RefinedSubstance

Expertise. Refined for mining.

TO WORK WITH US, CONTACT:



Kimberly Darlington
President
kimberly@refinedsubstance.com
514-771-3398



Strategic services. Refined for you.

Refined Substance is a full service investor relations, marketing, and communications firm with a difference. Unlike other firms that charge retainers or for services you don't want, we invoice based on the hours we spend working specifically on your projects. We tailor our offering to your company's strategic needs, charging only for the services you use, so you can keep costs under control.

WE WORK with mining companies, consulting firms, industry associations, and suppliers. Our specialty is working with junior companies with little in-house resources; our team of experienced professionals can fill gaps in marketing, communications, and investor relations, so you can focus on advancing your company's projects.

CURATE YOUR PROGRAM in English or French from the following array of services:

INVESTOR RELATIONS

Raise your company's profile.

We help you meet investors where they are by:

- targeting and engaging new investors
- monitoring investor activity online, responding to inquiries, and interacting with followers
- providing conference support including informed booth staff and meeting management
- organizing roadshows, investor days, site visits, receptions, webinars.

MESSAGING AND REPORTING

Deliver a clear, effective message.

We can write, edit, and design your:

- news releases
- presentations
- fact sheets
- corporate reports
- newsletters
- blogs
- articles for trade publications.

DIGITAL CONTENT CREATION

Showcase your company and projects.

Our team of experts can design, produce, and manage your:

- website
- social media
- email distribution list
- corporate and investor videos.

STAKEHOLDER COMMUNICATIONS

Create a social license to operate.

We foster a sense of community for your project by creating:

- effective internal communications and employee newsletters
- community relations programs tailored to where your projects are located
- meetings and outreach
- media relations that encourage reporters to follow and cover your company's story.

About us

Founded in 2012 by Kimberly Darlington, Refined Substance is a bilingual (English and French) team of investor relations and marketing professionals, writers, editors, translators, and technical personnel who are all passionate about the mining industry. Together we have combined decades of expertise in mining with proven marketing and communications strategies from different industries. We are proud members of the Prospector and Developers Association of Canada, the Quebec Mineral Exploration Association, the Canadian Investor Relations Institute, and Women in Mining Canada.

Our clients include

OSISKO METALS · FC graphite · SIRIOS mining · NioBay METALS · brunswick exploration · brw exploration

Visit www.refinedsubstance.com to learn more and follow us on LinkedIn or X.