

# ***PROFIRE***

## **INVESTOR OVERVIEW**

[PROFIREENERGY.COM](http://PROFIREENERGY.COM) · 1.855.PRO.FIRE

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### KEY FINANCIALS

MARGINS	6/30/21	3/31/21
Gross Margin	44.0%	42.7%
Net Margin (after tax)	-14.9%	-11.8%
EBITDA	-\$0.2M -6.1%	-\$0.4M -8.6%
Net Cash from Op. Activities	-\$0.3M	\$1.8M
Debt	\$0.0M	\$0.0M

### COMPANY & INDUSTRY HIGHLIGHTS

- SIL Certified in 2018
- Industry leader in niche oilfield technology with approximately 74k systems installed
- 3 patents issued, more pending
- Improving safety in an industry with a fatality rate 5.5x higher than the “average worker” (CDC-2019)

### ANALYST COVERAGE

Lake Street Capital Markets  
 Roth Capital Partners  
 Dawson James Securities  
 Univest Securities

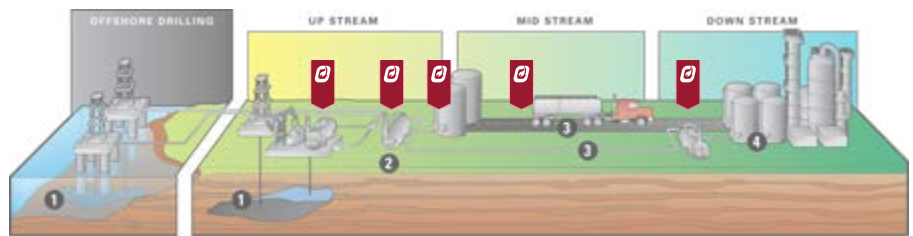
See “disclaimer and references” page

### PROFIRE - WHO ARE WE?

Profire Energy, Inc. is a technology company that provides solutions which enhance the efficiency, safety, and reliability of industrial combustion appliances. Our flagship burner management system (BMS) products ignite, monitor, and manage the burner flames that are widely used in oilfield production and transportation equipment (i.e. firetube vessels). The illustration below shows where Profire’s products are used in the industry (indicated by red Profire flags in figure 1 below).

Without a burner management system, increased manual labor is required to ensure the flames are burning at the correct temperature, and production can become compromised. When a burner flame goes out completely, a worker reignites it manually, using a fuel-soaked rag and stick. This is both inefficient and dangerous.

FIGURE 1



### OUR INDUSTRY

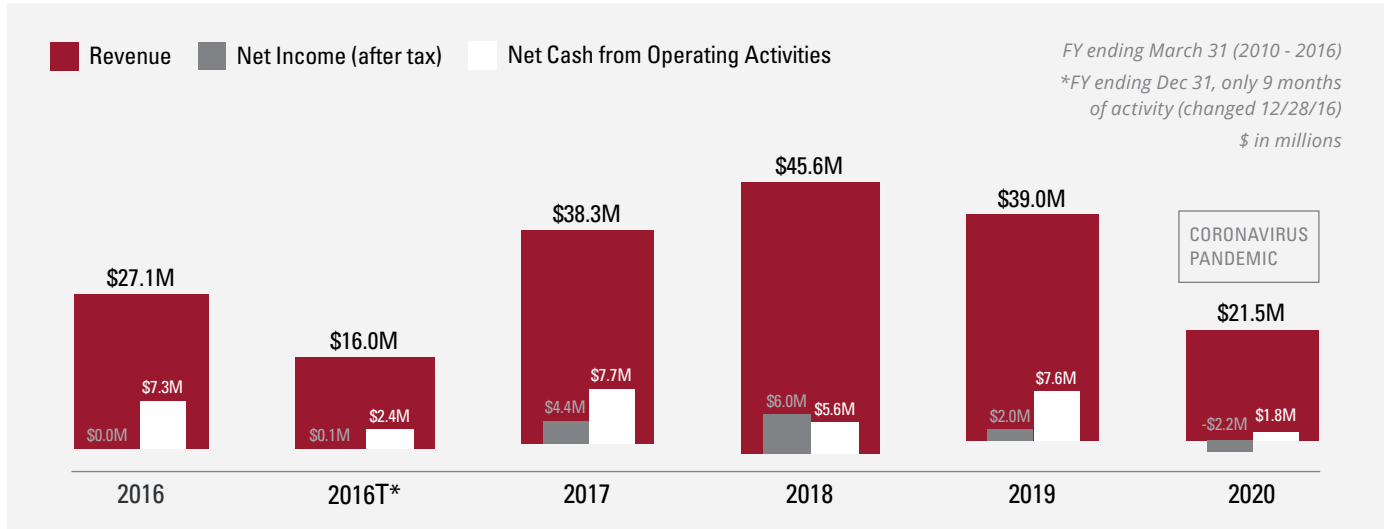
In North America alone, there are an estimated ~1.7M oil and gas wells. When compared to the 74 thousand systems we have put out, this suggest a significant market potential in addition to all new wells being drilled and completed annually.



## HISTORICAL FINANCIALS – ANNUAL

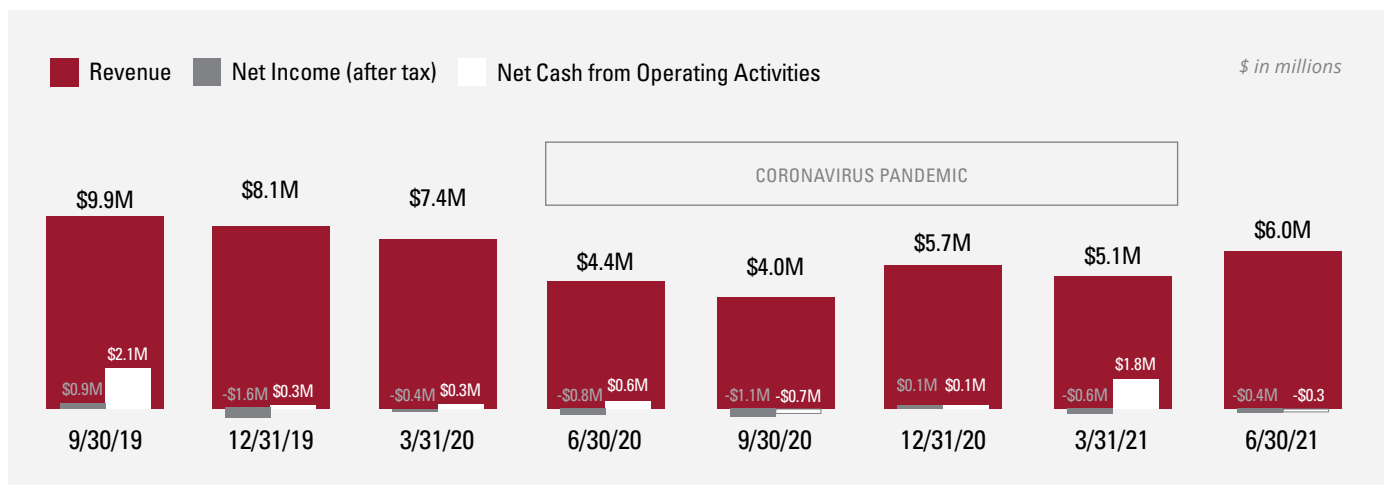
Profire Energy, Inc. Profire Energy has ~48.2M shares outstanding<sup>1</sup>, with ~32.4M shares floated. Trailing fifty-day average volume is ~109K shares <sup>2</sup>, with a market cap of ~\$53.1M <sup>2</sup>. See Figure 2 below for an illustration of Profire’s historical annual financials (as well as the “disclaimer and references” page for information pertaining to the footnotes).

**FIGURE 2**



## HISTORICAL FINANCIALS – QUARTERLY

Profire’s consistent ability to operate efficiently and to remain debt free has provided a significant operating flexibility, and poises Profire for long-term growth as markets continue to recover from the COVID pandemic.



# PROFIRE

## OUR CUSTOMERS

We sell to distributors (e.g. Cameron), oil/gas producers (e.g. Shell, Chesapeake), oilfield servicers (e.g. Valerus), and OEMs (e.g. Leed Fabrication, Aereon, Exterran). Some of our distribution channels are international (e.g. Brazil, Australia). Below you'll find just a few of the customers we commonly work with.



## OUR VALUE

Three main factors drive our our BMS product solution sales: first, improved efficiency (6-12 month payback), second, improved safety, and tthird, significant ESG benefits and improved compliance (regulatory and industry).



IMPROVED  
EFFICIENCY



IMPROVED  
SAFETY



IMPROVED ESG  
COMPLIANCE

## OUR POSITION

Profire Energy is the only public company specializing in oilfield BMS in North America, with approximately 74,000 units installed. We excel in providing solutions to some of the largest players in the oil & gas industry.

# PROFIRE

## OUR PRODUCTS

We have designed a robust product line to meet the demands of a wide array of oilfield vessels. Each is designed for a slightly different use and environment, but ultimately helps monitor and/or manage the flames used in oilfields. We also sell complementary products (e.g. burners, flame arrestors, arrestor housings, airplates, comm. & expansion cards), which greatly enhance overall burner management solutions for our customers.

FIGURE 3



PF2200



PF3100



PF2100



PF2100i



PF2100F



BURNERS



COMPLETE SOLUTIONS



PF1300F



VM80 & Valves



PILOTS & FLARES



AIRPLATES



## OUR LEADERSHIP

Profire boasts an experienced leadership team, with diverse industry backgrounds.



**BRENTON W. HATCH**  
EXECUTIVE CHAIRMAN

Executive / Oilfield Technology  
Former GM at Titan Technologies



**RYAN W. OVIATT**  
CO-CEO, CO-PRESIDENT & CFO

Public Comp. Senior Mgmt & Audit  
Former Senior Manager at Rio Tinto



**CAMERON TIDBALL**  
CO-CEO & CO-PRESIDENT

Public Comp. Senior Mgmt  
Former Senior Manager at TELUS



**JAY FUGAL**  
VP OPERATIONS

Private Comp. Senior Mgmt  
Former HR Director Niels Fugal Sons



**PATRICK FISHER**  
VP PRODUCT DEVELOPMENT

Electronics R&D  
Former overseas operations  
manager at Eleven Engineering



**DAREN J. SHAW**  
DIRECTOR

Investment Banking  
Managing Director,  
D.A. Davidson & Co.



**RONALD R. SPOEHEL**  
DIRECTOR

Executive / Investment Banking  
Former CFO of NASA



**COLLEN L. BELL**  
DIRECTOR

VP, General Manager at Dominion  
Energy. VP, General counsel at  
Questar Corporation

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## OUR OFFICES

**Lindon, UT** (US Hdqtrs)  
**Acheson, AB** (CAN Hdqtrs)  
Houston, TX  
Victoria, TX  
Homer City, PA  
Greeley, CO  
Millersburg, OH





## INVESTOR OVERVIEW · DISCLAIMER & REFERENCES

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### REFERENCES

- 1) Shares outstanding as of August 2, 2021.
- 2) Stock price and trailing 50-day avg. vol. as of August 4, 2021.
- 3) FY2015-2016T represented the worst industry downturn in the previous 20 years. In 2020, the COVID-19 global pandemic created the worst oil and gas industry environment in history.

### NOTE

2016T - Profire changed its fiscal year from March 31 to Dec 31. This period only reflects 9 months of activity

### DISCLAIMER

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