

# URBANA CORPORATION

**Ever thought of investing in private equity,  
leading edge corporations?**

***Now you can with Urbana Corporation.***

## **URBANA'S PRIVATE EQUITY COMPANY PROFILES - July 2024**

The following provides a brief description of Urbana Corporation's ("Urbana") private equity investments. Where available, a link is provided to each organization's website for further details.



Always invested.

### **CNSX Markets Inc. (Canadian Securities Exchange)**

("CSE"): CNSX has offered issuers a marketplace to access public capital since 2003. As the first new exchange recognized in Ontario since the 1920's, they introduced an

alternative to the existing means of accessing public capital. They also provided a competitive option for trading stocks listed on other Canadian exchanges. The aim: reduce the cost of capital for Canadian issuers through new approaches to public company regulation and the delivery of fair and efficient trading systems. CNSX will never stop their innovation-inspired approach to business. They want to continue to change public markets for the better. They are always invested in their customers.

For more information visit: [thecse.com](http://thecse.com)



Canada's Outsourced Chief Investment Officer™

**HighView Financial Holdings Inc. ("HighView"):** HighView is an experienced investment counselling firm. Acting as an outsourced Chief Investment Officer, HighView designs, implements and helps manage tailored investment portfolios for its clients. HighView's

management have shown their ability to execute on a clear vision of the needs of high net worth investors. Our purchase was at an opportunistic moment in the company's history.

For more information visit: [highviewfin.com](http://highviewfin.com)



**Evolve Funds Group Inc. (“Evolve”):** Evolve is made up of a team of financial industry veterans with deep experience and a proven track record in asset management. Evolve has developed a suite of Exchange Traded Funds (“ETFs”) for the Canadian market and has partnered with best-in-class portfolio managers: Foyston, Gordon & Payne, Nuveen Asset Management and Allianz Global Investors. This is an investment area where Urbana has been underrepresented. We see this as a sector within the investment spectrum that holds further growth potential.

For more information visit: [evolveetfs.com](http://evolveetfs.com)



**Miami International Holdings Inc. (“MIH”):** MIH is the parent holding company of Miami International Technologies, LLC (“MIAX Technologies”) and MIAX Global, LLC (“MIAX Global”). MIAX Technologies is MIH’s technology subsidiary for the sale and/or license of the trading technology developed by the MIAX Exchange Group. MIAX Global focuses on merger, acquisition and joint venture activities of MIH. MIAX Global also provides technology and other services outside of North America, with its initial concentration being on Europe and Latin

America. MIH took over our original investment in the Minneapolis Grain Exchange (“MGEX”).

For more information visit: [miaxglobal.com](http://miaxglobal.com)



**Vive Crop Protection Inc. (“Vive”):** Vive is a manufacturer in the agri-chemical industry that produces its flagship product Allosperse, a patented, water-soluble compound that encapsulates pesticides / herbicides / fungicides allowing them to be dispersed more efficiently and effectively. With no additional equipment requirements for the end user, Allosperse can help farmers increase volume and quality at minimal cost.

For more information visit: [vivecrop.com](http://vivecrop.com)



**Kognitiv Corporation (“Kognitiv”):** Kognitiv delivers customer loyalty as an outcome by applying advanced loyalty management, data intelligence and activation, and partner collaboration to enable data-driven personalization and optimization of the customer journey across its

innovative, omni channel platform.

For more information visit: [kognitiv.com](http://kognitiv.com)



**FundThrough Inc.:** FundThrough is a tech enabled invoice funding platform that bridges cash flow gaps for small businesses who sell to large customers and must wait for payment. Launched in 2014, FundThrough has emerged as a fintech leader in its space, funding tens of millions of dollars every month.

For more information visit: [fundthrough.com](http://fundthrough.com)



**Integrated Grain Processors Co-operative Inc. (“IGPC”)**: Established in 2007, IGPC Ethanol Inc. contributes significantly to the Renewable Fuels Industry and Ontario's agricultural sector. By producing 380 million litres of denatured fuel grade ethanol and 340,000 tonnes of distillers' grains, IGPC Ethanol Inc., has become a leader in Southwestern Ontario's

business community by creating environmentally sustainable economic growth. IGPC Ethanol Inc. is a division of Integrated Grain Processors Co-operative Inc., established in 2002 by a group of agribusiness individuals. IGPC is a full service provider to local farmers offering a distribution solution for their corn crops while producing high protein feed supplement for their livestock.

For more information visit: [igpc.ca](http://igpc.ca)



**Blue Ocean Technologies, LLC (“Blue Ocean”)**: Blue Ocean is a New York based financial services company focused on developing an electronic market center for trading US National

Market stocks during the hours 8:00 PM to 4 AM ET. The founders of Blue Ocean created the "Blue Ocean Session" to provide investors the ability to trade when the U.S. National Markets are closed. We believe that the U.S. stock market is critically important to investors around the world and that they should be able to trade at a time that is more convenient for them.

For more information visit: [blueocean-tech.io/](http://blueocean-tech.io/)

**Four Lakes Capital Fund Limited Partnership (“Four Lakes”)**: Our Four Lakes investment is a wholly owned Urbana fund. This is an independent trading operation specializing in shorter-term securities trading with the mandate to trade both long and short positions.



**Tetra Trust Company (“Tetra”)**: Founded in 2019, Tetra is Canada’s first licensed digital asset custodian. Our platform provides enterprise-grade custody of digital assets for institutional clients.

Backed by WonderFi, Urbana Corporation, Canadian Securities Exchange, Icebook Investments Corp and Coinbase Ventures, Tetra provides a solution to one of the last remaining problems preventing institutional adoption of the digital asset industry—custody.

Led by a first class team of security, product, and business experts and a board of directors with extensive trust company experience, Tetra delivers the most advanced digital asset storage technology in the industry.

For more information visit: [tetratrust.com](http://tetratrust.com)



**Varo Money, Inc. (“Varo”):** Varo is an American mobile only neo-bank based in San Francisco, CA that operates under the name Varo Bank. Varo was launched in 2017 and became the first consumer fintech to be granted a full-service national banking charter. Varo offers a full suite of bank products aimed at advancing financial inclusion and breaking down systemic barriers to wealth creation. Colin Walsh, CEO & Co-Founder says, “I look forward to the day when all consumers can enjoy the things that were once only available to people who had money.”

For more information visit: [varomoney.com](http://varomoney.com)



**Lyceum CME Inc. (“Lyceum”):** Lyceum provides Software as a Service (“SaaS”) solutions to help people with serious health challenges get access to the highest quality treatments. Using its proprietary technology in complex chronic diseases, Lyceum removes administration and workflow barriers to make it faster and easier for providers and pharmaceutical companies to prescribe life-changing specialty medications. Simultaneously, Lyceum’s platform provides automated solutions and best-in-class data for pharmaceutical companies.

For more information visit: [lyceumhealth.com/](http://lyceumhealth.com/)



**Developer Capital Inc. (“DevCap”):** DevCap is an investment vehicle focused on financing pre-seed and seed stage companies in the artificial intelligence sector. Backed by a team of software engineers with deep technical experience, DevCap runs a vigorous due diligence process of the entire tech stack before committing to an investment. Post-investment, DevCap acts as a partner and advisor on the technical roadmap of the portfolio companies. This unique offering is highly valued by Founders, differentiating DevCap from its peers.

For more information visit: [www.devcap.ai/](http://www.devcap.ai/)



**Caldwell Financial Ltd. (“CFL”):** The purchase of CFL, the parent company of Caldwell Securities Ltd. (“CSL”) and Caldwell Investment Management Ltd. (“CIM”) was made at an advantageous valuation representing a fraction of the price for similar entities. Urbana’s strategy has been to accumulate positions within the financial services industry and when appropriate, to act as a consolidator. Urbana came into existence through CSL and CIM and both have been extremely helpful to Urbana’s investment performance over the years, from deal flow, trading, strategic market inputs, evaluations and overall management. The ownership position also provides a degree of offset to fees and charges paid to those entities.

For more information visit [www.caldwellsecurities.com](http://www.caldwellsecurities.com) and [www.caldwellinvestment.com](http://www.caldwellinvestment.com)