



July 2021

Clients, Colleagues, Friends:

We hope this note finds you prosperous and healthy.

As we move past Independence Day into the summer season, we want to thank you for your business, support, and friendship during these hope-filled months as we look to put the worst of COVID behind us.

Independence is part of the fabric of our country and an integral part of the story of Peaks Strategies. Our independent, boutique model built on in-depth subject matter knowledge, senior level service, and business-advancing results resonates with clients and drives our business growth.

We launched in 2016 with a vision to build an independent firm that puts clients first and measures our performance based on their success. At midyear 2021, we have grown in a consistent and sustainable fashion, adapting to the evolving needs of our clients and the changing dynamics of the marketplace.

Our client engagement work has recently included:

- Rebranding and relaunching an alternative investment management firm
- Working across the digital asset/crypto landscape, including with clients involved in venture capital investing across blockchain, digital asset securities (security tokens), and NFTs
- Supporting financing rounds for clients in the bioscience and fintech sectors
- Working with SPAC specialists to insert them into the media cycle
- Working with asset managers of all sizes and strategies to define and differentiate through strategic US and international media placements and thought leadership
- Spotlighting real estate transactions designed to alleviate workforce housing challenges in key US cities
- Promoting fast-growing, alternative home finance and wealth management tech solutions
- Supporting APAC region product launches

- Representing asset managers with a sole focus on ESG and impact investing, as well as a leading nonprofit working to eliminate homelessness
- Creating/executing targeted digital communications strategies

In this environment, we continue to add to our internal team and resources as we work closely with our clients, explore how we can be of value to new clients, and evolve in this fast-changing marketplace.

Thank you for putting your trust and confidence in the Peaks Strategies team.

Please let us know how we can help you.

Regards,

Tom Walek
Founder & Managing Partner

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