

EARTHLABS



TSXV: SPOT OTCQX: SPOFF

A New Global Mining Media Leader

**Acquisition of Northern Miner, MINING.COM, Canadian Mining
Journal and Northern Miner Symposium Events**

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FORWARD LOOKING INFORMATION



Certain information in this presentation constitutes forward-looking information, which is information regarding possible events, conditions or results of operations of EarthLabs Inc. (“EarthLabs”) that is based upon assumptions about future economic conditions and courses of action, and which is inherently uncertain.

All information other than statements of historical fact may be forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as “seek”, “anticipate”, “budget”, “plan”, “continue”, “estimate”, “expect”, “forecast”, “may”, “will”, “project”, “predict”, “potential”, “targeting”, “intend”, “could”, “might”, “should”, “believe” and similar words or phrases (including negative variations) suggesting future outcomes or statements regarding an outlook. Forward-looking information contained in this presentation includes our expectations regarding our ability to raise capital, our ability to execute upon our business plan, the validity of our business model, the future performance of our investments and our ability to generate returns and is based upon material factors and assumptions such as continued strength in commodity prices, increased demand and declining supplies for commodities, and significant increases in the price of gold.

HIGHLY COMPELLING ACQUISITION

» HISTORICAL significance to the MINING INDUSTRY:

- Archival data dating back to 1915
- Experienced team of editors, writers and sales representatives
- Extensive media partnerships and accounts

» COMPREHENSIVE offerings:

- **Print and Digital News Distribution:** newspapers, magazines, maps, web and social media
- **SaaS Products:** TNM Marco Polo, MINING.COM Markets and NEWS+MARKETS subscriptions
- **Events:** Global Mining Symposium, Energy Transition Metals Summit, Reimagine Mining, Mining Legends Speaker Series and more

» UNRIVALLED distribution:

- Unparalleled geographic reach in the most attractive mining markets
- 3.2M monthly impressions (21.2M combined with CEO.CA)
- The acquisition, in tandem with our current assets, strengthens our leading position in the market
- Immediate and long-term value creation from cross-platform product sales
- Widely recognized and respected across the globe



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MINING MEDIA:

GROWTH & DOMINANCE



DIVERSIFIED REVENUE STREAMS:

Introducing events into our mix and enhanced access to mining data.



ROBUST PORTFOLIO:

Showcasing esteemed and credible media brands.



ENHANCED CROSS-SELLING:

Expanding with new subscription offerings and advertising across multiple platforms.

KEY:

Events and
Special Projects

News and
Media

Intelligence
and Data

THE NORTHERN MINER

GLOBAL MINING NEWS · SINCE 1915

MINING.COM

CANADIAN MINING JOURNAL

THE NORTHERN MINER
SYMPOSIUMS

MARCO POLO
fueled with mining intelligence

MINING.COM
BUYER'S GUIDE

10X LARGER than our closest competitor when combined.

3X LARGER than the combined portfolios of all companies we analyzed. (Slide 11)



media {

THE NORTHERN MINER
GLOBAL MINING NEWS - SINCE 1915

MINING.COM

CANADIAN MINING
JOURNAL

community {

CEO.CA

data {

 DigiGeoData

 MARCO POLO
fuelled with mining intelligence

THE NORTHERN MINER
MAPS

events {

THE NORTHERN MINER
SYMPOSIUMS

MINING LEGENDS
SPEAKER SERIES

REIMAGINE
MINING 

Unparalleled scale, quality, product diversity and broad geographic reach in the most attractive markets.



SUMMARY OF THE TRANSACTION TERMS

TRANSACTION HIGHLIGHTS



- Total payment: \$4M with working capital adjustments
 - \$2.5M due at closing
 - \$1.5M note due over two years, backed by acquired assets
-

COMBINED COMPANY



- One of the largest mining media group's compared to competitors
 - Combined page views of over 21.2M monthly
 - Over 420K+ subscribers across 25 news digests
-

TIMING & APPROVALS



- The acquisition is expected to close before November 30, 2023
 - Remains subject to the approval of the TSX Venture Exchange
 - TNM Group will operate independently as a subsidiary of EarthLabs
-

SHAREHOLDER BENEFIT



- Expanded subscription choices and broader media distribution
- New revenue streams through events, advertising and partnerships
- Extensive geographic expansion to reach new customers



THE NORTHERN MINER

GLOBAL MINING NEWS · SINCE 1915

- Premier one-of-a-kind mining publication in North America
- Offers a diverse range of subscriptions, from monthly newspapers to digital publications, podcasts and more
- Serves a wide audience, from retail investors to top executives and high-performing professionals, all backed by over 100 years of combined industry experience
- The legacy of this publication underscores its significance and commitment to delivering quality and expertise in the mining sector

THE NORTHERN MINER
MAPS **600K+**
Audience

- High-quality, up-to-date mining and exploration maps from around the globe, available in both physical and digital formats

TNM **MARCO POLO**

2,600+ **13,700+** **19,600+**
Companies Properties Executives

- The next-gen TNM Mines Handbook powered by market data, finances, personnel and resources

 **24,000+**
Followers

 **30,000+**
Followers

 **8,000+**
Followers

MINING.COM

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- Leading online mining news since 2008
- The top global source for the mining and metals industry, endorsed by decision-making executives, influencers and renowned mining brands
- 1.1M monthly visits
- Strong international presence, including Australia, Africa, China, Latin America and more

NEWS+MARKET & NEWS+DATA

- Access to every news story across all platforms
- Enhanced features for Buyer's Guide and access to global mining data with Marco Polo

MINING.COM BUYER'S GUIDE

- Comprehensive supplier directory for the global mining industry, featuring over 1,500 active listings

 **74,000+**
Followers

 **90,000+**
Followers

 **26,000+**
Followers

10+ News Digests **&** **125K** Subscribers



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CANADIAN MINING JOURNAL

- The premier magazine for mining professionals
- Canada's oldest mining publication still in circulation and distributed monthly
- Established in 1882, CMJ contains over a century's worth of data and archives
- Sector Focus: in-depth coverage of the mining and mineral processing industry with a spotlight on ESG and the digitization revolution
- Content Highlights: stay updated with the latest in technology, innovation and best practices
- Distributed to the majority of mine sites in North America
- Places a strong emphasis on operations, mine development and industry trends



10K+
Magazine Subscriptions

Three different types of subscriptions including Print, Digital, or combined (Print + Digital)

THE NORTHERN MINER

SYMPOSIUMS

- Brings together institutional investors, sell-side representatives and high-level corporate executives from all over the world
- Recently collaborated with top-tier partners and major brands for future events
- Includes exclusive invite only events

UPCOMING EVENTS

- 2024: Energy Transition Metals Summit
Washington, D.C (Partnership with PMSC)

- Growing demand for events in the mining sector
- Capability to attract renowned talent and increase credibility in the mining domain proves crucial for attracting investors to the junior mining industry

PREVIOUS EVENTS

- 2023: Global Mining Symposium (Q1)
- 2022: Global Mining Symposium (Q1, Q2 and Q3) and Canadian Mining Symposium
- 2021: Global Mining Symposium (Q1, Q2, Q3 and Q4) and REIMAGINE Mining



17.9K Delegates
across last
four years

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MONTHLY VISITS	AVG. VISIT DURATION (MM:SS)	PAGES PER VISIT
2.1M	12:01	4.46
1.2M	01:06	1.63
302K	01:15	1.88
258K	00:48	1.53
162K	02:13	2.53
153K	02:20	2.29
17K	01:18	1.83

The Northern Miner Group excluding CEO.CA leads the peer group.

The combination cements EarthLabs as a global leader in mining media.



**STRATEGIC BUSINESS ENHANCEMENTS
AND NEW OPPORTUNITIES**

- Enhanced Cross-Selling: leveraging diverse platforms through increased subscription options, new data sources and greater access to resources.
- Revenue Amplification: harnessing channels for growth, leveraging the combined platforms and further promotion of events.
- Operational Efficiency: optimizing for cost-effectiveness and cross-utilization of employee talents.

**AMPLIFYING BRAND IMPACT AND
INVESTOR ENGAGEMENT**

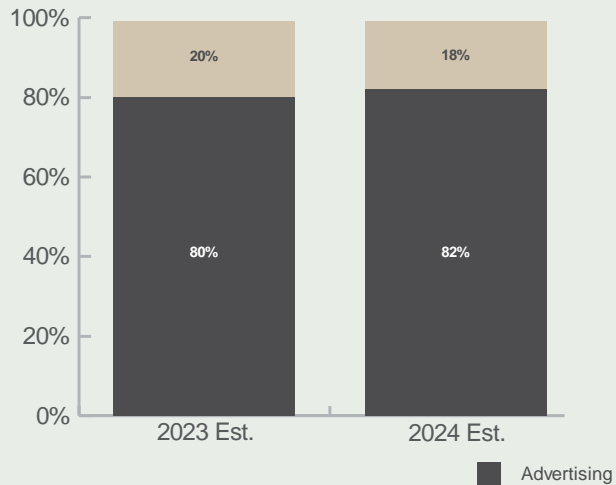
- By expanding our reach, we resonate with a broader audience, bolstering market perceptions and our brand's credibility through strategic media partnerships.
- This amplified exposure efficiently attracts accredited investors, maximizing client returns and fostering stronger investor relations through tailored marketing initiatives.



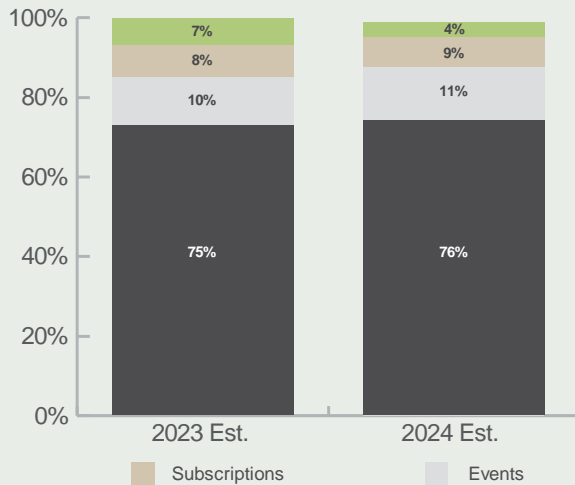
With the merger of DigiGeoData and TNM Maps, we are **poised to dominate the entire mapping business**, making us the go-to choice for mining companies.

PROJECT REVENUE GROWTH OF CEO.CA + TNM GROUP

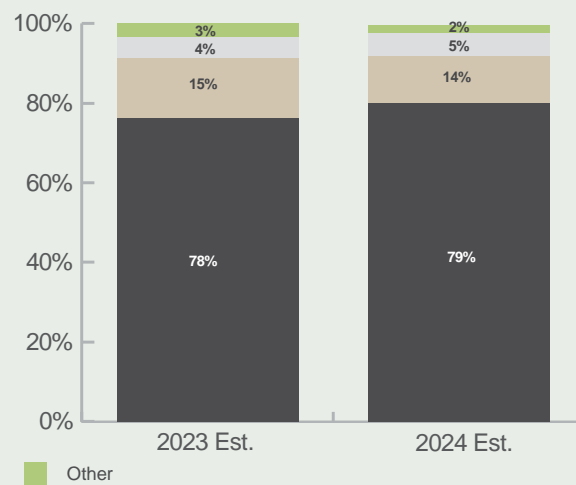
CEO.CA Revenue % Breakdown



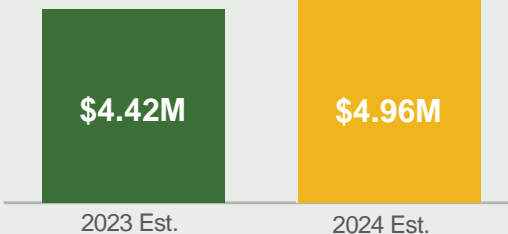
TNM Group Revenue % Breakdown



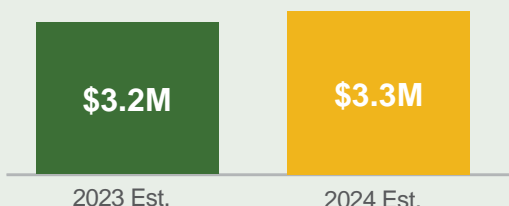
Combined % Breakdown



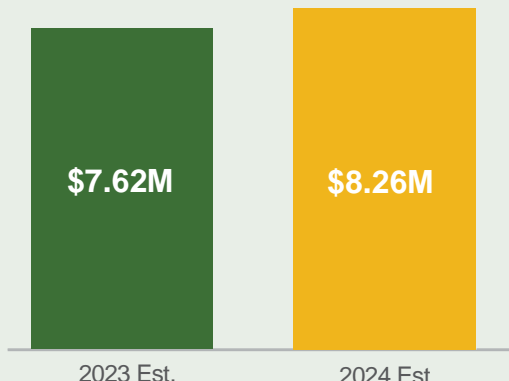
CEO.CA Revenue



TNM Group Total Revenue



Combined Total Revenue



*CEO Revenue does not include Investment gains(losses) and Other sections

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DISTRIBUTION OF MINING COMPANIES BASED ON MARKETING SPEND

OPPORTUNITY TO
EARN MORE MARKETING SPEND
VIA CEO.CA + TNM GROUP

»» **\$180K** Average spend for
companies that invest in
Marketing and Advertising

»» **1,400** Active mining companies
on the TSXV, TSX and
CNSX/CSE

»» **\$140M** Forecasted spend on
Marketing and Advertising
in 2023

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