



**HILLCREST**  
energy technologies

# INVESTOR UPDATE

May 20, 2021

[hillcrestenergy.tech](https://hillcrestenergy.tech)

CSE: HEAT | OTCQB: HLRTF | FRA: 7HIA.F

# FORWARD LOOKING STATEMENTS

Certain information regarding the Company contained herein may constitute forward-looking statements within the meaning of applicable securities laws. Forward-looking statements may include estimates, plans, expectations, opinions, forecasts, projections, guidance or other statements that are not statements of fact. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. The Company cautions that actual performance will be affected by a number of factors, many of which are beyond the Company's control, and that future events and results may vary substantially from what the Company currently foresees.

Discussion of the various factors that may affect future results is contained in the Company's Annual Report which is available at [www.sedar.com](http://www.sedar.com). The Company's forward-looking statements are expressly qualified in their entirety by this cautionary statement.





# OUR PATH FORWARD

## MISSION



We will lead by example in the energy transition by pivoting from the production of fossil fuels and adding **clean energy and e-mobility technologies** that help unlock efficiencies in electrification and maximize performance of electric systems.

## VISION



From concept to commercialization, Hillcrest is investing in the development of energy solutions that will power the future.



### Innovation

We are innovators capable of creating bold solutions to big problems that make a difference



### Integrity

We maintain uncompromising standards of accountability, transparency and ethics



### Inclusivity

We encourage a culture of inclusivity, belonging and diverse perspectives



### Stewardship

We honor our role in creating a more sustainable future for people and planet

# THE MARKETPLACE IS EVOLVING

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV WATCHLIST PRO

IMPACT INVESTING

## \$7 trillion asset manager BlackRock makes climate change central to its investment strategy for 2021

PUBLISHED WED, DEC 16 2020-8:31 AM EST | UPDATED WED, DEC 16 2020-9:55 AM EST

Jessica Dickler @JDICKLER

SHARE f t in e

CANADA'S **NATIONAL OBSERVER**

ABOUT NEWS OPINION SPECIAL REPORTS ANALYSIS CONVERSATIONS ZERO CARBON CANADA NOW PARTNER WITH CNO

## Budget 2021 targets cleantech, funding for carbon capture

By Carl Meyer | News, Energy, Politics, Ottawa Insider | April 19th 2021

The New York Times

## Biden and World Leaders Focus on Innovation for 'Clean Energy Future'

"As we transition to a clean energy future, we must ensure workers who ...  
"Just using today's technologies won't allow us to meet our ambitious goals,"  
Mr. Gates said via video. ... April 22, 2021 ... Mr. Trump to put his imprint and

Prepared in collaboration with  
Deloitte, EY, KPMG and PwC

WORLD ECONOMIC FORUM

## Measuring Stakeholder Capitalism Towards Common Metrics and Consistent Reporting of Sustainable Value Creation

WHITE PAPER  
SEPTEMBER 2020

YS YourStory

## How new trends and innovations in the automotive industry are opening opportunities for startups

It's also about [the] production process and it's up to market time". ... It will change the way we have been using automotive vehicles for about 100 years. ... sales, optimising supply chains, and enhancing product design for newer

wsj.com

THE WALL STREET JOURNAL.

MARKETS

## Central Banks Jump Into Climate-Change Policy Fray

Some say regulators are going beyond their remits with focus on risks to financial systems and economies

29 Apr 2021, 14:43 Sören Amelang, Kerstine Appunn, Charlotte Nijhuis, Julian Wettengel

## Landmark ruling from German top court: key climate legislation falls short



# OUR NEW BUSINESS MODEL

## HILLCREST IS DEPLOYING A NEW BUSINESS MODEL TO PROTECT LONG TERM SHAREHOLDER VALUE

- ✓ Accelerating urgency in building a low carbon economy
- ✓ Regulatory requirements and expanding government incentives
- ✓ Investor demand
- ✓ Social drivers

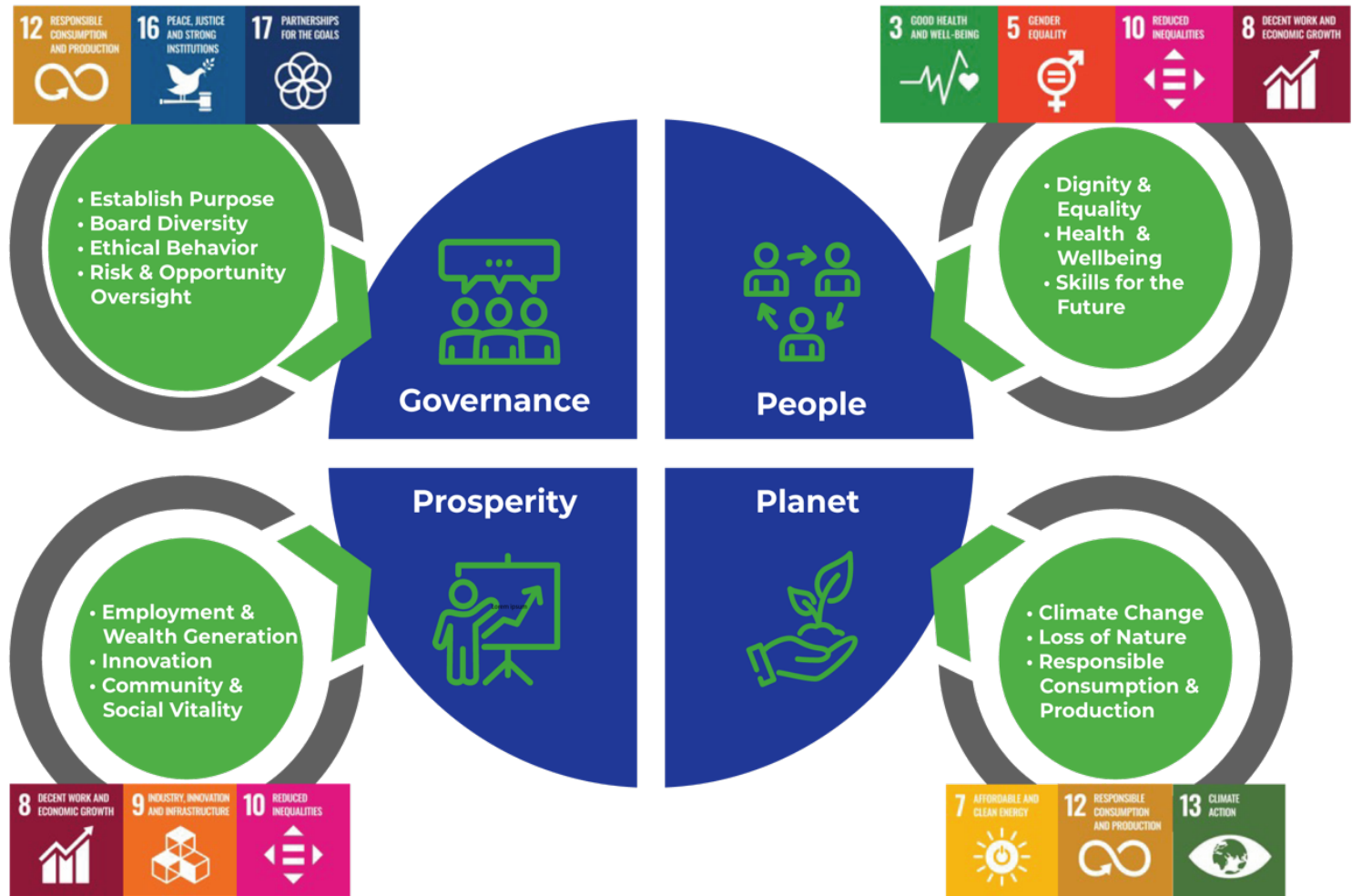


# HILLCREST IS COMMITTED TO CREATING SUSTAINABLE STAKEHOLDER VALUE

Hillcrest is establishing sustainable business practices aligned with the United Nation's Sustainable Development Goals (SDG's) and the International Business Council's Environmental, Social and Governance (ESG) objectives.



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# HILLCREST CLEAN ENERGY TECHNOLOGY PORTFOLIO

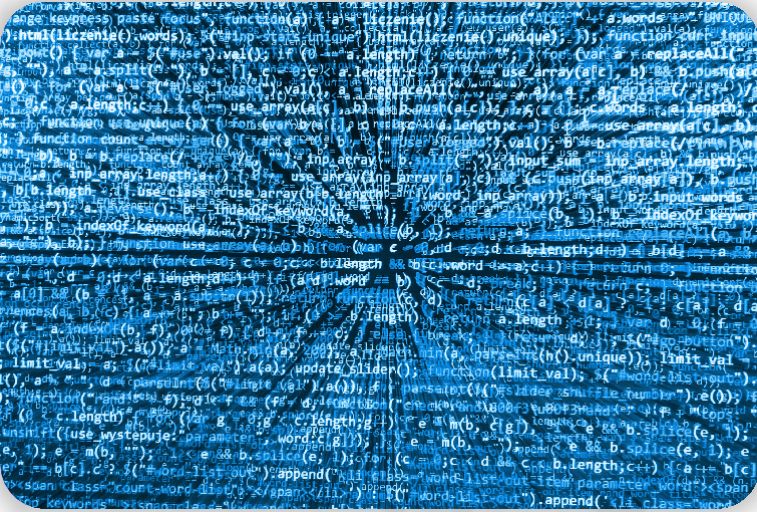
## ELECTRIC MACHINE CONTROL SOFTWARE

- ✓ Hillcrest-owned IP
- ✓ Inventor is now Hillcrest CTO
- ✓ Customizable applications for a variety of high value, high performing electromechanical systems
- ✓ Software IP requires limited capital to develop and can be easily updated

## POWER ELECTRONICS COLLABORATION

- ✓ 5-year technology development collaboration
- ✓ Proven power electronics expertise with unparalleled energy density and efficiency
- ✓ Established network in the EV/auto industry
- ✓ Extensive experience commercializing technology

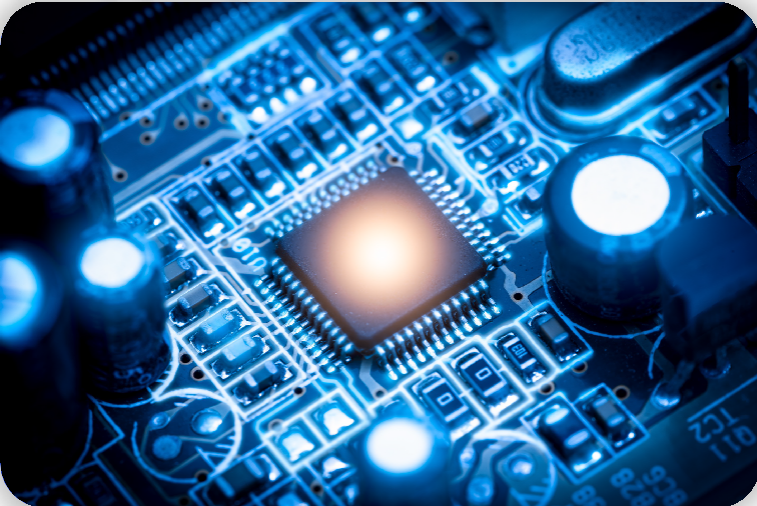




**Hillcrest control  
system software**



**Brains of an electric  
machine system**



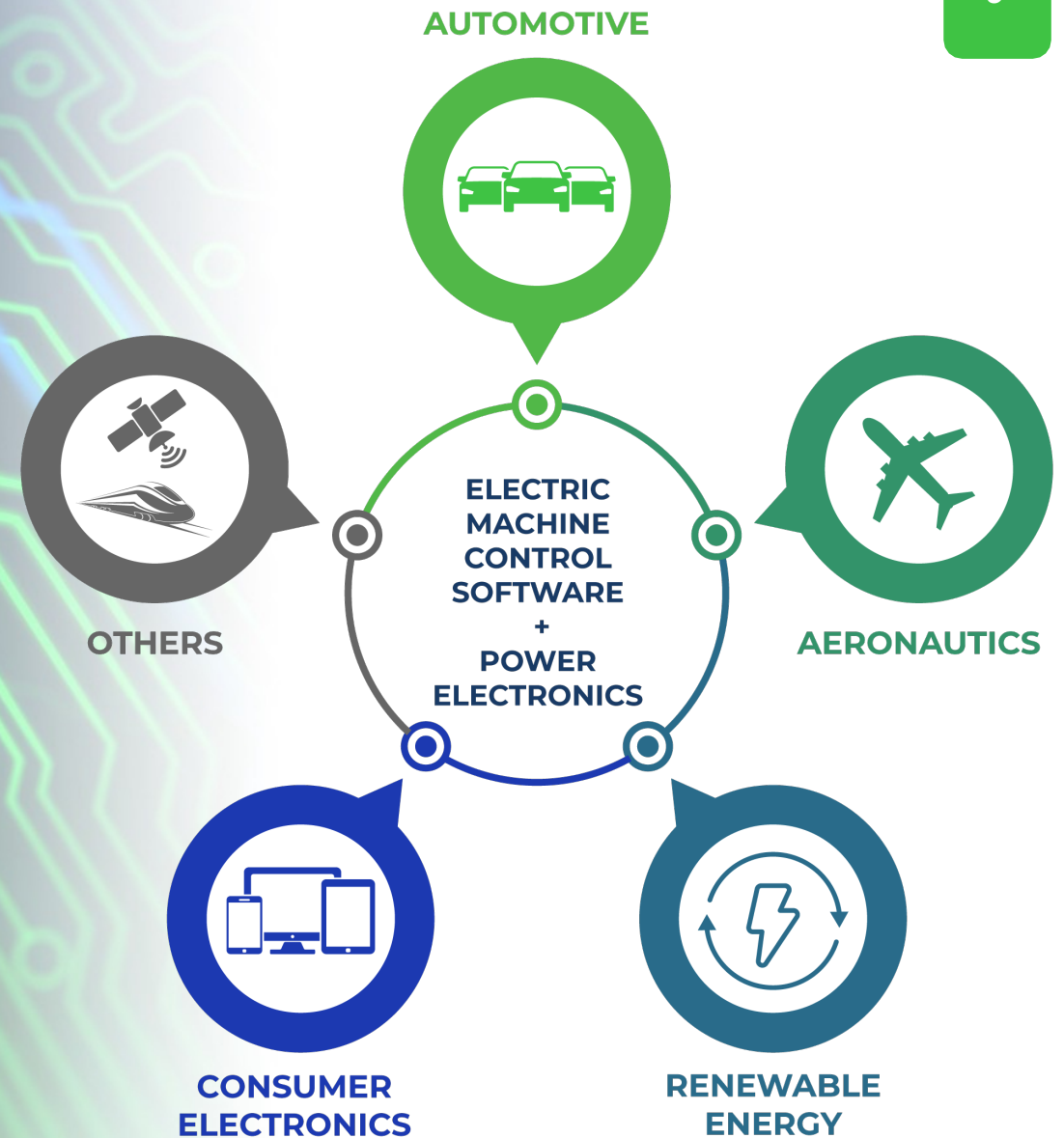
**Systematec power  
electronics &  
electromechanical  
expertise**



**Muscles of an  
electric machine  
system**



# POTENTIAL COMMERCIAL APPLICATIONS INCLUDE:



# EXECUTING



Elimination of outstanding debt and increase in base revenues



Joint technical planning with Systematec well underway



\$5M equity facility in place



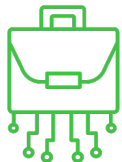
Establishing in-house design & development capabilities



Michael Moskowitz & David Farrell announced as strategic advisors



Additional partnerships and collaborations in discussion



Ari Berger appointed Chief Technology Officer





# SEIZING OPPORTUNITIES

## RETAIN INVESTOR CONFIDENCE WITH ONGOING CASHFLOWS

- ✓ Near-term cash flows from oil operations will seed company transition to clean tech and e-mobility

## ACCELERATION OF DEMAND FOR E-MOBILITY AND ELECTRIFICATION OF EVERYTHING

- ✓ The global power electronics market, currently valued at more than US\$25B, is expected to maintain average annual growth rates of approximately 5% over at least the next 5 years. [Source](#)

## CHANGING INNOVATION SUPPLY CHAIN DYNAMICS

- ✓ E-mobility innovation supply chains are evolving into an ecosystem with fluid boundaries – creating growing opportunities for custom electronics and control system expertise



# OUR VALUE PROPOSITION

Hillcrest's control software and Systematec's power electronics and electromechanics capabilities will enable the Company to create industry leading control systems with innovative and disruptive functionality and performance which can be marketed to high value EV manufacturers and suppliers as well as other electrical industries and manufacturers.

✓ **DESIGN TO VALUE CAPABILITIES:**

Hillcrest possesses a unique mix of both software and power electronics capabilities that enable us to develop new system solutions that meet the increasing performance requirements and growing challenges in e-mobility

✓ **EXPANDING OPPORTUNITIES:**

E-mobility innovation supply chains are evolving into an ecosystem with fluid boundaries –creating growing opportunities for custom electronics and control system expertise



# SCALE READINESS

- ✓ WE ARE LEVERAGING THE SPECIALIZED SKILLS OF OUR SYSTEM DESIGN CAPABILITIES AND INDUSTRY CONNECTIONS TO DEVELOP PERFORMANCE MAXIMIZING POWER CONVERSION AND MOTOR DRIVE TECHNOLOGIES
- ✓ WE ARE DEVELOPING, DE-RISKING AND PROTECTING OUR CORE IP AND R&D INNOVATIONS
- ✓ WE ARE CONSIDERING MULTIPLE REVENUE PATHS – SYSTEM ENGINEERING AND SOFTWARE SERVICES, LICENSING, PRODUCTION



We are targeting additional strategic partners who have the potential to scale with us.

# MANAGEMENT



**Don Currie**  
CEO and Director

More than 30 years of energy industry experience as a trusted relationship and business builder with decades of North American equity markets exposure and the financing of public companies.



**Ari Berger**  
CTO

Distinguished expert in electric machine control technologies, system engineering and multidisciplinary product design; over a decade of commercial experience with a track record of deploying new technologies and go-to-market strategies, specifically in the sector of electrification.



**Michael Krzus**  
Executive Chairman, Technical Director

Former CEO and Director of NYSE listed company with 38 years energy industry experience including senior technical and executive management positions with both large and small publicly listed companies in Canada, USA, Australia and the Netherlands.



**Dale Miller**  
General Manager Oil and Gas Operations

35 years experience in the Canadian upstream oil and gas industry focused on managing production operations, engineering and building value through field development and A&D.

# ADVISORS



## David Farrell

David Farrell is President of Davisa Consulting, a private consulting firm working with global junior & mid-tier companies. He has over 25 years of corporate and investment banking experience, and has negotiated, structured and closed more than US\$25 billion worth of M&A and structured financing transactions.



## Michael Moskowitz

Michael Moskowitz is Chairman and CEO of Panasonic North America. A seasoned technology executive, Mr. Moskowitz leads Panasonic's North American business operations enabling technological innovation in key areas focusing on sustainable energy, smart mobility, immersive experiences, integrated supply chain and consumer lifestyle.



# BOARD



**Michael Krzus**  
Executive Chairman, Technical Director

Former CEO and Director of NYSE listed company with 38 years energy industry experience including senior technical and executive management positions with both large and small publicly listed companies in Canada, USA, Australia and the Netherlands.



**Tom Milne**  
Director (Independent)

Senior financial executive with extensive international experience in energy E&P, pipelines, oil sands & communication technology; served as director of both public & private companies including chairman of audit committee for AMEX-listed oil sands company.



**Don Currie**  
CEO and Director

More than 30 years of energy industry experience as a trusted relationship and business builder with decades of North American equity markets exposure and the financing of public companies.



**Robert Lambert**  
Director (Independent)

Currently Deputy Chairman of Jadestone Energy Inc., Founder of Ipex Energy Ltd and a Partner in Oilfield Capital International LLP. Over past 12 years held positions of CEO of Petra Petroleum Inc, Senior Independent Director of Eland Oil & Gas PLC, CEO of GB Petroleum Ltd., and previously held various executive management and senior operational roles with Conoco Inc. over a 25-year international career.



**David Stone**  
Director (Independent)

Professional engineer with 30+ years in mining evaluating projects; holds Bachelor of Applied Science from the University of British Columbia, Ph.D. in Civil Engineering from Queens University & Executive Masters of Business Administration from Queens University.



**Kylie Dickson**  
Director (Independent)

Kylie is a Canadian CPA who has played a pivotal role in multiple financings and M&A transactions. She was previously VP of Business Development at Equinox Gold Corp., VP Business Development at Trek Mining, CFO for JDL Gold Corp., Anthem United Inc. and Esperanza Resources, and served as the Corporate Controller of Minefinders Corporation.



# HILLCREST'S BRIGHT FUTURE

- ✓ **WE ARE IN THE RIGHT PLACE AT THE RIGHT TIME WITH THE RIGHT TEAM**
- ✓ **GROWING DEMAND FOR DESIGN TO VALUE CAPABILITIES**
- ✓ **MULTIPLE REVENUE STREAM CREATION**
  - Immediate = oil revenues
  - Near-term = acquisitions and partnerships
  - Long-term = IP development and commercialization



**We are de-risking Hillcrest as an investment with enormous upside future potential.**



**HILLCREST**  
energy technologies

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