

# FAST GROWING RECESSION-PROOF CONSUMER PRODUCTS AND A PORTFOLIO OF NEAR TERM TO MARKET DISRUPTIVE INNOVATIONS IN CEMENT AND AGRICULTURE

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**Steve Harpur, CPA, CGA** (CEO And Chairman)

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# FORWARD LOOKING STATEMENTS

This corporate presentation constitutes “forward-looking statements.” within the meaning of applicable Canadian securities laws. Forward-looking statements can be identified by the use of the words such as “anticipates,” or “believes,” “budget,” “estimates,” “expects,” or “is expected,” “forecasts,” “intends,” “plans,” “scheduled,” or variations of such words and phrases or state that certain actions, events or results “could,” “may,” “might,” “will,” “would,” or be taken, occur or be achieved. These forward-looking statements relate to, among other things, our future results, levels of activity, performance, goals or achievements or other future events. These forward-looking statements are based on current expectations and various assumptions and analyses made by us in light of our experience and our perceptions of historical trends, current conditions and expected future developments and other factors we believe are appropriate in the circumstances. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in our forward-looking statements.

These factors may cause our actual performance and financial results in future periods to differ materially from any estimates or projections of future performance or results expressed or implied by such forward-looking statements. Forward-looking statements do not take into account the effect that transactions or non-recurring or other special items announced or occurring after the statements are made have on our business. For example, they do not include the effect of asset impairments or other changes announced or occurring after the forward-looking statements are made.

The financial impact of such transactions and non-recurring and other special items can be complex and necessarily depends on the facts particular to each of them.

We believe the expectations represented by our forward-looking statements are reasonable, yet there can be no assurance that such expectations will prove to be correct. The purpose of the forward-looking statements is to provide the reader with a description of management’s expectations regarding our anticipated financial performance and may not be appropriate for other purposes. Furthermore, unless otherwise stated, the forward-looking statements contained in this report are made as of the date of this report and we do not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise unless required by applicable legislation or regulation. The forward-looking statements contained in this document are expressly qualified by this cautionary statement.





# HIGH-GROWTH, HIGH-MARGIN RECESSION-PROOF CONSUMER PRODUCTS BUSINESS

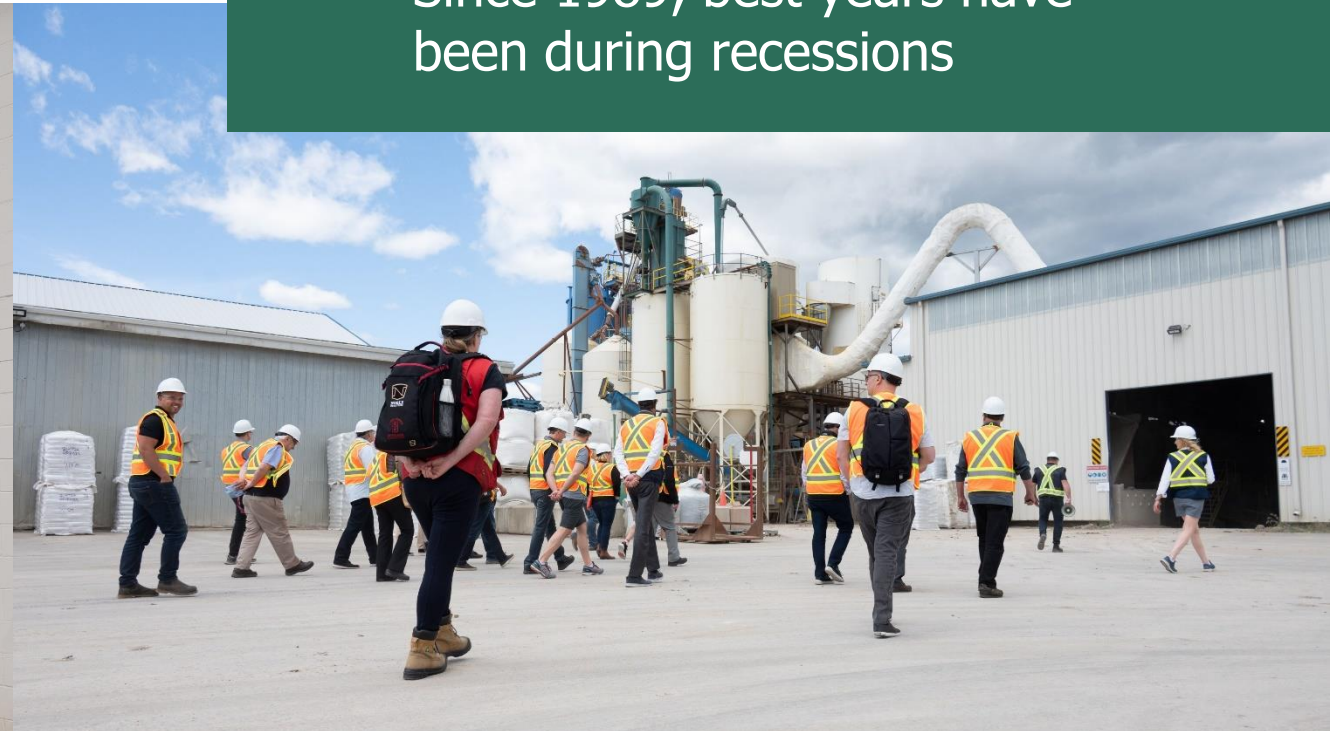


# LEGACY BUSINESS SINCE 1989

- Acquisition made Feb 2022
- Grinding capacity of 125,000 tonnes/yr
  - Produced 50,000 tonnes in 2021

## RECESSION-PROOF PRODUCTS

- Agricultural, household, and industrial products are bulk of legacy business
- Since 1989, best years have been during recessions

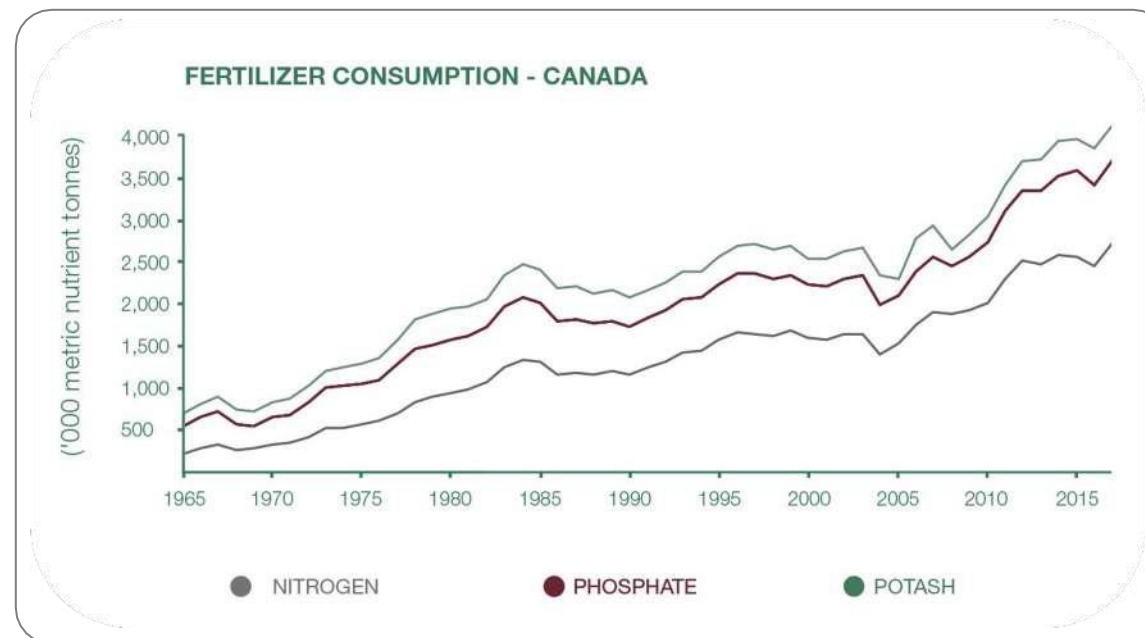


# REGENERATIVE FERTILIZERS:

## CHEMICAL FERTILIZERS:

- Deplete soil
- Contribute **>20%** of agricultural emissions

**PLAN has 32 organic-approved, high-margin products** to replace harmful chemicals



## HIGH-GROWTH VERTICAL:

- N.A. fertilizer market = **US\$60B**
- 4-year organic fertilizers Annual Growth Rate = **12.1%** (chemicals = 2.9%)
- Fertilizer **prices have risen 46-113% in past year**
- Existing customer relationships with **big-box garden centres**

# EXAMPLES OF TRUSTED PARTNER RELATIONSHIPS



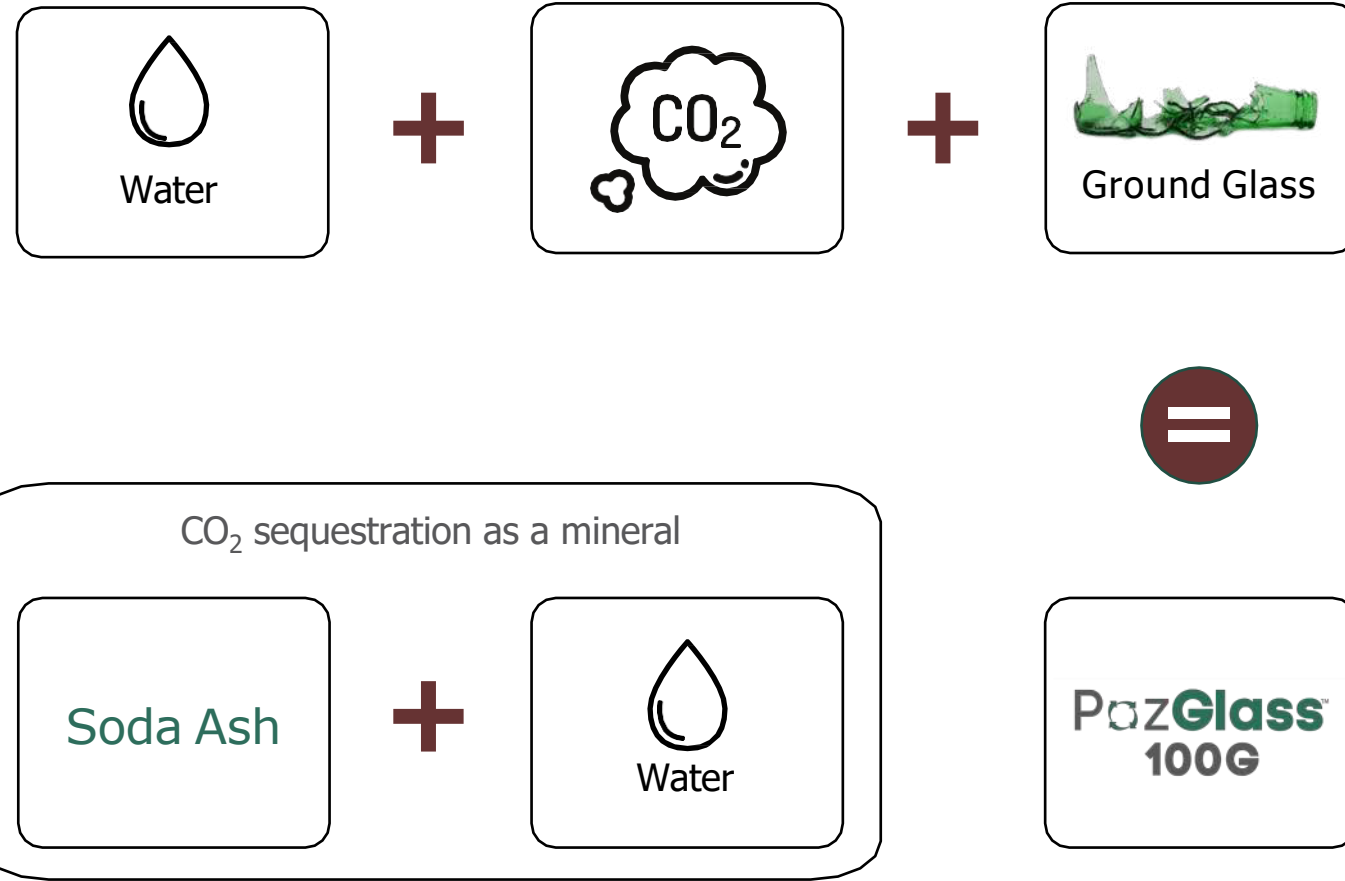




# **BLUE SKY TECH IN CEMENT**

# PozGlass™ 100G

Patent-Pending Carbon Sequestration



**Turns post-consumer glass into high-performance cement using CO<sub>2</sub> sequestration**

- Licensing potential with major cement players
- Carbon credit sequestration upside

*Product to Market*  
**2024**



# HIGH GROWTH VERTICAL:

- **1,020,000MT** of fly ash supply **gone** in AB and WA **in next 3 years**
  - **\$200M /yr** replacement required
- N.A. fly ash market = **US\$4.1B**

## PozDE™

- Made with byproduct from existing operations in Kamloops
- **Performs better**
- Operational for Spring 2023

*Product to Market*  
**2023**



# ZS2 TECHNOLOGIES



**Elon Musk X-Prize Finalist**



ZS2 uses a direct air capture system to absorb CO<sub>2</sub> from the atmosphere and create **carbon-negative cement**



Signed LOI and **supply agreement**



PLAN owns **2.8%** of ZS2 – up to 5% with exercise of existing warrants







Progressive Planet is **one of the only public, growth-stage companies** delivering **disruptive innovation** in the **cement sector**.

## SECTOR MONEY FLOWS

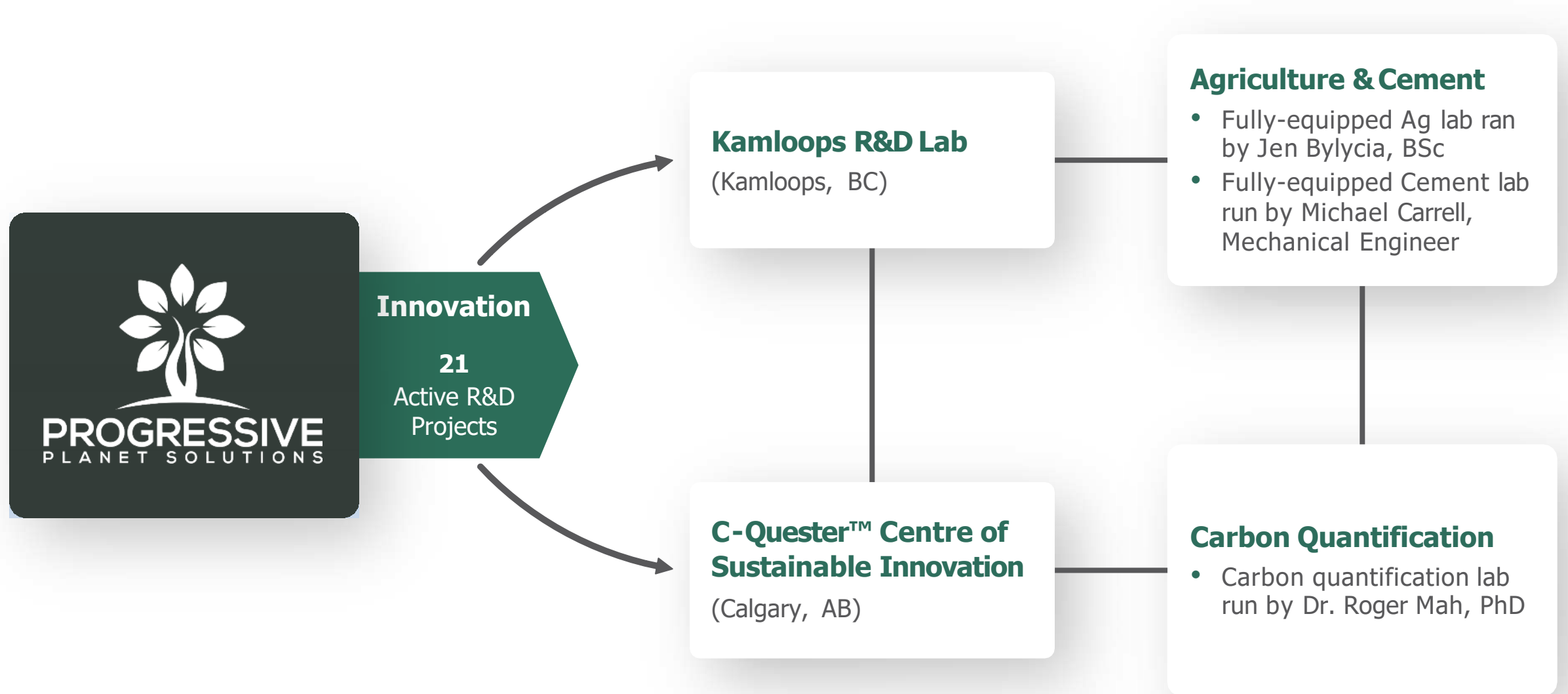
Notable investors contributing over **\$400M in last 5 years** to privately-held low-carbon cement companies:

Bill Gates via Breakthrough Energy Ventures

Jeff Bezos via Amazon's Climate Pledge Fund

Elon Musk X-Prize

# INNOVATION ORGANIZATIONAL CHART





# SHARE STRUCTURE

Warrant Price	Expiry Date	Amount	Cash
\$0.15	26-Aug-22	950,000	\$142,500
\$0.35	10-Feb-23	382,500	\$133,875
\$0.20	12-Feb-23	512,936	\$102,587.2
\$0.25	12-Feb-23	6,975,000	\$1,743,750
\$0.35	25-Feb-23	119,267	\$41,743.45
\$0.36	2-Mar-25	8,333,332	\$2,999,999.5
\$0.60	10-Feb-24	11,470,500	\$6,882,300
\$0.60	25-Feb-24	6,293,140	\$3,775,884
		<b>Total</b>	<b>\$15,822,639</b>

**99,161,151**

Total Shares Outstanding

**35,036,675**

Warrants Outstanding

**8,438,000**

Options Outstanding

**142,635,826**

Total Shares Fully Diluted

# MANAGEMENT & BOARD



**Stephen Harpur, CPA, CGA**

Chief Executive Officer & Chairman

Extensive experience in project management, corporate restructuring, R&D and applied research. Numerous products commercialized.



**Ian Grant**

Chief Operating Officer

Significant experience as a senior executive in the cement and concrete industry, focusing on driving green-innovation by bringing lower-carbon cement alternatives to market.



**Peter Lacey**

Director

Founder of Cervus Equipment Corporation which was sold to Brandt Tractor for \$302M. Grew Cervus from nothing to 2020 revenue of \$1.2B



**Scott Jenkins, CPA**

Director

Former President and Director of DIRT Environmental Solutions which saw growth of annual revenue from \$20M to \$297M during his tenure



**Chris Halsey-Brandt, CPA, CA, CBV**

Chief Financial Officer

Former Partner at Blair Mackay Mynett Valuations Inc. a leading Vancouver-based valuation firm. Owns and operates a successful food processing business.



**Dr. Roger Mah, PhD**

VP of Research & Development

Deep experience in cleantech including carbon capture and sequestration. Co-inventor of carbon capture technology being tested in cement industry. Former CEO of ZoraMat Solutions.



**Dwayne Melrose, P. Geo**

Director

Designated Qualified Person. Over 30 years' experience in the mining industry, Dwayne sits on the boards of multiple publicly traded companies.



**Edward Beggs, M. Sc.**

Director

Deep background in agriculture, building product sales and project management. Significant experience in new product development in the clean tech sector.



# ADVISORY TEAM



**David Richardson**

Advisor

David is a prolific inventor with over 20 patents. He is actively involved in ventures developing cutting edge technology in the green space, with a focus on building a better planet.



**Earl Jenson, P. Eng**

Advisor

Earl has 20 years of experience in applied R&D, with a specific focus on product & process solutions for industrial and government clients.



**Dr. Doug Brown, PhD**

Scientific Advisor

Dr. Brown is a Materials Scientist with over a decade of experience in the research and development of next-generation green technologies. Dr. Brown is co-founder and CTO of ZS2 Technologies



**Dr. Greg Silverberg, PhD**

Scientific Advisor

Dr. Silverberg earned his PhD in Materials Science at Harvard University and has an undergrad degree in Chemical Engineering from Brown University. Dr. Silverberg has a keen interest in developing sustainable building materials.



**Nicole Stefenelli**

Advisor

Nicole is CEO and Founder of Urban Impact Recycling, a well-established recycling company serving customers in British Columbia's Lower Mainland.



**Brian Sheppard**

Advisor

Brian has over 25 years of experience at Canada's leading advertising agencies, working on many of the country's most powerful brands. Sheppard is currently the Executive Creative Director of Saatchi & Saatchi Canada.



**Dr. Chad Vecitis, PhD**

Scientific Advisor

Dr. Vecitis is co-author of over eighty peer-reviewed papers and several patents. He is also an Associate of Environmental Science & Engineering at the Harvard Paulson School of Engineering & Applied Sciences.



**Randy Gue**

Advisor

Randy has over 40 years of industrial work experience. The last 25 years of those years include hands-on work in the fields of landfill diversion to resource recovery, renewable energies, clean technologies and development of sustainability projects.

# KEY INVESTMENT HIGHLIGHTS



**\$1.9M** cash in the bank



**\$33M** market cap



**Recession-proof** products with good margins and growth rate



**Blue sky tech in cement** with licensing and carbon credit sequestration upside



**Blue sky ag-tech** with best-selling product patented until 2033



**\$64B** in addressable blue sky ag and cement markets



PEOPLE



PLANET



PROSPERITY