

# The Stock Spotlight

Promising New Stock Target, Spring 2011

# POWRtec

## POWRtec

POWRtec is a dynamic and unique energy monitoring company with the potential to dominate the smart meter industry with its innovative intelligent smart meters. POWRtec's meters are network enabled and can be built to utilize virtually any conceivable communications protocol. This empowers the intelligent smart meters to directly control network enabled, power-draining devices by switching them on and off in accordance with the desired energy output, resulting in more efficient use of resources, smaller energy bills and enormous benefits for the environment.

Whilst there have been many advances in energy saving products, little, if any, focus has been on actual energy use, and so POWRtec has developed products that directly reduce the amount of energy waste and make a meaningful difference to the environment. In fact, statistics show that energy consumption is still rapidly on the rise and that the world is quickly running out of renewable energy sources. POWRtec's smart meters have the ability to monitor and measure actual consumption, allowing public utility companies to develop effective energy management plans for businesses and consumers, resulting in the elimination of energy waste throughout the entire energy grid.

POWRtec's cutting-edge intelligent smart meters can also be tailored to meet specific business or market needs by the company's in-house R&D department. As production has been outsourced to China, unlimited capacity and range ensures scalability of operations. Also, with the rise in industrial activity in countries such as China, Brazil and India, and the increasing focus on sustainable energy, POWRtec is in a prime position to capitalize on these favorable market trends. The company intends to continue its initial success into these power-hungry markets whilst continuing to provide tailored products to the increasingly environmentally conscious European and Asian markets.

Finally, POWRtec has developed its smart meters with advanced wireless and sim-based technology, giving it an advantage over its wired competitors. These innovative features keep installation costs low and ensure accessibility to almost every market. With its unique features and low cost, POWRtec's intelligent smart meters are a tantalizing prospect!



The Energy Management market is set to experience unprecedented growth due to the dire need for energy saving initiatives.

Read on to find out why...



POWRtec will position itself to capitalize on strong market growth and outpace the competition.

Find out how on page 3

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## ● The Need for POWRtec's Intelligent Smart Meters

The reality is this – despite the economic downturn and the introduction of numerous energy-saving products over the past decade, the increased industrial activity and growing population and thereby industry production in countries such as China, Brazil and India, has resulted in an ever-increasing demand for energy management solutions such as POWRtec's. In fact, the need to reduce energy waste is so important that climate change is dominating political agendas and there is a colossal and increasing emphasis on sustainable products.

Unfortunately, public utility companies cannot quickly ramp up or scale back their energy production and therefore a lot of energy goes to waste. As of today, it is estimated that 85% of the energy produced around the world comes from non-renewable energy sources. Added to

this, is the reality that new renewable energy sources are not developing fast enough to prevent a serious energy deficit in the years to come.

The prospect from failing to come up with viable solutions is terrifying. Brownouts and blackouts will continually disrupt businesses and homes, costs will dramatically rise and market confidence will suffer. Moreover, cities will become more polluted and clean air will be a thing of the past unless something is done about this today.

POWRtec has recognized this dire need for immediate action and has developed networked, tailored solutions that can reduce energy waste in a big way. The company's intelligent smart meters can communicate directly with network

enabled, power-draining devices and even switch them off through its wireless network. Additionally, POWRtec's smart meters have been developed specifically to service individual market needs and desires, and the company's world-class R&D team continues to develop innovative products to meet future market needs. Not only can POWRtec's products save on energy waste, they can also reduce power bills and create a cleaner and more sustainable environment. The benefits of POWRtec's products are seemingly endless!



## ● Strong Market Outlook

The energy management industry is currently experiencing unprecedented growth with a heightened interest on sustainable energy and energy management solutions such as POWRtec's. It is also attracting some of the world's most important investors, with billions of dollars being poured into energy saving initiatives. There is no denying the fact that the world needs plentiful energy reserves to sustain economic growth, raise living standards and reduce poverty.

However, the reality is that today's energy habits are simply not sustainable. Although the world is shifting to renewable energy sources such as wind power, geothermal power, solar power etc., the shift is neither big enough nor quick enough to prevent the power crunch that the world will experience in the next two decades. By 2030, it is estimated that the world's primary energy

demand will be a dramatic 40% higher than in 2007. It is also estimated that 85% of the energy produced around the world currently comes from non-renewable fossil fuels. This indicates that there is a dire need to reduce actual energy consumption as well as shifting to non-renewable energy sources.

By focusing its products on actual consumption, POWRtec's intelligent smart meters can enable public utility companies to develop effective energy management plans that will directly contribute to the reduction of energy waste. Also, whilst shifting to renewable energy sources is a long and costly process, POWRtec's products are easy to implement and can make a real difference today and in the future. More and more capital is being invested into energy saving initiatives, and environmental policies closely scrutinized - the need for products such as

POWRtec's has never before been so clear.

POWRtec's intelligent smart meters are a low-cost and efficient solution that is already making a huge impact on local energy consumption. Public utility companies in Denmark, a world leader in climate change initiatives, have already recognized the advantages of POWRtec's products. Additionally, the company has also delivered its specialized single-phase meters to utility companies in power-hungry India and is continually producing tailored smart meters to meet the demands of growing and developing nations.

With a strong market outlook, unique networking and wireless capabilities and low-cost production, there is little limit to POWRtec's growth potential!



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## Corporate Strategy

POWRtec's mission is to deliver advanced, innovative and ground-breaking technology to utility companies across the globe whilst eliminating energy waste and producing the highest ROI for their clients.

Today's energy climate is focused on reducing the end user's consumption. Therefore, POWRtec intends to position itself with products that directly promote green behavior and make a real difference in energy consumption.

Being the only smart meter that offers network and cabled and wireless capabilities, POWRtec expects strong demand for its novel products. POWRtec has outsourced production to China which enables the company to produce large quantities of its smart meters to meet this strong demand. This enables the company to produce a low-cost product with more features and functionality than its competitors.

Additionally, POWRtec recognizes that markets have different needs and desires and therefore it has developed customized solutions that can meet the demands of any market. For example, single-phase meters will be rolled into developing markets such as India, which will greatly benefit from pre-paid and tamper-proof capabilities. Conversely, POWRtec's three-phase smart meters have been specifically developed to suit the needs of the more advanced Western markets.

POWRtec also intends to aggressively promote its unique networking capabilities. Its smart meters have the ability to not only monitor energy consumption of power-draining devices but also switch off network-enabled devices as desired. This is one of the mechanisms that can deliver huge success for POWRtec.

Through the company's unique product offerings, strong world demand for energy savings and environmental benefits, management expects exponential growth for POWRtec and strong returns on investment for the company and its shareholders.



# POWRtec

## Management Team



**Grant Jasmin**  
Founder and CEO

Mr. Jasmin has over 25 years' experience as a business executive and commercial lawyer. He was the founder, chief operating officer and a director of audiohighway.com, which traded on the NASDAQ Small Cap Market and specialized in the delivery of audio content over the Internet. Mr. Jasmin was also the founder, president and CEO of Advanced Logic Systems, a manufacturer of plug-in peripherals for the Apple II computer.

(MBA University of Santa Clara & JD University of California Hastings College of the Law)



**Rolf Wendt**  
Senior Director of Engineering

Mr. Wendt has extensive experience in product development leadership, product definition and hardware design from his management roles at Digimax Fuji, Next Level Communications and NEC America. He has led large multidisciplinary development teams and has been responsible for in-depth development of products within the telecommunications, power utility, industrial printer and consumer product industries.

(B.Sc (Electrical Engineering), University of Arizona)



**Simon Westbrook**  
Chief Financial and Accounting Officer

Appointed in August 2011, Simon Westbrook brings an abundance of experience to POWRtec: Since 1997, he has served as Chief Financial Officer for companies such as Public Wireless, a Silicon Valley company specializing in wireless communication infrastructure; Nanoamp Solutions Inc., a memory IC company; and Sage Inc., a company specializing in flat panel displays. All of which are technologies relevant to POWRtec's products. Prior to this, Simon held a number of senior financial positions at renowned Creative Technology and Atari Corp. amongst others. Simon is a chartered accountant.

(Master Degree in Economics, Trinity College, Cambridge, UK)

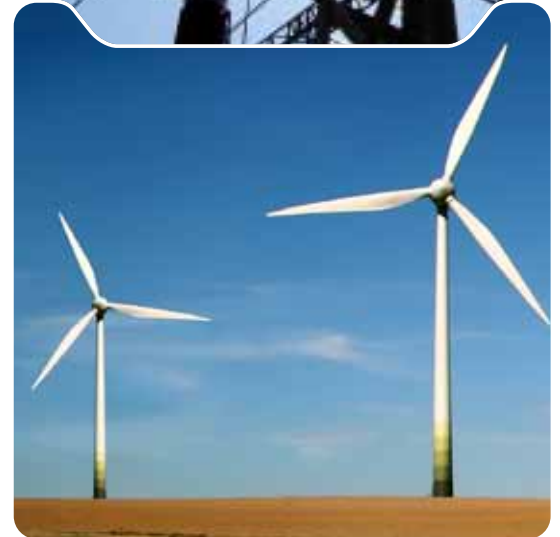
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# Investment Highlights

- POWRtec's unique networking systems allow smart meters to communicate directly with power-draining devices, resulting in completely efficient energy management systems at a low-cost price
- POWRtec's products can be specifically tailored to meet the needs of any market, delivering unlimited range and effective results
- Production is outsourced to China to result in a low-cost production with unhindered scalability of operations
- POWRtec's intelligent smart meters not only enable utility companies to save huge amounts of energy, they also greatly benefit the environment by reducing the amount of wasted energy
- World-class management team with proven ability to generate great results
- Favorable market conditions including a huge focus on energy-saving devices
- POWRtec has kept its R&D department in-house so that it can react to changing market needs and desires
- POWRtec's intelligent smart meters are a realistic solution that can reduce energy waste today and in the future, providing immediate changes in energy consumption
- The energy market is a multi-billion dollar market and the amount of non-renewable energy resources is rapidly dwindling
- The company has already delivered large-scale orders to world leaders in energy saving initiatives and has begun to roll-out its tailored meters to utility companies in power-hungry markets. POWRtec intends to continue to capitalize on this strong growth outlook



Solving the Energy Problem  
– the Smart Way



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