

Kevin Palmer Site Video/Photo/On-site Qualifications

Designation #801, Canadian Institute of Marketing

354 Onion Lake Road, Thunder Bay, ON. P7G 2B4

kpalmer@tbaytel.net 1.807.356.1313cell: 807 625 1441 office

- Transport Canada Pilot Certificate, Dec 2022
- Full PPE / Equipment Trailer / Vehicles / 2022 Drone Mavic 3 / Canon Pro video/stills packages
- May 2022: NORCAT Mining Safety Standards Training and Testing: 96% avg. across 5 modules
- June 2022: EDUMINE Flotation 101 Training and Testing: 95% across all modules
- St John’s Ambulance Emergency First Aid, Thunder Bay
- IRTA Certification Document « Certified Trade Broker » Final Score: 91% | Arizona State
- Canadian Institute of Marketing – Registered Professional Marketer, designate #801 Final Score: Certification by Peer Review / Tribunal
- Canadian Pacific Railway – Locomotive Engineman Designation

Mining Underground, Surface, Aerial and Interview Work/Locations.

Barrick Hemlo Mine – numerous occasions	Henty Gold Mine – Tasmania, Australia 2020
Fosterville Gold Mine – Victoria, Australia	North Parkes Mine – Victoria, Australia
Musselwhite Mine Canada numerous occasions	Glencore Kidd Creek Mine – numerous
Teck Properties at Hemlo – numerous	BattleMountain Mines – numerous
Noranda Mines @ Geco – numerous	UniGold – Dominican Republic / Surface/Aerial
Numerous mines Nevada -	Numerous mines Salt Lake City Utah
Drilling / Heavy Equipment Sites: Cobra Drilling	Drilling/Heavy Equipment sites: Northstar Drilling
Drilling / Heavy Equipment: Niigaani Drilling	Coresafe Sites, Australia Victoria/Tasmania/NSW
Abitibi Geophysics: Various Sites Quebec/NWT	Discovery Geophysics: Sask/Manitoba/Ontario

Other clients imagery / video / interview etc:



Email: kpalmer@tbaytel.net Office: 807 625 1441 Field Crews: 807 356 1313

SIN#: 476 312 152 ONT Driver’s Licence: PO-3094075631218 CP Locomotive A/D Card : #653883
 Pilot Certification #PC2235015560



Transport
Canada Transports
Canada



Pilot certificate

Small Remotely Piloted Aircraft System (RPAS), Visual line-of-sight (VLOS)

The individual indicated below may exercise their privileges to fly a drone subject to the rules and regulations listed below and set out under the Canadian Aviation Regulations (CAR).

Issued to:

John Kevin PALMER
354 Onion Lake Road
Ontario
THUNDER BAY, ON P7G 2B4

Date issued (YYYY-MM-DD):

2022-12-16

- Basic operations
- Advanced operations
- Flight reviewer rating

Certificate number:

PC2235015560

Transport Canada account number:

TC2235048885

Rules and regulations

Pilot

- Must be at least 14 years of age (CAR 901.54)
- Must meet recency requirements (CAR 901.56)

Drone

- Registered with Transport Canada (CAR 901.02)
- Marked with a Transport Canada registration number (CAR 901.03)
- Properly maintained to manufacturer instructions (CAR 901.29)

Operating rules

- Maintain visual line-of-sight (VLOS) at all times (CAR 901.11)
- Must be fit to fly, which includes not suffering from fatigue or having consumed drugs or alcohol within the last 12 hours (CAR 901.19)
- Remain in uncontrolled airspace (CAR 901.14)
- Night operations permitted with proper lighting (CAR 901.39)
- Maximum altitude of 400 ft (122 m) (CAR 901.25) or in accordance with an SFOC-RPAS (CAR 903.01)

Safe distances

- No flights within 5.6 km (3 nautical miles) of an airport, or 1.9km (1 nautical mile) of a heliport (CAR 901.47) or within controlled airspace, whichever distance is greater
- 100 ft (30 m) minimum horizontal distance from people (CAR 901.26)

This certificate is issued under the authority of the Canadian Aviation Regulations.

CANADIAN AVIATION DOCUMENT

Nicholas Robinson

Director General, Civil Aviation - Safety and Security

Transport Canada Civil Aviation Services
330 Sparks Street
Ottawa ON K1A 0N5

Canada

As a Marketing and Communications Coordinator in past work, our team supports the development and delivery of communications content for digital media (web sites, social media, graphics, video, e-mails, etc.) and print media (publications, advertising, etc.) while ensuring alignment with the overarching communications/marketing strategies and brand standards.

This type of work for high-growth company-types is generally focused on driving the transition to a desired brand outcome.

PAST RESPONSIBILITIES:

- Collaborative work with other staff on content calendars providing valuable content for target audiences.
- Creating dynamic and consistently engaging copy for communication materials.
- Work collaboratively with design personnel on websites, applying changes, and adding and removing content in alignment with branding and company strategy
- Creation of marketing plans, media plans and business development strategies
- Simplify technical concepts for audiences that were unfamiliar with certain mining technologies
- Lead and produce results on special projects in a group or individual setting.

QUALIFICATIONS:

- Canadian Institute of Marketing – Certification as Registered Professional Marketer
- 10+ years of experience in communications and marketing
- Strong writing, editing and proofreading skills with excellent attention to detail
- Ability to work in a fast-paced environment while effectively adapting to changing priorities.
- Highly effective team player able to work collaboratively with leads from other business areas (Marketing, Operations, etc.)
- Proficiency in high end attractive photography, lighting and video
- Past Chairman of the Board of Directors, Canadian Institute of Marketing
- Seminar deliveries on target marketing, imagery and video usage -and effective Linked In Strategy Development
- Strong background in successful business development
- Funnel development, lead generation equivalent and sales record, past 10 years for clients: in excess of \$15,000,000.
- Expertise in Sales Force, Goldmine Contact Relationship Management with connections in mining on Linked In and CRM in excess of 30,000 contacts in key areas: P Eng, P Geo, VP Exploration, Mine and Mill Management, Maintenance Leaders, Drilling and Geophysics buyers.

Service Menu

Site Selection Menu at January 2023

Media Development Type

Photography Services

Portraits of Field Crews
Key Personnel Portraits
Core & Geologists Imagery
Other Core Shack Imagery
Underground Imagery
Safety Imagery
Geology Imagery / Core under lighting

Videography Services

Interview Key Personnel
Drone Aerial
Video Gimbal Shooting
Video Editing 15 second
Video Editing 30 second
Video Editing 1 minute / 5 minute

Web Design Services

Web Site Construction
Keyword Analysis
Web Page Updates

Social Media Services

Social Media Post Creation
Content Creation / Ideas
Awareness Development Campaigns
Group Admin Services

Marketing Services

Formulate Survey Questions
Implement Best Customer Surveys
Tabulate Surveys to Management
Presentation of Survey Findings
Survey of Customers Following Services
Sales Analysis
Competitive Analysis
Media Competitive Review
Media Plan / Budgeting
Marketing Plan Creation / Monthly Plan Updating

Equipment Rental Fees

Bowens 750 Lighting Mono Packs
Honda Generator
4,500 watt inverter and case / Underground
Full Video Studio lighting packages
Canon Cinematic Video Camera
Canon 5D DSLR (3)
80-200 L Series Lens
10mm wide angle L Series Lens
24-80mm Canon L Series Lens
300mm Canon L Series Lens
Ronin M – Handheld Professional Gimbal
DJI Mavic 3 Classic Drone / Hasselblad camera
Yuneec Drone Q500
10'x7' Remote Trailer Unit
Professional GoPRO cameras (4)
Automated Video Table (1)
Professional Lighting Stands

One-Off Service Contracts:

- a) **Entry Level Service Offer:** **CALL FOR QUOTATION:** Visit to work site, shoot video / stills / supply all raw files and submit completed work within a week of site visit:

- b) **Light mining supply imagery / video contract – CALL FOR QUOTATION;** extended site visit to capture key personnel, video interviews, remote site shots, drone aerial video and still shots, lighting setups and full editing of all video and stills captured. Along with this offer, we also tag on a retainer (optional) to extend editing into the next 6 months: producing content for social media for your media/marketing teams.

Monthly Retainer Contracts:

Marketing Retainer – CALL FOR QUOTATION to 40 hours total team hours per month included. Includes web designer, writer, video and photography team members. Also, includes the imagery and video work from b) above included at no extra charge.

Full time Full Service Sales and Business Development Contract: CALL FOR QUOTATION - as many hours per week as necessary on a full time contract basis – sales increase % on new business only. Fees to be negotiated on a case by case basis. Includes any and all services above, weekly content creation, posting to Linked In company sites, upgrades to web continuously, newsletter content, CRM Management services etc. booth design services, regular photography as required / video as required. Also includes all team members services.

Testimonials / References for Verification of the Above

John Mason – CEDC Head of Mining, City of Thunder Bay: Kevin Palmer is one of the best Industrial photographers / videographers in the business. With a track record of one successful project after another, Palmer's client list reads much like a who's who in Mining Marketing.

Irene Kozlowski President & CEO, Sencia Canada Ltd. Kevin Palmer's work never ceases to amaze me. The clarity in his messaging as well as his excellence in artistry in both skillful photography and videography is a rare combination that is difficult for his competitors to match. I believe this is why he is sought after by large organizations for his work. I highly recommend Kevin Palmer.

Patrick Trudel – Partner, Aiken's Lake Lodge: Kevin's ability to adapt to any setting and to identify high-value images and unexploited target markets which best exemplify your product will maximize your investment in obtaining superior quality marketing material and vision.

Kevin has magnetic charisma and a seemingly unquenchable thirst to succeed. His results speak for themselves and he's never let me down. Kevin's networking capacities will surely impress you and he will open doors to new venues that your company hadn't previously be privy to. I strongly endorse him and suggest you seriously consider all the advantages he can bring to your table.

Grant Lee - President of AGL Marketing Limited and consulting marketer Kevin is a professional marketer accredited by the Canadian Institute of Marketing, as am I. His credentials attest to his understanding of marketing principles, standards and ethics that has been peer reviewed for membership in the Institute. Kevin has delivered a marketing webinar for the Institute that was well received and discussed by fellow members. He is a colleague of mine, a businessman and innovative marketer with valued skills.

Gildas Paradis, CEO Riverside Lodge I am astounded with the ideas Kevin Palmer has with respect to marketing campaigns, professional sales ideas and unique methods of gaining exposure. All of his skills plus his drive to fully understand the "customer" ensures results. Kevin's experience, knowledge and high level of common sense are a rare asset these days, and it is a pleasure to do business with him. Kevin is also open to suggestions and input that will assist him understanding the goals.

Gildas Paradis
Riverside Lodge

Mike Gunning, CEO VR Resources – Yesterday. Happy New Year Kevin. Your work has made a positive impact on VR, and we'll look forward to seeing what we can do for market profile as our drilling geochemistry is released in January, followed by participation in the nations two high profile exploration and mining Core Shack events; first at Roundup at the end of January, and then at PDAC in Toronto in early March. Justin will be coming out for the show in Vancouver.

Many more thousands of samples / more references / testimonials – feel free to join our working group on Linked In: <https://www.linkedin.com/company/85657885>

THANK YOU FOR YOUR TIME. "SUCCESS THROUGH GREATER AWARENESS" – PALMER CREATIVE GROUP
