GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

INVITATION PACKAGE

February 3-5, 2027

Goodman School of Mines
Laurentian University
Sudbury, Ontario, Canada

Dear Colleague,

It is with great excitement that we invite you to the ninth annual Goodman Gold Challenge, an investment management competition focused on the mining industry.

Hosted by Laurentian University's Goodman School of Mines, the Goodman Gold Challenge is a competition unlike any other. Students will evaluate the investment potential of three mining companies currently trading on the TSX or TSX-V and recommend to their top tier clients a single company for their portfolio.

The GGC will provide students with a real-life experience, putting their academic credentials to a vital test. Students will have a once-in-a-lifetime opportunity to interview three mining company CEOs about the current and projected financial strength of their company and why it belongs on their Tier 1 client list. Students will meet with REAL industry analysts to go over their work and gain their advice, mimicking a financial firm obtaining advice from an exterior consultant. The competition offers multiple opportunities for students to network with CEOs, CFOs, industry professionals, business executives and students from other universities.

Their performance could win their team a total of $20,000 cash and one ounce of gold.

On behalf of Laurentian University and the Goodman School of Mines, we hope to see you at the ninth Goodman Gold Challenge.

Sincerely,



Dr. Nadia C.S. Mykytczuk, Ph.D.
Executive Director/ Directeur Général
Goodman School of Mines/ École des mines Goodman
Laurentian University/ Université Laurentienne
Sudbury, Ontario

LaurentianUniversity
UniversitéLaurentienne
GOODMAN School of Mines
École des mines

GGC
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THE COMPETITION

The Goodman Gold Challenge (GGC) is a unique investment management competition for undergraduate students. Using 3 existing mining companies in their current situations, the GGC is unlike all other business competitions; **not** paper-based and **not** using fictitious companies.

THE DETAILS

WHO Teams of 4 undergraduate students
WHERE Laurentian University, Sudbury, Ontario, Canada
WHEN Wednesday, February 3 to Friday, February 5, 2027
HOW $1100 CAD +HST Registration Fee per team
WHAT The Goodman Gold Challenge, of course!

OVERVIEW OF EVENTS

TUESDAY, FEBRUARY 2, 2027	Teams arrive in Sudbury
WEDNESDAY, FEBRUARY 3, 2027	Local excursion (TBD) Opening Gala Evening social
THURSDAY, FEBRUARY 4, 2027	CEO pitches One-on-one session with CEOs One-on-one session with industry analysts/judges Finalize presentations
FRIDAY, FEBRUARY 5, 2027	Qualifying round of presentations Final round of presentations Awards Gala Evening social
SATURDAY, FEBRUARY 6, 2027	Teams return home

@GSM_LU @GGC_LU Goodman Gold Challenge | Laurentian University
goodmangoldchallenge@laurentian.ca

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THE CHALLENGE

It's called a challenge for a reason.

The GGC enacts an investment scenario in which each participating university team plays a finance firm. The firms are competing for a single, wealthy client's business, impersonated by Mr. Jonathan Goodman and an investment committee. Mr. Goodman being interested in investing in the mining industry, the teams will have narrowed down their potential choices to three "favourites", the three companies analysts prefer in the mining industry.

The top executives from these three companies will "pitch" their businesses to the teams, and the teams will need to select the one in which to invest Mr. Goodman's capital.

The teams will have to prove through thorough analysis that they indeed have a better investment than the other teams, and justify their decision. This will be based on a variety of financial and management analysis tools, such as risk analysis, net present value calculations, etc.



Everyone should know about investment and should invest, whether you're studying business, theatre, or medicine.

-JONATHAN GOODMAN, GGC FOUNDER

The Goodman Gold Challenge is the first competition of its kind, stepping away from the paper-based case study and offering students a hands-on experience taken straight from the investment industry.

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REGISTRATION

Teams are made up of four (4) full-time undergraduate students attending the same university. Being a primarily financed-based competition, business and financial knowledge will be an asset. Likewise, engineering and other mining-related fields of study are relevant. However, students from all programs and fields of study are welcome.

The registration fee is $1100 CAD +HST per team. The registration fee covers accommodations for up to four nights (February 2-5), shuttle service to and from the Sudbury airport, transportation between venues during the competition, breakfast, lunch, dinner and snacks, both galas, and a local mining-related excursion. **Teams are responsible for travel to and from Sudbury.**

Register by November 30, 2026.

CASE COMPANY REVEAL

The three Case Companies (*ie.* the companies that teams must evaluate) will be revealed on **December 16, 2026.**

Competitors may use any and all publicly available resources to inform their analysis. Note that it is strictly prohibited for competitors to solicit case company employees for "insider" information.

See the Goodman Gold Challenge Rule Book at goodmangoldchallenge.com for full competition rules.

For more information regarding the competition and registration, please contact Event Coordinator Macy Rodriguez at ***goodmangoldchallenge@laurentian.ca***



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HOTEL ACCOMMODATIONS

Hilton Garden Inn Sudbury is proud to be the Goodman Gold Challenge's official accommodations partner.

Relax and enjoy the great hospitality of Sudbury's brand new full service hotel, the Hilton Garden Inn featuring our Garden Grille restaurant, lounge and bar, indoor salt water pool, fitness and business centre and 120 beautiful contemporary guest rooms.

Transportation between the hotel and all competition venues is included.

COACHES / SUPERVISORS

Teams who wish to be accompanied by an academic supervisor or coach may do so. Note that this is optional.

Coach Fee: $1100 CAD +HST

The fee includes accommodations for three nights, shuttle to and from the Sudbury airport and the hotel (with students), transportation between venues during the competition, breakfast, lunch and snacks, both galas, and some local excursions. Dinner for Thursday evening is **not** included and is the sole responsibility of the coach.

Hilton Garden Inn



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SUDBURY, ONTARIO, CANADA

With three postsecondary institutions, leading medical facilities, and a rich mining history, Sudbury, Ontario is known as the capital of Northern Ontario. With that comes the Northern weather.

Visiting Sudbury in February, students can expect several feet of snow, with temperatures potentially dipping in the -30s and -40s Celsius. Students are asked to bring warm clothing for winter weather, including boots (walking to and from certain venues) and a winter jacket. There will be coat-check services available during the competition's events.

It is worth noting that flights to and from Sudbury could be delayed or cancelled due to winter weather. In this instance, please communicate with the GGC organizing committee as soon as possible.

Greater | Grand Sudbury



To learn more about the Goodman Gold Challenge, please contact the event coordinator.

Macy Grace Rodriguez
Event Coordinator, Goodman Gold Challenge
Goodman School of Mines, Laurentian University
Goodmangoldchallenge@laurentian.ca

LaurentianUniversity
UniversitéLaurentienne
GOODMAN SCHOOL OF MINES ÉCOLE DES MINES

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HIGHLIGHTS FROM #GGC2026

















BE A PART OF THE NEXT **GOODMAN GOLD CHALLENGE**

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