



**ENTERPRISE**  
**GROUP, INC.**

**Enterprise Group**

Investor Presentation

JANUARY 2022

# Legal Notice

## Forward-Looking Statements

Certain statements in this presentation about our current and future plans, expectations and intentions, results, levels of activity, performance, goals or achievements or any other future events or developments constitute forward-looking statements. The words “may”, “will”, “would”, “should”, “could”, “expects”, “plans”, “intends”, “trends”, “indications”, “anticipates”, “believes”, “estimates”, “predicts”, “likely” or “potential” or the negative or other variations of these words or other comparable words or phrases, are intended to identify forward-looking statements. Forward-looking statements are based on estimates and assumptions made by us in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we believe are appropriate and reasonable in the circumstances, but there can be no assurance that such estimates and assumptions will prove to be correct. Certain assumptions in respect of the determination of the impairment of losses, claim liabilities, income taxes, employee future benefits, goodwill and intangibles are material factors made in preparing forward-looking information and management’s expectations.

Many factors could cause our actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the following factors: (i) significant competition in the retail industry, (ii) changing consumer preferences and consumer spending, (iii) the prospect of unfavorable economic and political conditions, (iv) the seasonal nature of our business, (v) unseasonable weather conditions or natural disasters, (vi) our ability to continue to improve same store sales, (vii) our ability to retain our senior management team who possess specialized market knowledge, (viii) our dependence on our ability to attract and retain quality employees, (ix) maintaining good relations with employees that are not unionized as well as with our unions, (x) increased commodity prices, including for cotton, may affect our profitability, (xi) with a majority of our vendors we do not have a long term contract and therefore we cannot be assured of continued access to our brands that we offer (xii) our dependence on successful inventory management, (xiii) our dependence on our advertising and marketing programs, (xiv) a material disruption in our computer systems, (xv) our ability to comply with the covenants in our credit facilities, (xvi) breaches of privacy, (xvii) risk arising from regulation and litigation, (xviii) product liability claims and product recalls, (xix) fluctuations in the value of the Canadian dollar in relation to the U.S. dollar, (xx) loss of or disruption in our centralized distribution centers, (xxi) inability to protect our trademarks and other proprietary rights, (xxii) risks associated with the lease and ownership of real estate, (xxiii) our ability to profitably manage the portfolio of national and private label brands that we offer and that are preferred by consumers, (xxiv) the value of the brands we offer could diminish due to factors beyond our control, (xxv) our ability to maintain the brand value of our various retail banners, (xxvi) our ability to pay dividends is dependent on our ability to generate sufficient income, (xxvii) our principal shareholder will hold a material percentage of the common shares following the closing of the offering which may have an impact on the trading price of the common shares, (xxviii) our principal shareholder may sell its common shares at a time in the future and such timing will be beyond our control and may affect the trading price of the common shares, (xxix) no prior public market for our securities exists, (xxx) volatile market price for our common shares, and (xxxi) influence by our principal shareholder. While these factors are not intended to represent a complete list of the factors that could affect us, they should be considered carefully.

The purpose of the forward-looking statements is to provide the reader with a description of management’s expectations regarding the company’s financial performance and may not be appropriate for other purposes; readers should not place undue reliance on forward-looking statements made herein. Furthermore, unless otherwise stated, the forward-looking statements contained in this presentation are made as of the date of this presentation, and we have no intention and undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. The forward-looking statements contained in this presentation are expressly qualified by this cautionary statement.

The Company uses International Financial Reporting Standards (“IFRS”). This presentation contains references to EBITDA and EBITDAS. These are not measures that have any standardized meaning prescribed by IFRS and are therefore referred to as non-IFRS measures. The non-IFRS measures used by the Company may not be comparable to a similar measure used by other companies. Management believes that in addition to net income, EBITDA and EBITDAS are useful supplemental measures, as they provide an indication of the results generated by the Company’s principal business activities prior to consideration of how those activities are financed or how the results are taxed. EBITDA is calculated as net income excluding depreciation, amortization, interest, and taxes. EBITDAS is calculated as net income excluding depreciation, amortization, interest, taxes and stock based compensation.

# Overview

Enterprise Group provides specialized equipment and services in the build out of infrastructure for energy, pipeline, and construction industries. The innovation and expertise of our operating companies have distinguished them as “best-in-class” to their blue-chip client base.



## AREAS OF OPERATION

Strong presence across Western Canada with a concentration in Alberta and Northeastern British Columbia. Actively acquiring and growing “best-in-class” specialized equipment and service providers for the energy, pipeline, and construction industries.

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## RESOURCES

Equipment/property assets appraised at approximately \$45 million which includes a fleet of well-site modular/combo equipment, specialized heating units, and other site infrastructure equipment.

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## WHY ENTERPRISE GROUP?

Enterprise’s management has shown its ability to respond and adapt to an uncertain resource environment and the changing needs of customers while providing high quality equipment and customer service through a disciplined capital strategy and proactive cost controls.

# INVESTMENT HIGHLIGHTS

- Proven Leadership with Impressive Track Record
- Assisting clients with their ESG goals through emissions reductions
- New Avenues for Growth (NG to Electricity)
- Management ownership continues to increase, now holding 34%
- NCIB program: 7 million share reduction in recent years = ~15%



# FINANCIAL SNAPSHOT

Share & Price Data as of January 24, 2022  
Financial Data as of Sept 30, 2021

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52-Week Share Price Range

**\$0.18 - \$0.365**

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Market Capitalization

**\$14.2 Million**

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Equipment Asset Value

**~\$44.8 Million**

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Shares Outstanding

**48.0 Million**

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EV – (Current est.)

**\$26.1 Million**

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NBV Per Share

**\$0.69**



# PROVEN VALUE PROPOSITION



## Reliable Business Model

- Acquire profitable, specialized businesses that focus on Western Canadian operations
- Utilize expertise, relationships, access to capital, and existing businesses to realize the potential of acquisitions: Expand service offerings, accelerate organic growth, create cost synergies.

## Attractive Growth Profile

- Demonstrated track record of acquiring complementary businesses at accretive valuations and delivering results post-acquisition.
- Located in the most active regions of the WCSB, in and along the foothills servicing the Montney, Duvernay, Cardium and Viking formations and the Oil Sands district.
- ***Leading the way by advancing Natural Gas to Electricity methods of mobile power supply for our clients. Furthering our clients ESG goals by a serious reduction in emissions, increased safety and cost reductions.***

## Creating Shareholder Value

- Integrated and synergistic services provide stable and diversified cash flow.
- A balanced position providing specialized equipment and services for the energy, pipeline, and construction industries presents the optimal path for increasing shareholder value.

# OPERATIONS OVERVIEW



*WESTAR POWER DIVISION* is leading the industry by advancing the Natural Gas to Electricity methods of mobile power supply for our clients, achieving serious reductions in emissions, increasing safety and significant cost reductions.



Based in Fort St. John , BC, *WESTAR OILFIELD RENTALS* is a site infrastructure business that fulfills a multitude of equipment needs for a variety of top tier energy producers.



A pioneer in pipeline thermal expansion and superior expertise in heating, *ARTIC THERM INTERNATIONAL* provides advanced and patented flameless heaters that produce outputs of up to 3.3 million BTU and 15,000 CFM of airflow.



A full-service oilfield site infrastructure company, *HART OILFIELD RENTALS* provides both site services and custom equipment rentals to Alberta energy producers utilizing 20+ patented designs.

# WESTAR Power Division

Established: October 2020

- Leading the way by advancing the Natural Gas to Electricity methods of mobile power supply for our clients. Furthering their ESG goals by a serious reduction in emissions, increased safety and meaningful cost reductions.
- Our NG to Electricity mobile power methods replaces up to 15 diesel fired generators per site. Eliminating diesel fuel usage by up to 5,000 litres per day and seriously reducing on-site sound volumes.
- Eliminating diesel fuel handling completely, is not only an environmental benefit, but also a safety advantage.



## INNOVATION DELIVERED THROUGH EXPERIENCE



- Westar's Power Division is reinventing the way mobile power is provided on site, in the interest of developing efficiencies, streamlining rental management, supporting critical services and promoting natural gas alternatives.
- Implementing change demands dedication, passion, innovative equipment and knowledge. With years of collective history and experience servicing the industry, we are poised to take care of all our client's site rental needs.
- Westar's Power Division is the leading natural gas power solutions provider making every step of site planning easy, from start to finish.
- Westar's extensive fleet of rental equipment ties seamlessly into the natural gas electrification grid, optimizing power usage and reducing fuel costs drastically. The benefits of a full-service rental provider are broad in scope and translates immediately to drastic cost savings.



## INTRODUCING AN ELECTRIFICATION GRID SYSTEM



One central natural gas generator to power the entire site. The NG Gen can work with source gas or a third-party provider and tank. A secondary 'back-up generator' (paired to demand) sits in place, should gas quality fluctuate or to cover during scheduled maintenance.

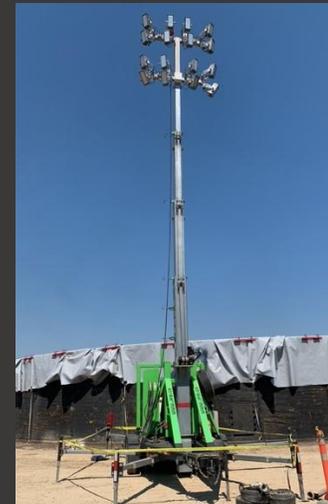


Distribution panels positioned strategically to supply access where needed.

Twist lock receptacles make connections simple and safe.

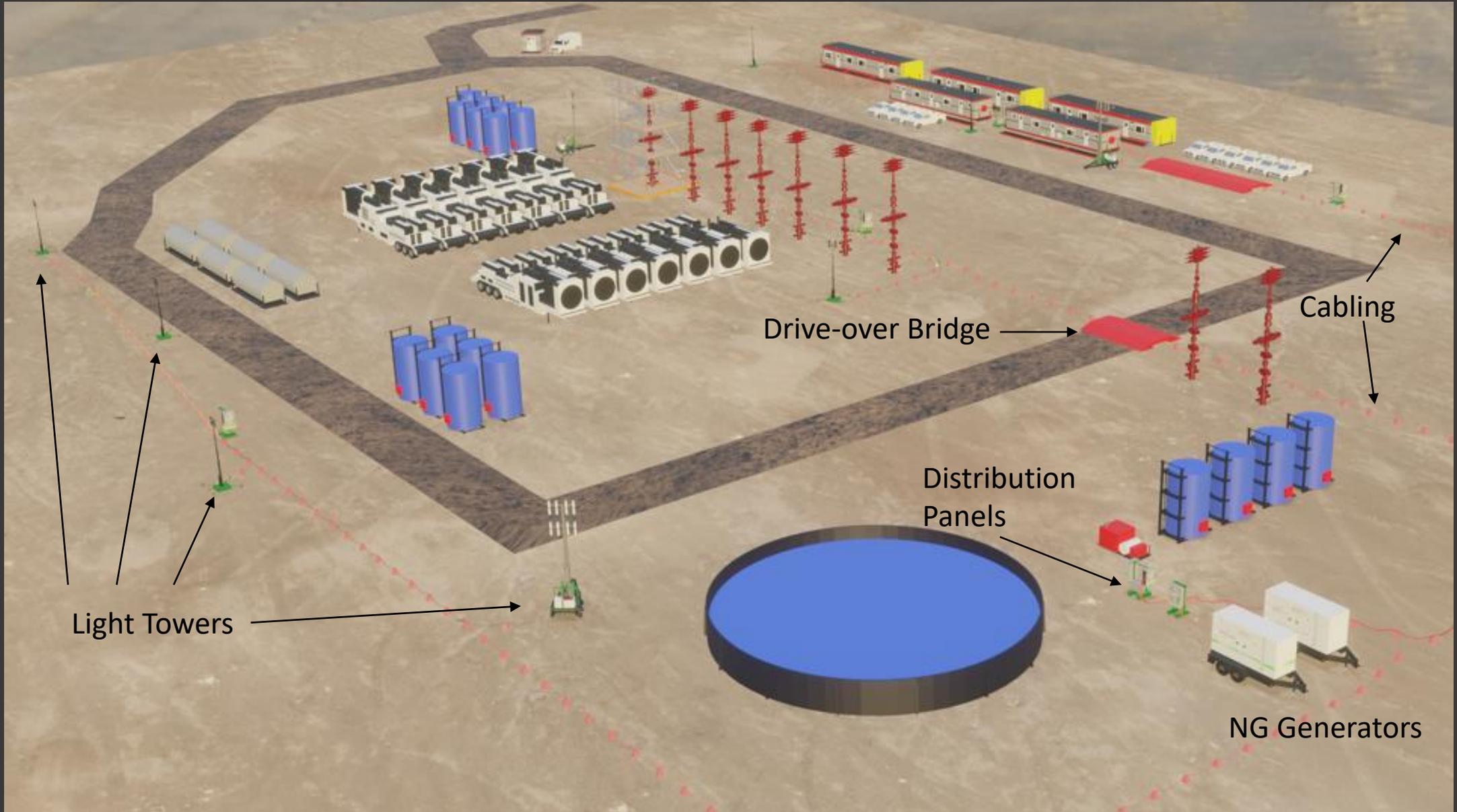


Cording positioned safely and strategically around the perimeter, connecting panels to main power supply.



Westar offers a fleet of effective lighting solutions which connect directly to the grid including Stadium towers, 20kW towers and standalone LED towers which are easy to maneuver, transport and reposition.

**Completions Site Example of NG to Electrical Grid**



# WESTAR Oilfield Rentals

Acquired: October 2014

- Highly regarded full-service oilfield site infrastructure business that fulfills multiple equipment rental needs for a variety of energy producing customers.
- Specializing in Natural Gas and Diesel fired power generation.
- Established Enterprise Group in Fort St. John, BC, a critical area in the development of Western Canada's LNG industry and Site C Hydro Electric Dam project.
- Second Location in Pouce Coupe, BC established in Q1 2020.



# ARTIC THERM International

Acquired: September 2012

- The Pioneer of Pipeline Thermal Expansion
- Uses portable equipment and proprietary technology to provide efficient 'Flameless Heat' and breathable air in remote locations that present extreme climate challenges.
  - Outputs of 500,000 BTU to 3.3 million BTU
  - Blower technology provides up to 15,000 CFM
  - Specializing in Natural Gas or Diesel fired flameless heat
- Versatility facilitates numerous applications, including dehumidifying, confined space entry, plant & facility shutdowns and vessel coating/curing.
- Current fleet of over 200 units



# HART Oilfield Rentals

Acquired: January 2014

- Hart is a full service 'one-stop' oilfield site infrastructure provider to Tier One E&P clients.
- Specializing in Natural Gas and Diesel fired power generation.
- Conventional and modular/combo rental equipment fleet consists of ~2,500 pieces of equipment designed to provide on-site infrastructure in support of horizontal drilling and completion operations.
- Hart designs, manufactures, and assembles its own modular and combo equipment, providing a unique competitive advantage.
  - 20+ design patents
- Three strategically located centres in the WCSB



# ACQUISITION CRITERIA



## Identification

- Profitable private businesses within our existing industries and geographies.
- Strong operational and financial track records serving high quality clients.



## Evaluation

- Target cannot take advantage of growth opportunities due to capital restrictions.
- Can we realize an attractive transaction price?



## Integration

- Utilize incentives to retain key executives.
- Identify and implement synergies with existing business units
- Deploy capital to fuel growth



## Growth

- Leverage relationships and operational expertise.
- Grow revenue, EBITDA, and opportunities

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# DISPOSITION HISTORY



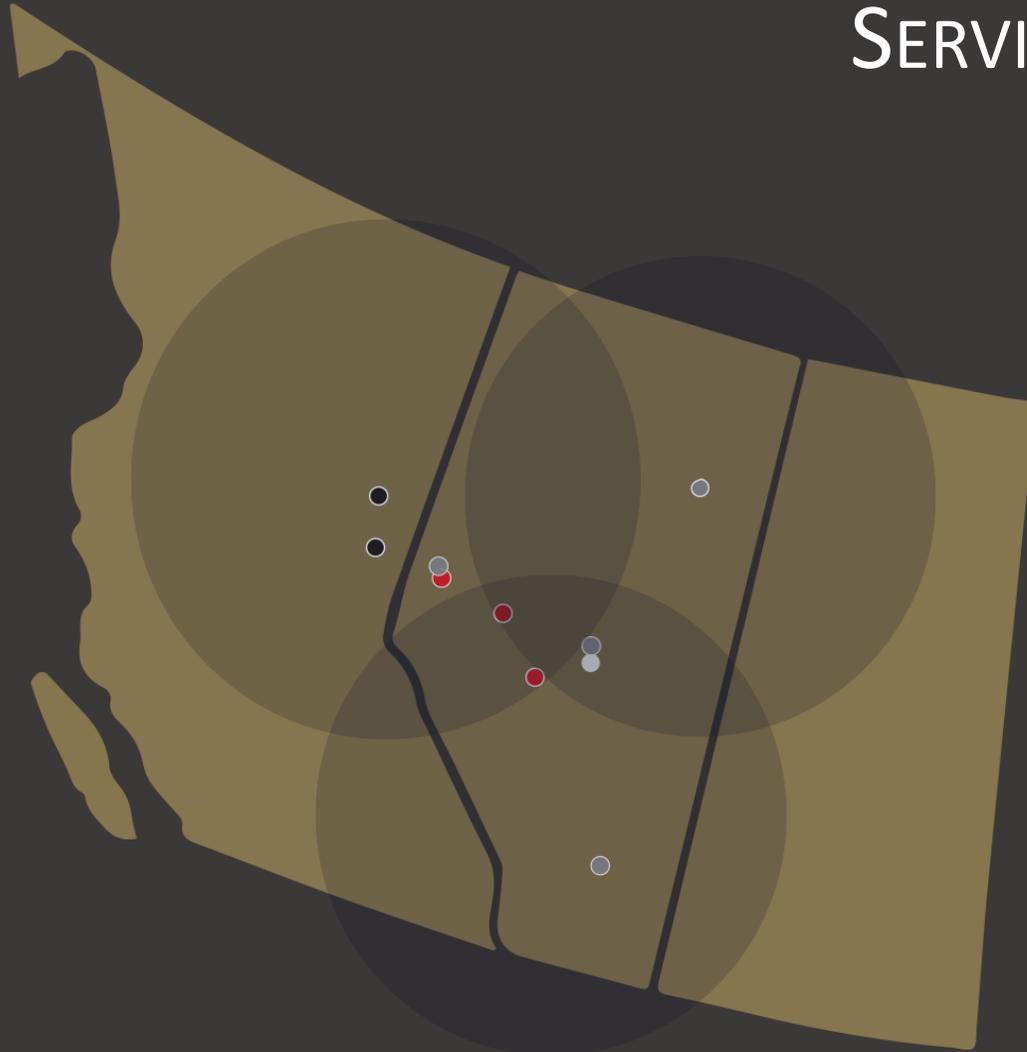
Enterprise acquired TC Infrastructure in 2007 for \$12 million or a 2.0 multiple of trailing EBITDA. The Company divested TC in 2016 for \$20 million. Over the course of ownership, TC cumulated \$27 million in EBITDA for Enterprise Group.



Enterprise acquired CT Underground in 2013 for \$12 million or a 2.1 multiple of trailing EBITDA. The Company divested CT in 2018 for \$20.6 million. Over the course of ownership, CT cumulated \$18.4 million in EBITDA for Enterprise Group.

# SERVICE FOOTPRINT

Locations by Operations



## LOCATION MAP LEGEND



**ENTERPRISE**  
GROUP, INC.

ST. ALBERT



MORINVILLE, CALGARY, GRANDE  
PRAIRIE & FORT MCMURRAY



GRANDE PRAIRIE, WHITECOURT &  
DRAYTON VALLEY



FORT ST. JOHN & POUCE COUPE, BC.

# A CLIENT LIST OF INDUSTRY LEADERS

Enterprise serves a diverse group of customers  
Across multiple industries



# EXECUTIVE TEAM



## LEONARD D. JAROSUK – PRESIDENT & CEO and CHAIRMAN

- Over three decades of experience managing public companies, engaged in real estate, construction, natural resources, and exploration.
- Serves as Director of several companies in both the manufacturing and O&G industries.
- Co-Founder of Enterprise Group

## DESMOND O’KELL – SENIOR VP & CORP SECRETARY and DIRECTOR

- Over 30 years of business build-out, finance and executive operations experience.
- Integral member of Enterprise team since its 2005 inception.
- Co-Founder of Enterprise Group

## WARREN CABRAL – CHIEF FINANCIAL OFFICER

- Over 25 years experience of financial experience.
- Former CFO for AIMCO, managing global investments for pensions, endowments, and governmental funds in Alberta

# DIRECTORS



## **JOHN PINSENT – FCPA, FCA, ICD.D - DIRECTOR**

- Founding partner with St. Arnaud Pinsent Steman Chartered Professional Accountants.
- In 2013, Mr. Pinsent was awarded the I.C.A.A. fellowship status joining a select group of FCAs and he has also earned an ICD.D designation.

## **JOHN CAMPBELL – CPA, CA, CFA, CPA (Illinois) - DIRECTOR**

- Possesses more than 30 years of experience in the investment management industry.
- Currently serves as Chairman of the Board and Chair of the Investment Review Committee of Tri-View Capital, a Canadian Investment firm specializing in private investments.

## **NEIL DARLING – DIRECTOR**

- President and founder of Ramdar Resource Management, a wellsite management service company, since 1994.
- Highly skilled professional with over thirty-five years of project management, design and operations experience - both domestic and international. Experience includes design, drilling and completions of deep wells to 6000m.
- Neil's experience includes instruction at the Southern Alberta Institute of Technology (S.A.I.T.), as well as preparation and presentation of curriculum for domestic and international technical institutions.

# CONTACT Us.

Enterprise: Complementing the building out of  
Infrastructure for Energy and General Construction

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