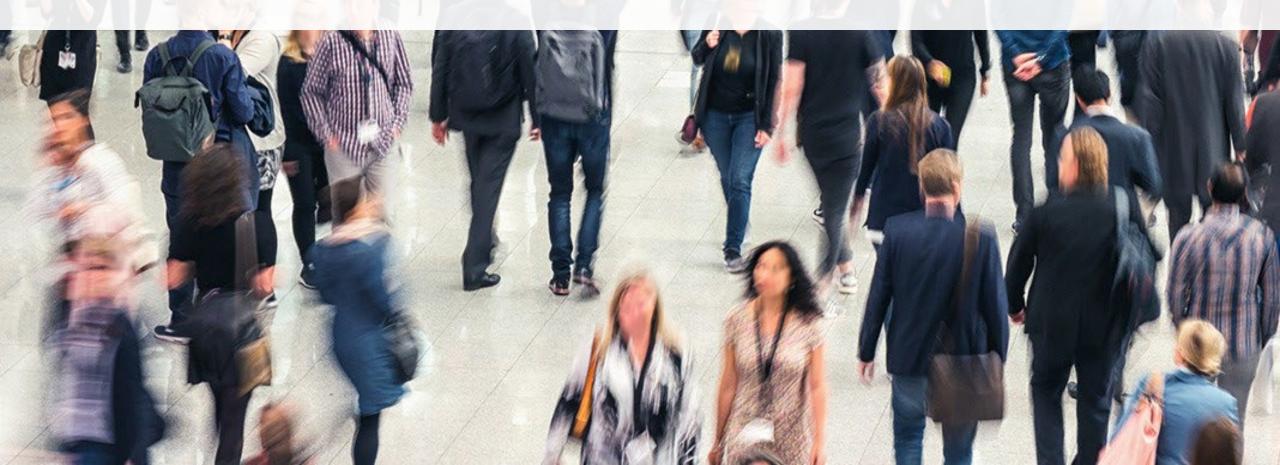
Average Monthly unique users 100,000+

Opt-in email recipients 45,000+



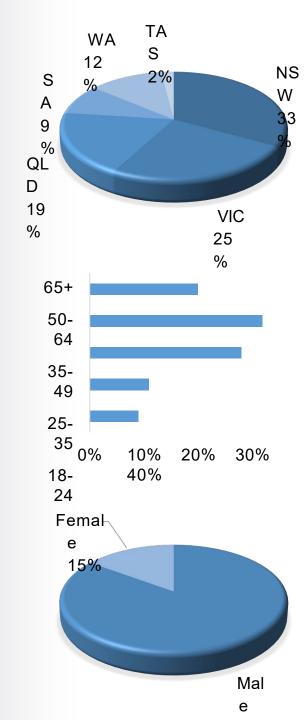
Audience profile

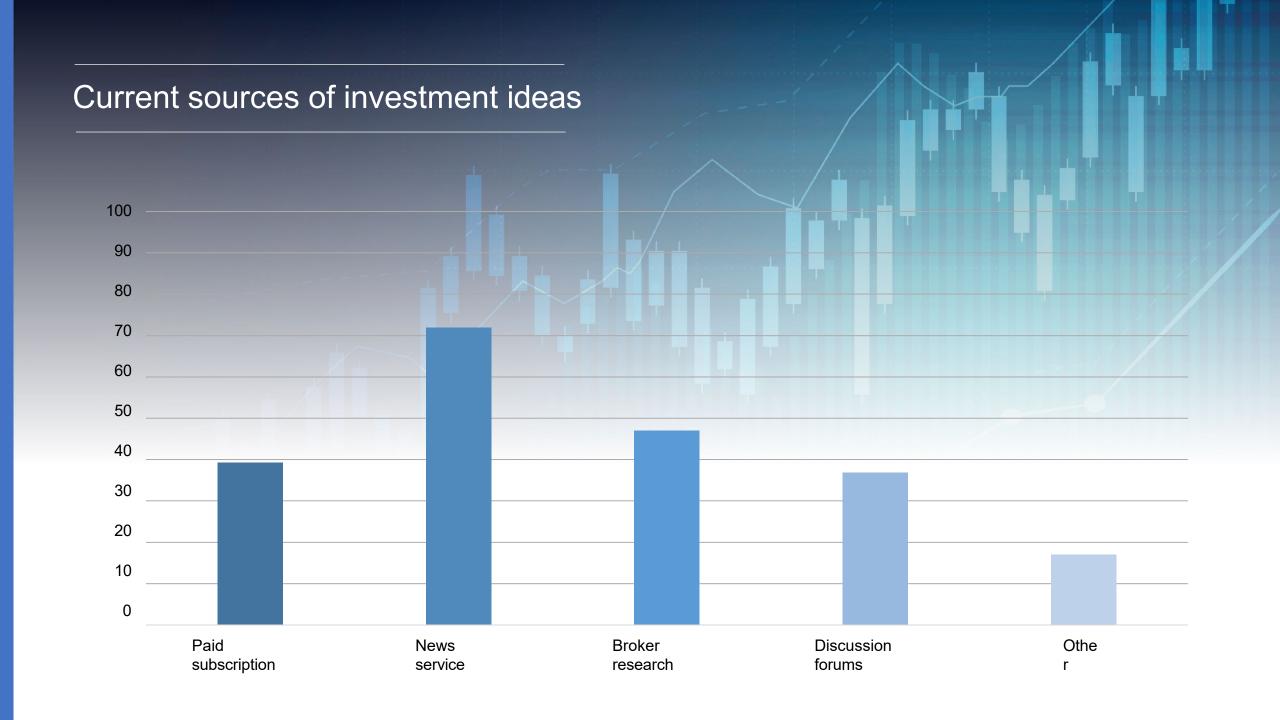
Our audience is active investors, SMSF trustees and professionals who are seeking to invest in and learn about financial products and ASX-listed companies.



A loyal & engaged digital audience

Predominantly male, with a high percentage of SMSFs, above average net worth, located on the east coast of Australia. This audience is self-directed and smart. They are always looking for content that will assist them in making better-informed investment decisions.





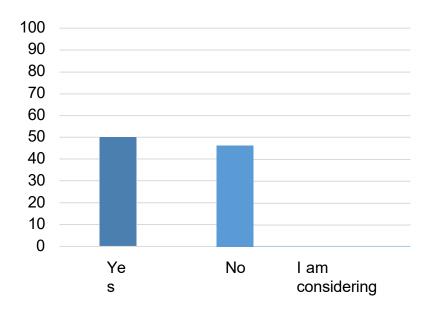
Can you estimate what percentage of your portfolio is made up of small & micro-cap stocks?



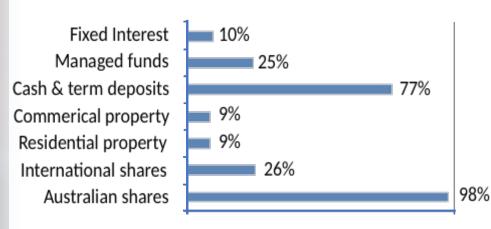
Active investors, actively researching their next investment

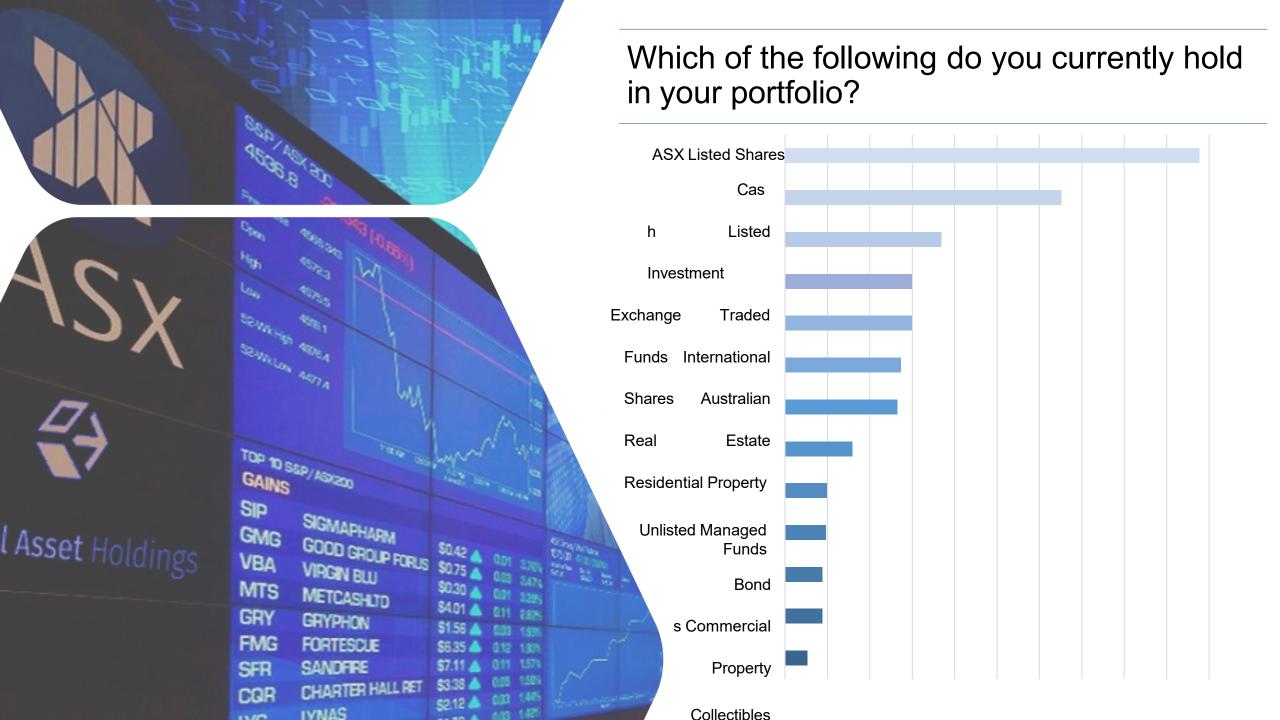
With a highly sophisticated audience, 71% of the audience seeks information on investing and the markets once or more every trading day.

They own diversified portfolios with large allocations to Australian equities, managed funds and cash.



SMSF Asset Allocation





What's covered in your package

Presentations and interviews published to all our external distribution channels



Distributed company announcements

- Your price-sensitive ASX announcements are monitored and published to Finance News Network and partner sites
- Dedicated company page for investors to view the latest announcements and media



4 x CEO video interviews

- High-quality multicamera interviews conducted in our Sydney studio or over Zoom
- Transcribed for SEO
- Distributed over our network
- Copy for your website and internal use



- 4 x hosted webinars or pre- recorded presentations
- Up to four presentations each year recorded in our bluescreen studio
- Alternatively, up to four hosted webinars for your shareholders
- Used for: half-year and fullyear
- Presentations aresults as add, in general share higher format that are sandhive steel windigles
- of AGMs Links provided for emails, newsletters, announcements
- Video copy for your website



2 x online investor events

- Two opportunities each year
 to present to up to 200
 potential investors at our
 online investor events
- Events are promoted across our platforms
- Audience made up of SMSF trustees, retail investors, brokers and planners

Recordings distributed over our network afterwards, gaining up to 3000 additional views



Stocks of the Hour promotion

We will present your significant company announcement in our "Stocks of the Hour" video , which goes out across our distribution channels each morning



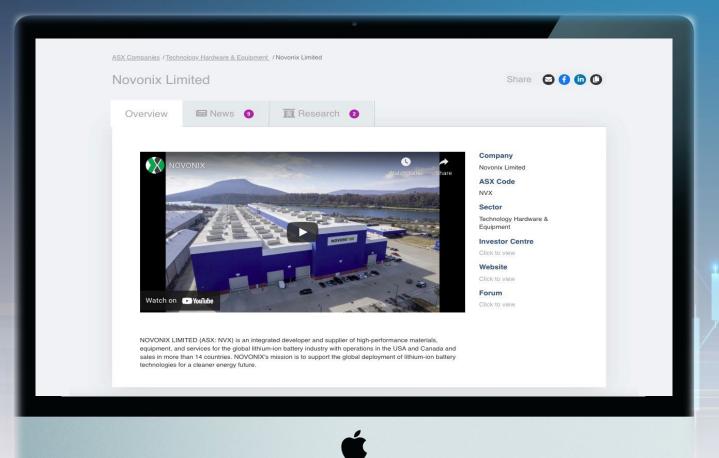








Digital Company Profile Page







Due Diligence Webinar - Novonix Limited (ASX: NVX)

Novonix Limited (ASX: NVX) Group CEO Dr Chris Burns was the presenter at this week's ShareCafe Due Diligence Webinar.

EC 10, 2021



Strategic Investor in Novonix Drives Valuation Higher

Corporate Connect analyst Di Brookman has released a new research report on Novonix, after the company announced a strategic investment by US multinational energy company Phillips 66.

AUG 13, 2021



Better battery technology solutions for longer life and lower costs

Chris Burns - CEO - Novonix Limited is an integrated developer and supplier of high-performance materials, equipment, and services for the global lithium-ion battery industry with operations in the USA & Canada.

JUL 29, 2021

Additional services includes equity research which is downloaded by institutions across the globe













































Asset Management





How to book

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