

EQON

Investor Presentation

eqon.com



EQON's Purpose

We ensure energy is never wasted

EQON reduces electrical heat load consumption by up to 90%

Click on the picture to watch an introductory video of EQON's product



EQON

The energy consumed by industrial heating is greater than the total global electricity production today



Industrial heating

- Industrial heat makes up **66%** of industrial energy demand and almost **20% of global energy consumption***
- Industrial heating is the largest contributor of CO₂ emissions each year*



Increasing energy consumption

- Global energy consumption is expected to double by 2050**



EQON

Common industry challenges with heat trace systems



Unnecessary energy use: heat trace systems can use more energy than necessary, driving higher costs



Ground fault issues: leads to expensive maintenance, isolation errors and installation costs



Little oversight and visibility: lack of oversight can lead to avoidable maintenance



Higher carbon footprint: excess emissions from one rig helideck alone were equivalent to 90 tons CO₂ one month



Safety risks: heat trace installations can cause corrosion and, in some cases, fire



Burnt heat cable at a firewater pump, Heidrun⁺

EQON uniquely addresses all challenges...



Reduced energy consumption: Patented solutions for market-leading energy savings



Longer lifespan: Extended lifetime of heat sources and reduced maintenance needs



Improved control and oversight: Advanced monitoring and maintenance prediction



Increased safety: Reduction of failures, due to intelligent monitoring

...with its state-of-the-art solution



Up to 90%

Energy savings

30%

Reduced installation and maintenance costs

CO₂



Reduce climate footprint

EQON

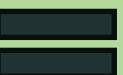
EQON technology description



Patented bi-directional power switch and "dimmer" for resistive heat loads



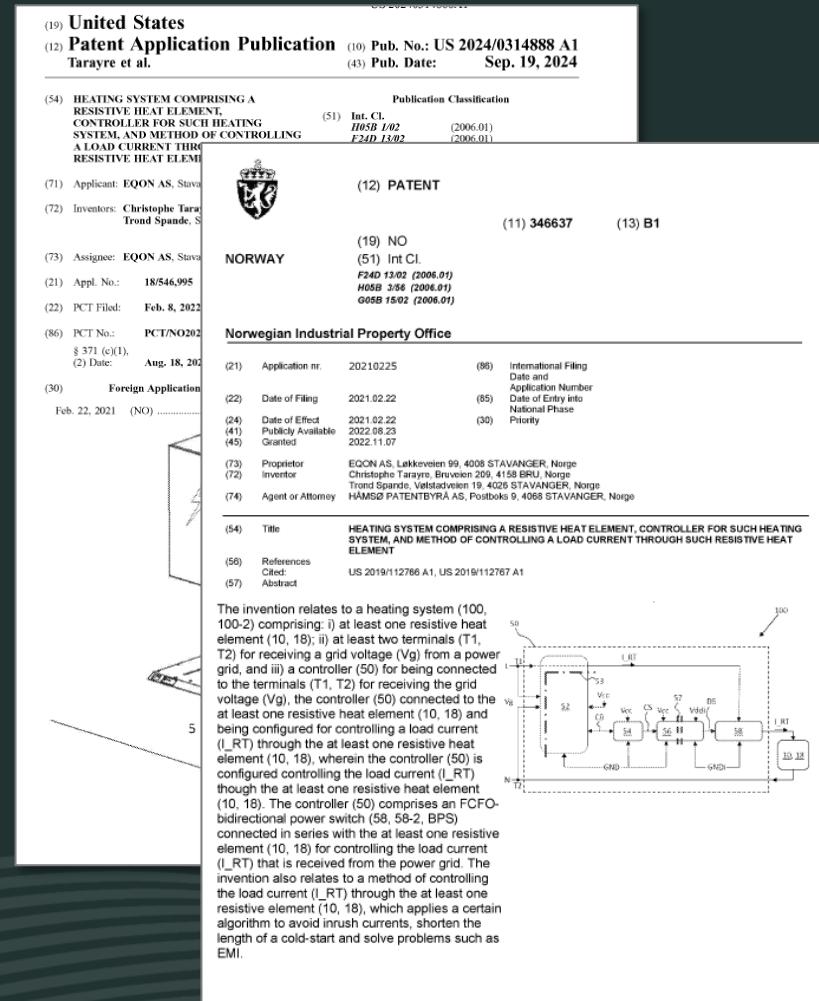
Cutting edge software (EQON Online) technology with machine learning and AI



EQON

The most efficient heating systems available on the market

Technology protected by Norwegian Patent with US patent pending



The solution visualized





Proven impact: Stavanger Municipality case study

With EQON



Competing solution



Thanks to predictive heating and intelligent control, Stavanger municipality was able to keep a slippery pathway safe and snow-free with 92% less energy than the previous system. Other heat cable installations struggled to melt snow as it fell.

Winter 24/25 Olavskleivå, Stavanger:



94 MWh energy saved



56 tons CO2 omitted



185.000 NOK cost reduction (11.500 NOK a year per controller)



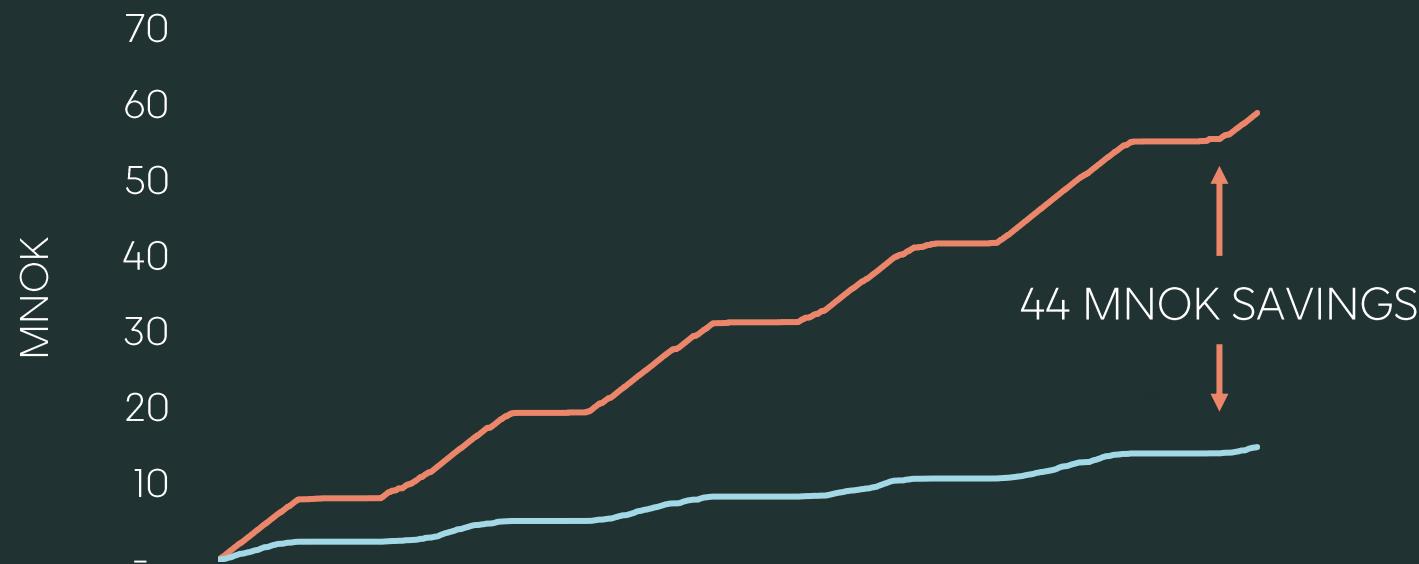
49 kW heat cable



16 controllers installed

Client example: return on investment in an EQON system

5-year accumulated energy spend – On/Off vs EQON system on COSL Prospector rig



(Million NOK)	Year 1	Year 2	Year 3	Year 4	Year 5
Ambient	11,43	23,7	34,6	47,1	58,7
EQON	2,9	6,2	8,9	11,8	14,8

COSL Rig: 312 installed units, 663kW effect

CAPEX (EQON)	7.020.000,-
CAPEX (Installation)	2.500.000,-
OPEX	308.880,-
Discount Rate	10%
NPV	20.281.427,-
IRR	81%
Acc. Savings	75%
Cost per kWh	0.81 kr
Payback time	14 months

*Calculation based on 663kW installation on COSL Prospector rig using actual weather and consumption data. Energy cost incl. CO2 and NOx = 3.8kr per kWh.
Equipment investment: CAPEX = 312 EQON controllers (312 x 22.500); OPEX = ((312x990) x 5yrs).

Competitive Landscape

					
Functionality	EQON TC32	SMC-2 Sensor	Genesis Duo*	Stahl Tranberg	Nvent
Dimming 0-100%	✓	✗	✗	✗	✗
Live power meter	✓	✗	✗	✓	✓
Integration	High level	✗	✓	✓ (PLC based)	✗
Precision	+/- 0.2°C	+/- 5°C	+/- 1°C	+/- 2°C	+/- 2°C
Offshore ready	✓	✗	✗	✓	✓

Company Evolution in Recent Years

EQON is ready to **scale commercial deliveries** and **capture larger market shares** in the next years.

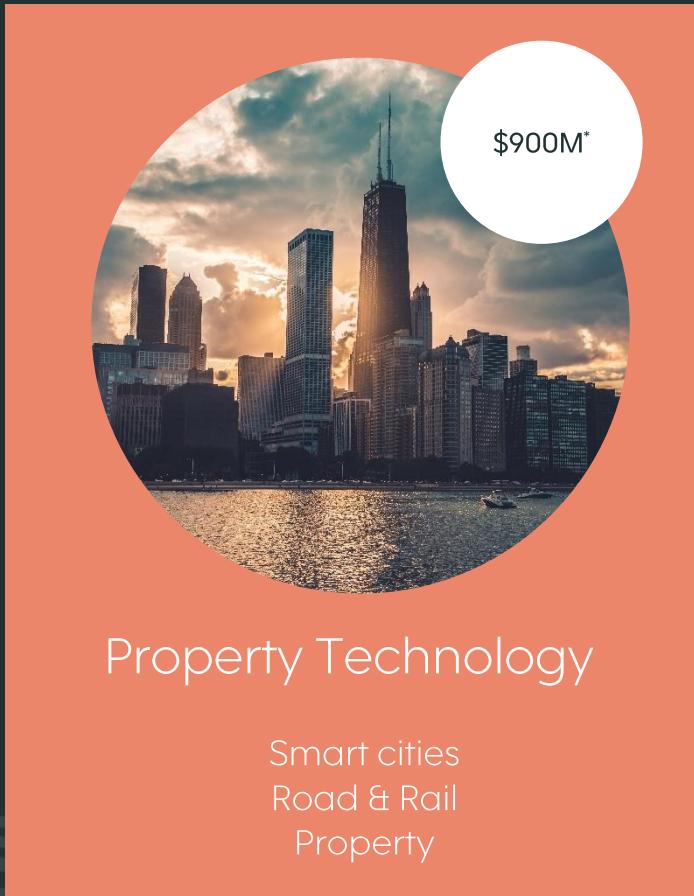
Three-step strategic process for market success



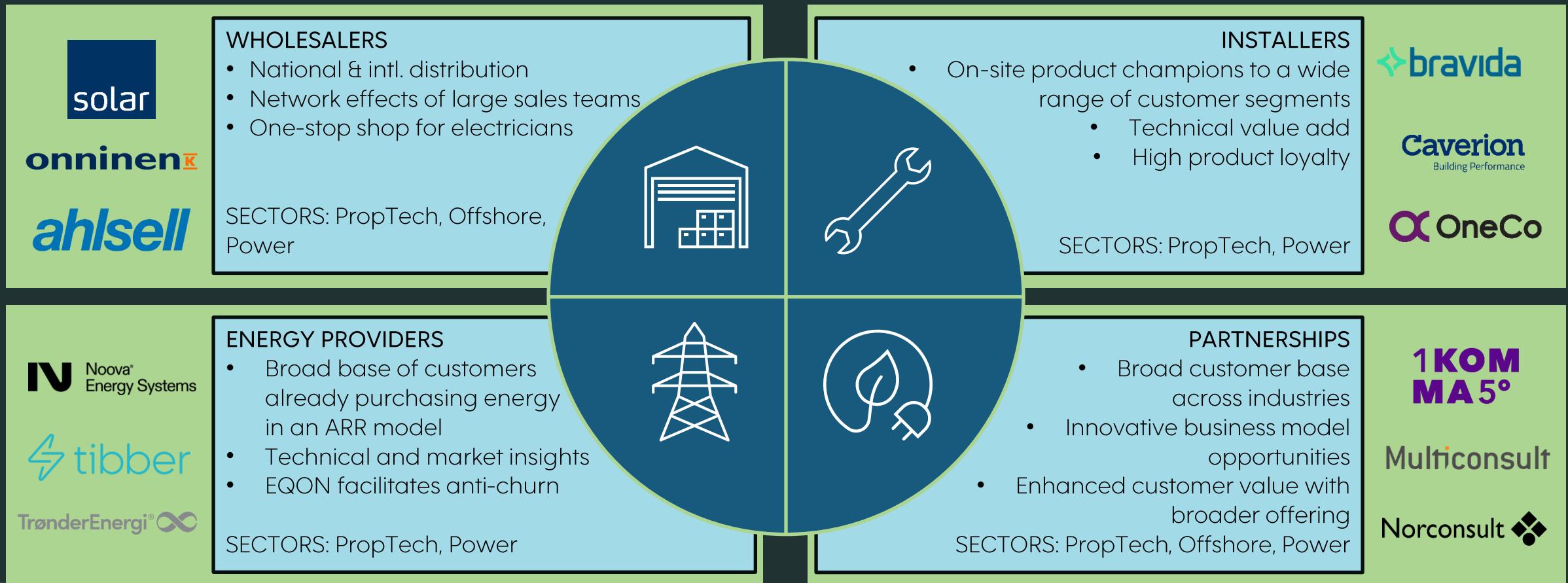
- First Prop-tech pilot with Stavanger Kommune
- First commercial deliveries
- Execution of large, complex projects
- New business model tailored to diverse markets
- Full commercial roll-out
- Several new clients
- Robust sales pipeline
- Higher value from subscription-based clients

Target Markets

EQON's highest potential sectors are Property Technology, Offshore & Maritime and Power & Industrial



Go-to-market strategy: Smart sales channel management to maximize market reach



Revamped strategy creates momentum and ability to scale sales quickly



EQON's commercial traction in all target markets



Property Technology



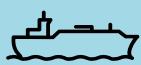
Stavanger
Kommune  Stavanger
kommune

Application:
Preventing ice and snow
forming on a steep
walkway in the city
centre



Bane Nor 

Application:
Preventing ice and snow
forming on a busy
footbridge



Offshore & Maritime



COSL 

Application:
Heat trace on walkways,
helideck and outside
areas to ensure crew
safety



Altera
Infrastructure 

Application:
Deployed on 6 x vessels
to prevent ground faults
and fires

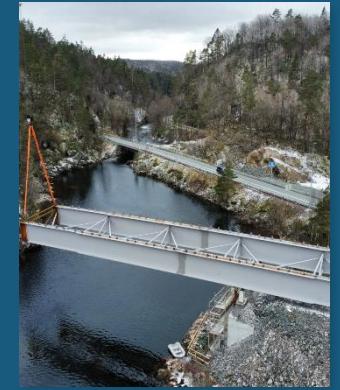


Power & Industrial



ASKO 

Application:
Deployment in industrial
freezer to prevent
permafrost

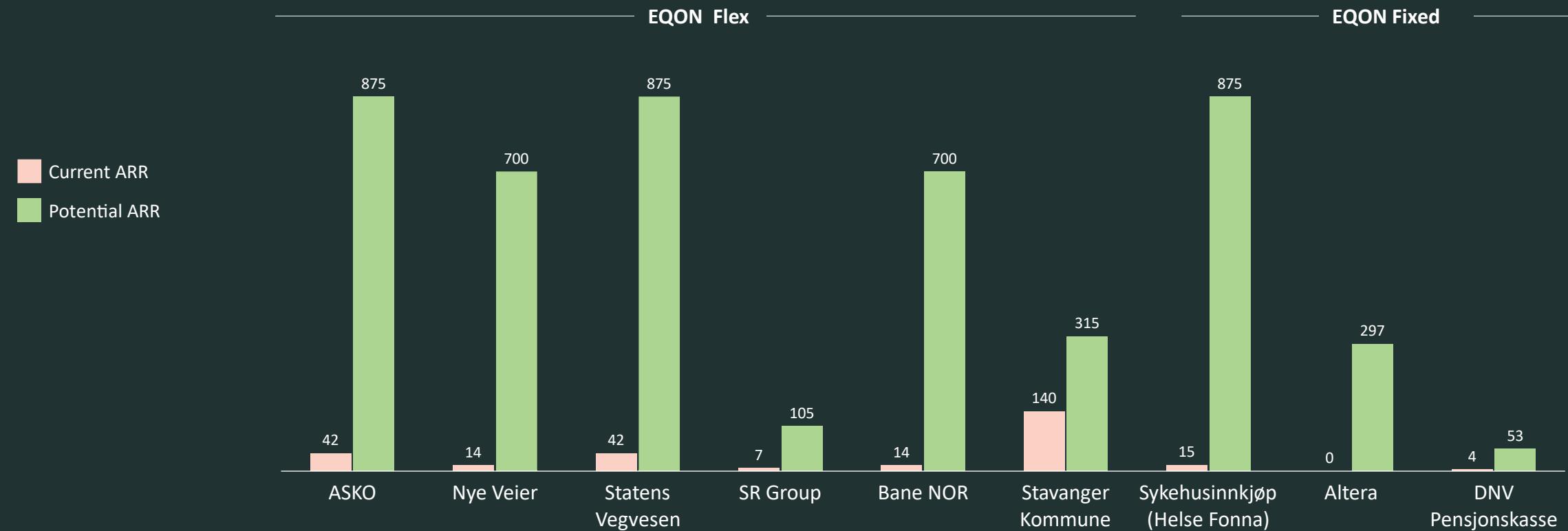


Nye Veier 

Application:
Deployment at Lyngdal
Bru E39 to prevent
freezing in firewater

New business Q1-2025 by business model including expansion potential

Current and potential ARR, 1000 NOK



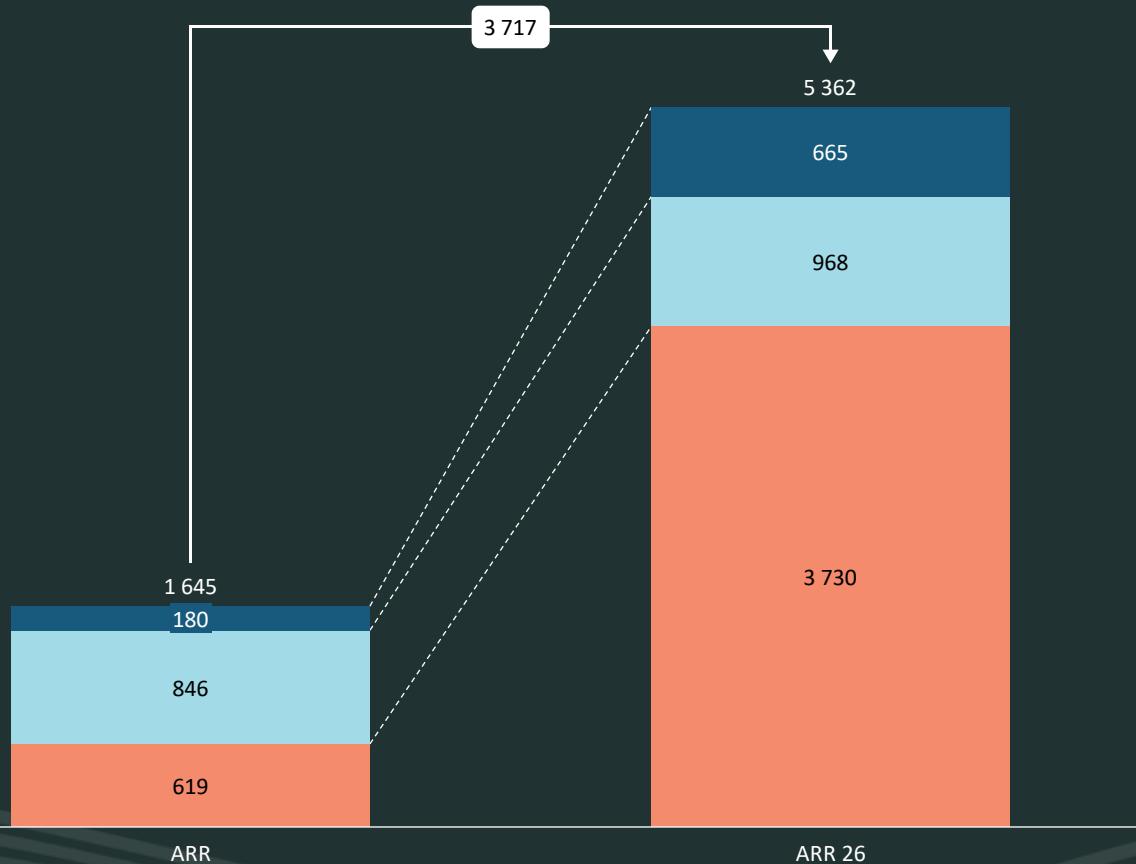
No. of controllers

12 4 15 2 2+2 40 15 24 4

Potential controllers (25/26) 250 200 250 30 200 90 250 300 15

Summary of active sales pipeline

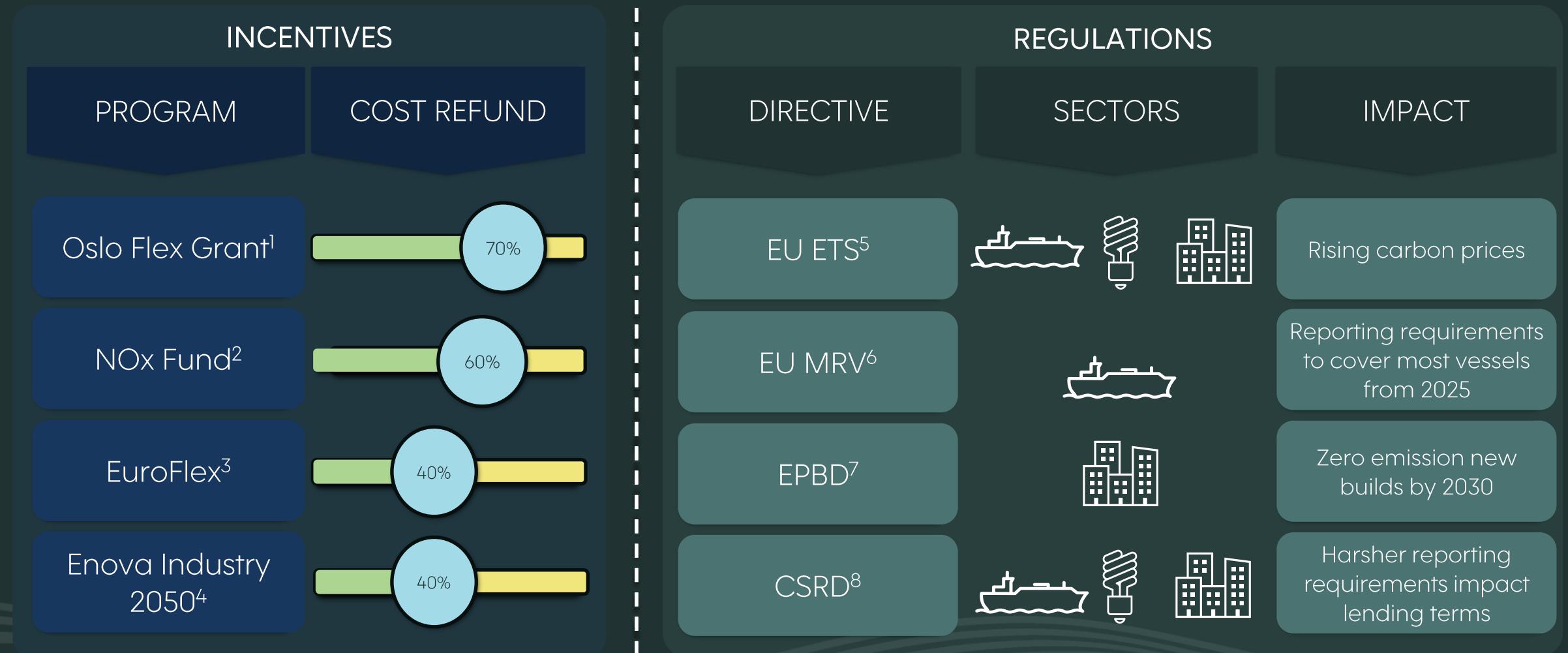
ARR for current pipeline business with upsell potential, 1000 NOK



	No. deals	Controllers
Total	44	936
Proptech	28	504
Offshore	11	359
Industrial	5	73

Pipeline indicates *only* live sales opportunities and their specific upsell potential. Figures do *not* include forecast for potential new business in 25/26.
NB: Offshore pipeline includes one large customer with only one rig where upsell potential is limited.

Availability of government incentives and increasing regulation create strong tailwinds



Two options in the base pricing model – prices may differ across sectors

ARR model competitively priced to drive adoption while still covering hardware costs



EQON Flex

Hardware assisted
SaaS sales (ARR)

Startup fee:
From 4.000,-

Yearly fee:
From 3.500,-



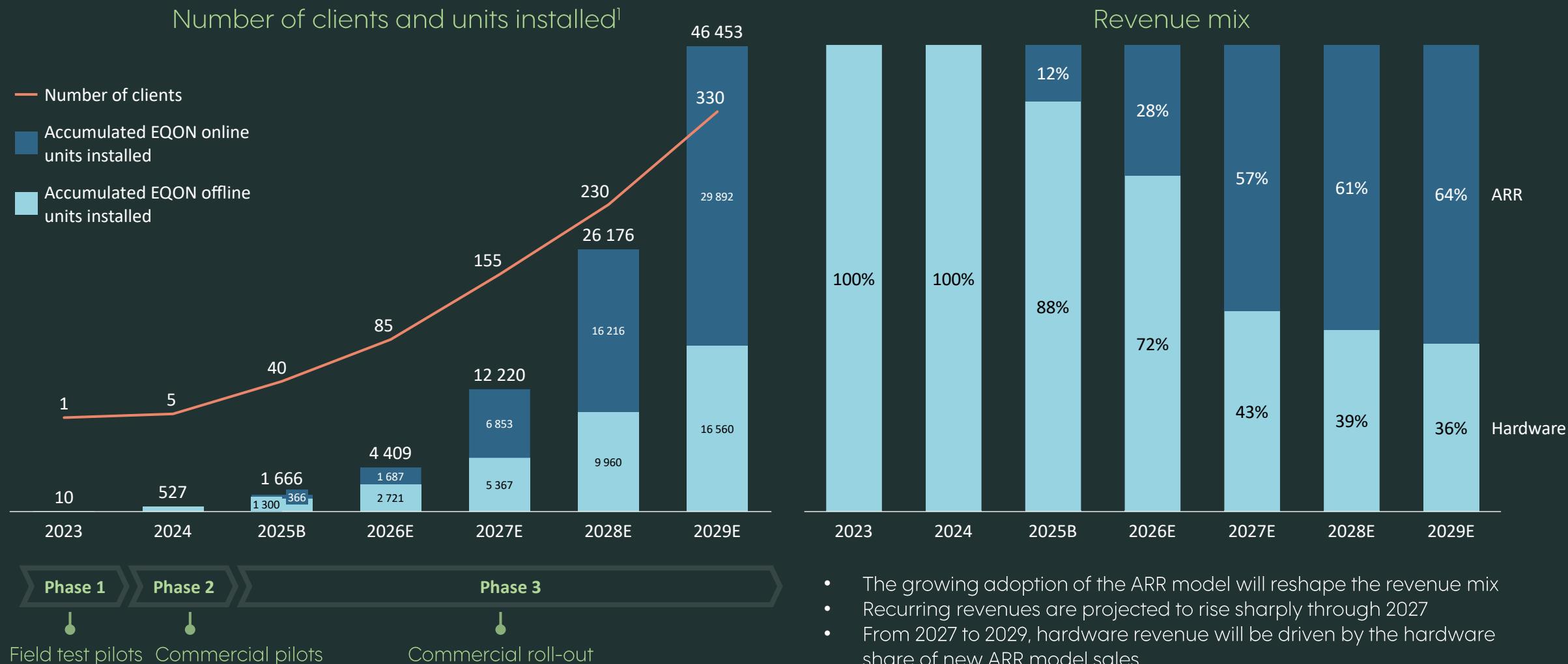
EQON Fixed

*No Online connectivity
Service fee

Hardware cost:
From 14.990,-

Yearly service fee*:
From 990,-

Clients and units installed – increasing share of ARR in the revenue mix

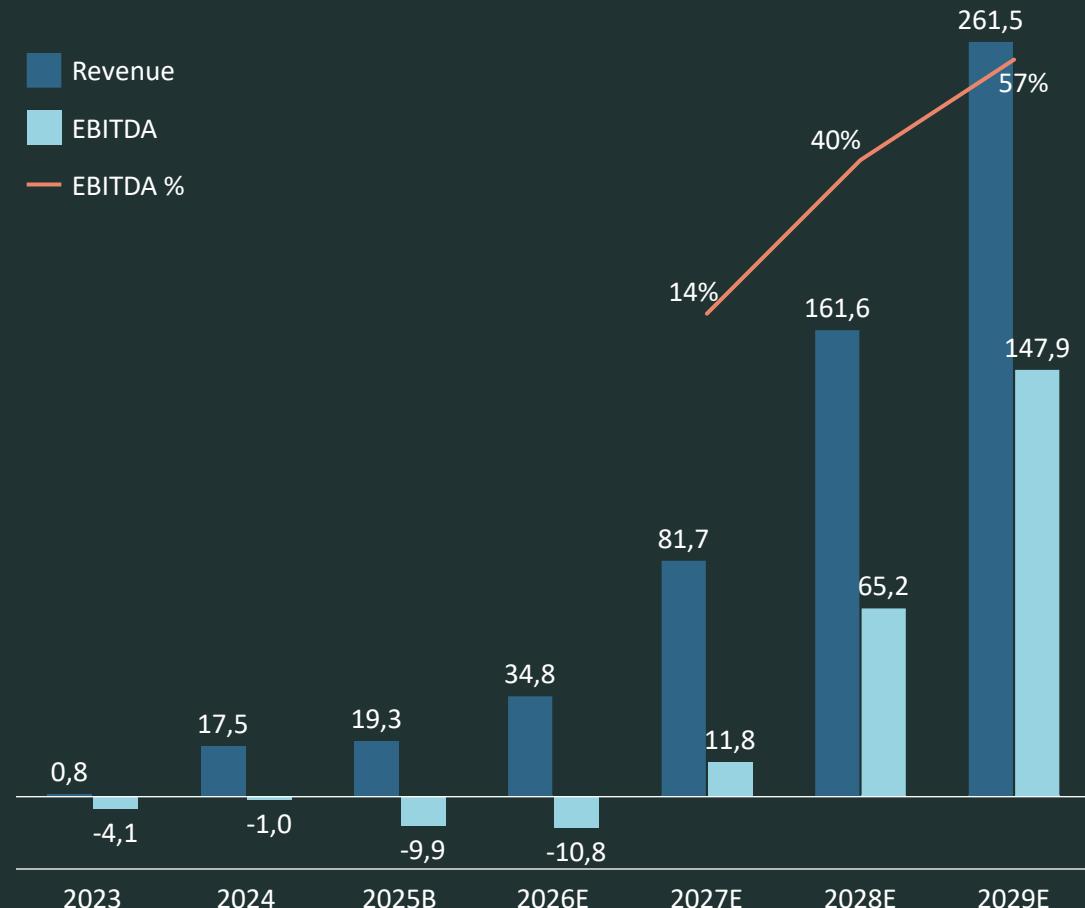


Financials – actuals and estimates

Profit and Loss Statement

MNOK	2023	2024*	2025B	2026E	2027E	2028E	2029E
Revenue - Direct Sales	0.8	9.3	9.5	10.1	7.0	11.4	16.6
Revenue - Distributors	-	8.2	7.6	14.8	28.0	52.0	78.6
Revenue - ARR	-	-	2.3	9.9	46.7	98.2	166.3
Total revenue	0.8	17.5	19.3	34.8	81.7	161.6	261.5
COGS	0.3	10.2	6.5	11.0	21.3	32.0	42.1
Salaries	3.1	3.0	11.8	22.4	28.4	35.4	39.3
Sales and marketing	0.2	0.6	3.3	5.2	9.3	14.2	17.8
Depreciations	-	1.6	6.5	6.9	6.6	5.6	5.0
Other operating costs	1.4	3.1	7.7	6.9	10.9	14.9	14.4
Total operating costs	5.0	18.5	35.8	52.5	76.5	102.0	118.6
EBITDA	-4.1	-1.0	-9.9	-10.8	11.8	65.2	147.9
<i>EBITDA margin</i>					14%	40%	57%

EBITDA and revenue development (MNOK)



EQON Funding & Shareholders

Funding:

Date	Description	New Shares	New Equity	Total Shares	Total Equity
04.18	Founding	2,500	255,570	2,500	255,570
08.19	Debt conversion	312	1,248,000	2,812	1,503,570
10.19	Share issue	375	1,500,000	3,187	3,003,570
10.19	Debt conversion	250	1,000,000	3,437	4,003,570
03.20	Share issue	3,438	1,200,000	6,875	5,203,570
02.22	Share issue	302	1,208,000	7,177	6,411,570
02.23	Debt conversion	387	3,235,320	7,564	9,646,890
02.23	Share issue	2,009	16,795,240	9,573	26,442,130
07.24	Share issue	1,364	11,403,040	10,937	37,845,170
Total		10,937	37,845,170	10,937	
ADD	Soft funding				17,000,000

Shareholders:

Shareholder	Shares	%
Aria Asset Management*	5,712	52.2 %
AskMe AS	1,333	12.2 %
Spande AS	1,000	9.1 %
Tjelta AS	598	5.5 %
KOG Invest AS	179	1.6 %
Hosaas Invest AS	140	1.3 %
Quyen Sophie Diep	120	1.1 %
Olivia Invest	90	0.8 %
Others (252)	1,765	16.1 %
Total	10,937	100%

Option pool of 10% of outstanding shares available for employees. Currently issued 270 options, cap table does not represent fully-diluted figures.

Rune M. Lundetræ & Anders Thingbø have subscriptions rights for 1 MNOK each at last share issue price.

An experienced management team based in Stavanger, Norway



Mikal Løvik

CEO

- 20 years+ executive and entrepreneur with experience from E&P, EPC, IT and Technology
- Majority shareholder of EQON through Aria Asset Management
- Experience from listed companies
- Educated from LaSalle University



Christophe Tarayre

CTO

- Senior Electronics Engineer and inventor
- 25 years of experience within R&D from various industries such as O&G, defence and car manufacturing
- Previous role developing technology at Zaptec
- Creator of EQON TC32



Christian Stene

CFO

- 15 years experience as Controller and Finance Manager within Retail, Rig, Renewable Energy, Base and Logistics services
- Previously Finance Manager in Lyse Energi
- Educated from Handelshøyskolen BI with MSc in Business and Economics (2007)



Matthew Owen

CCO

- 15+ years in commercial and sales leadership roles in green-tech, software and data sectors
- Previously Head of Sales Nordics at EV charging giant Easee
- Educated University of Leeds and Tsinghua University



Elen Arnøy

Project Manager

- 15+ years experience within the electrical field, mainly in O&G and marine industry
- Extensive experience with hazardous installations and ATEX / IECEX certifications, specialty towards Trace Heating
- Previously Production Manager at R. Stahl Tranberg



Board of Directors



Rune Magnus Lundetræ

Chairman

- 20 years experience as C-level manager
- Current CEO of Blystad Group
- Previously CFO of Seadrill & Borr Drilling
- Experience with M&A, including major capital raise and international listings including several on NYSE



Anders Thingbø

Board Member

- Senior Executive with 20+ years experience
- Experience growing companies within various industries
- Previous CEO of Zaptec
- Private investor and professional board member
- Experience from IPOs, and listed companies



Robert Norum

Board Member

- Experienced executive with 20+ years management experience in C-suit from; E&Ps, growth phase and early-stage companies
- Serial Entrepreneur
- Majority shareholder of EQON through Aria Asset Management
- Experience from listed companies



Mikal Løvik

Board Member

- 20+ years executive and entrepreneur with experience from E&P, EPC, IT and Technology
- Majority shareholder of EQON through Aria Asset Management
- Experience from listed companies
- Educated from LaSalle University, Barcelona



EQON

Investment Highlights – Proven Product, Ready to Scale

9.1 BNOK

Market size*

For heat trace control and monitoring systems of electrical heating cables

10.5%

CAGR 2025-2029*

Substantial yearly market growth the next five-year period

8

Fantastic individuals

We have grown to become a tightknit team where we help and celebrate each other

~18 MNOK

Turnover 2024

Focus on business development and accelerated sales

527

Units sold 2024

Client conversion rate >50%. Limited sales funnel due to demanding first deliveries

1bn

Lessons learned

The first commercial year has taught us a lot of hard lessons – making future deliveries a lot easier

Disclaimer

This information memorandum, hereinafter referred to as the "IM", has been prepared by EQON AS (NO org.nr. 920 882 935), hereinafter referred to as the "Company", in connection with the ongoing sales process, hereinafter referred to as the "Transaction." The purpose of the IM is to assist potential investors in the analysis and assessment of the Company's business and value, as well as in the decision on a possible investment in or acquisition of the Company. The IM may not be used for any other purpose or disclosed to third parties without the approval of the Company or its advisers. The IM provides a description of the Company's business concept and model, core resources, products, expected financial results and the conditions for participating in a Transaction. However, the IM cannot be interpreted as an advice to invest in the Company.

The content of the IM is compiled on the basis of information provided by the Company and from third parties. Information provided by third parties is not verified by the Company and the Company cannot guarantee that this information is complete, accurate or correct. Although all information contained in the IM is presumed to be correct, the Company, its owners, advisers and any other associated person disclaim any responsibility for the correctness and completeness of the information contained in the IM, as well as any other written and oral information transmitted or made available to prospective investors, their advisers or other affiliated persons. Only the express guarantees given to an investor in a final agreement will be binding on the Company. The information in the IM may be changed or supplemented at any time.

The IM contains statements on prospects for the Company, including forecasts and expectations that are fraught with significant risk and uncertainty. Such statements are included without any guarantee that they will be fulfilled. Although the expectations reflected in such statements in the Company's judgment are based on reasonable assumptions, no assurance can be given that these forecasts will be met. No external parties have independently verified the information included in the IM, including statements about the future aspects of the Company's business and the assumptions underlying such statements. Investing in the Company involves a significant risk, and several factors may cause financial developments to deviate significantly from any expected developments. A potential investor thus assumes full responsibility for verifying the information provided.

The Company accepts no liability for damage or loss that may arise as a result of missing information or errors in the IM. The IM is also not exhaustive regarding information that may be necessary to evaluate the Company and its shares and should not alone form the basis for investment in the Company. It is assumed that potential investors will carry out their own thorough inspection of all matters that may be of importance to them. Potential investors are advised to use their own professional advisors to verify all relevant matters relating to the Company and a possible investment.

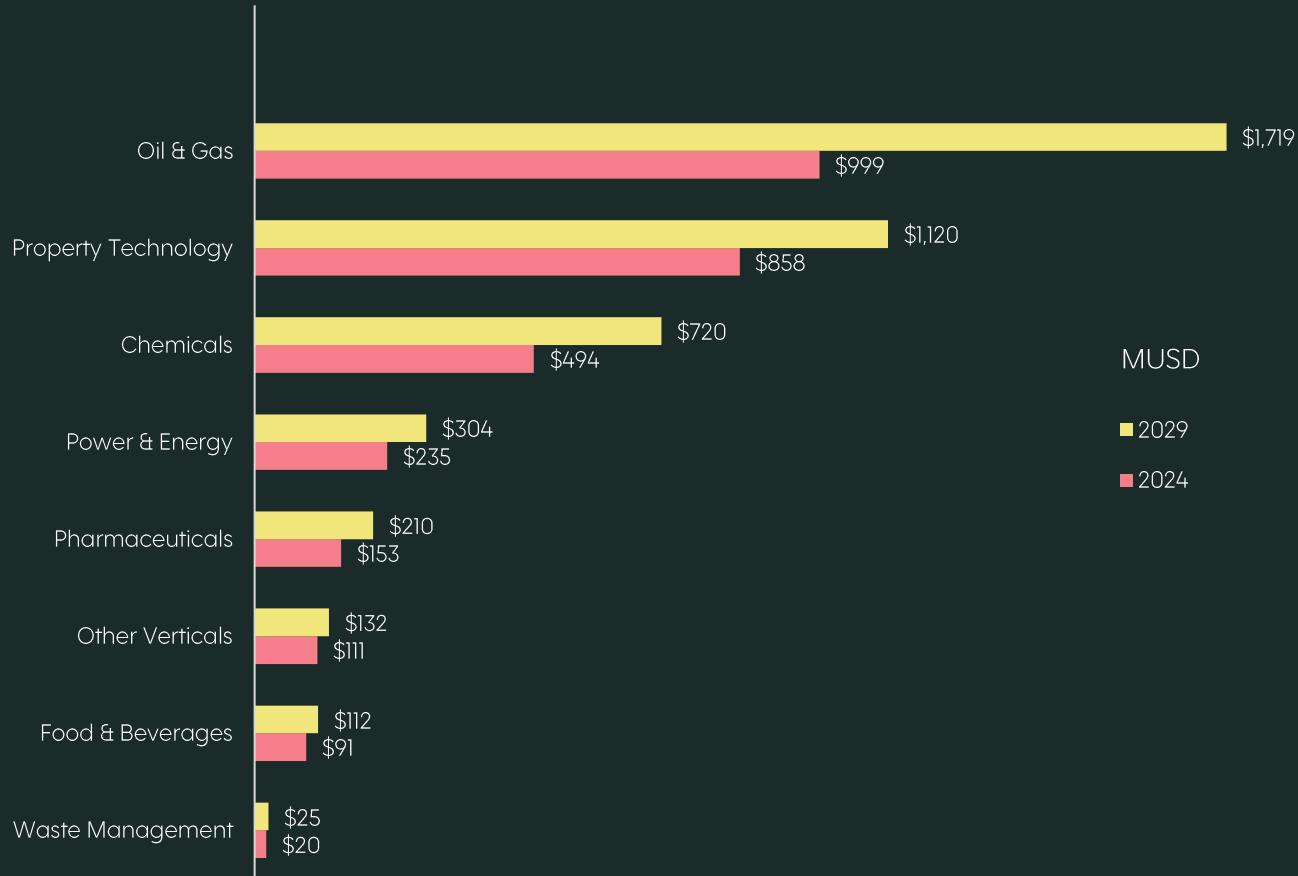
The Company does not assume any obligation to accept offers made and reserves the right to cancel any Share Issue or Sale at any time prior to the signing of a binding subscription agreement with the Company.

Appendix

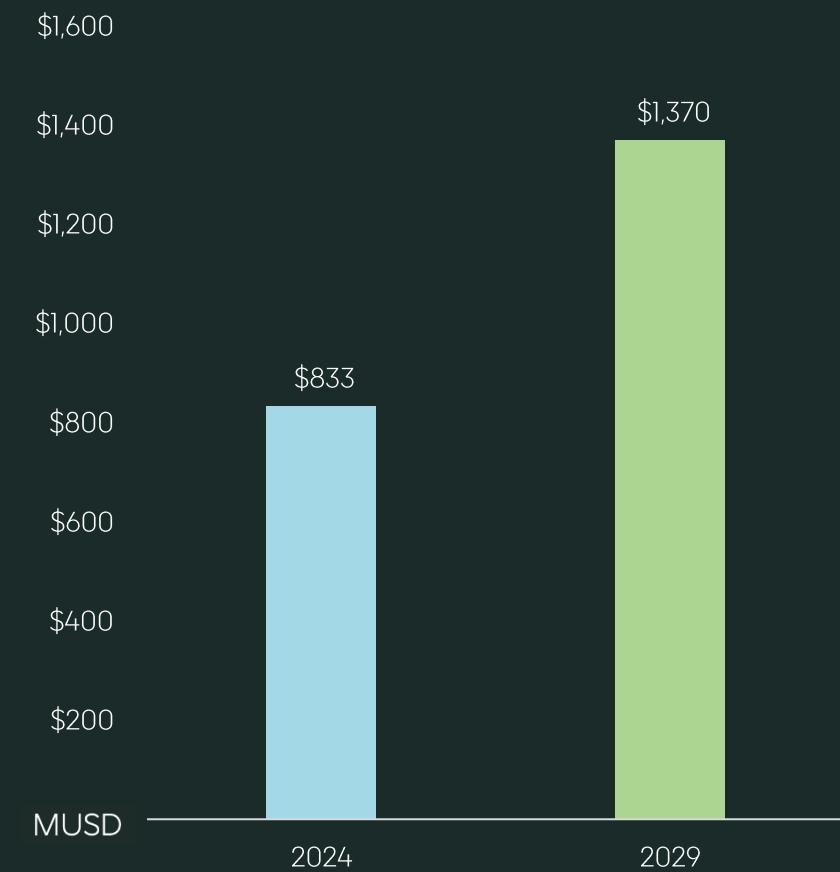


Wide Market Potential

Global market for electric heat trace expected to grow at a CAGR of 7.9% from 2024-2029, becoming a \$4.3bn market



Control and monitoring systems are the fastest growing category in the sector, forecast at a CAGR of 10.5% from 2024-2029





Property Technology



Current Clients



Stavanger
kommune



TRONDHEIM
KOMMUNE



Prospects



MALLING & CO



OSLO
KOMMUNE



OLAV THON
EIENDOMSSELSKAP

Why Property Technology?

EQON's main target market for the next 2-5 years due to the growing demand for smart building solutions that enhance energy efficiency and reduce operational costs.

Background

Buildings in the EU account for 40% of final energy consumption and 36% of energy-related GHG emissions. Almost 75% of existing buildings are inefficient in terms of energy and will require energy renovation on a large scale¹

Challenge

Preventing surfaces, pipes from freezing, heating floors, melting snow on roofs and pavements.

Sales Channels

Energy providers, installers, building services consultants/engineering firms, wholesalers, property software, installers, OEM partnerships, direct sales.

Client case: Stavanger Kommune

Stavanger Kommune wanted to reduce their spend and energy consumption. 48kW installed effect of heating cables covering 150 m of sidewalk controlled with EQON:

- Previous consumption with snow sensor: 36.8 MWh
- Consumption with EQON controllers: 6.9 MWh
- 84% yearly energy reduction



Offshore & Maritime



Current Clients

COSL

altera ▲

Prospects

AkerBP
Ongoing project design

equinor
Ongoing pilot

Why Offshore & Maritime?

EQON's second target market for the next 2-5 years due to the critical need for reliable freeze protection and temperature maintenance in the offshore and maritime industries.

Background

Most of the electricity generated in offshore & maritime applications is generated by burning MGO or LPG, which is costly and carbon intensive. Operators are under significant regulatory and financial pressures to reduce CO2 and already invest heavily in energy saving systems.

Challenge

Maintaining the temperature of pipelines, preventing freezing surfaces like helidecks and walkways, unnecessary damage to structures, and ensuring the flow of oil and gas.

Sales Channels

Engineering/consulting firms, contractors and suppliers to O&G, shipyards, OEM partnerships, direct sales.

Client case: COSL

COSL Prospector installed EQON as part of their emissions reductions program the summer of 2024. 315 EQON controllers were installed controlling the 660kW heat trace solution, covering helideck, piping, walkways, escape routes and more.

Total yearly saving:

- Energy consumption: 2 600 MWh
- Diesel: 625 tons
- 1 975 ton CO2
- 34 ton NOx
- Payback time <1 year



Power & Industrial



Prospects



Elkem

Statnett

INEOS



Orkla

Why Power & Industrial Process?

EQON's third target market for the next 2-5 years due to the significant operational efficiencies and cost savings our technology can deliver to energy companies and in industrial process applications. These include energy, chemicals, pharmaceuticals, food and beverage and wastewater management processes.

Background

The increasing need for energy-efficient solutions, driven by government regulations and incentives, makes the market for heating cables and dimmers highly attractive.

Challenge

Maintaining process temperatures, steam lines and food products, preventing the crystallization of chemicals in pipelines.

Sales Channels

Software partnerships, energy companies, OEM partnerships, installers, direct sales.

Market Opportunities

The power and industrial market is a billion-dollar market for heat trace systems and represents untapped commercial potential for EQON systems.

Sources

Challenges

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**International Energy Agency. (n.d.). IEA. Retrieved from <https://www.iea.org/>

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Wide market potential

Ritchie, H. (n.d.). GHG emissions by sector. Our World in Data. Retrieved from <https://ourworldindata.org/grapher/ghg-emissions-by-sector>

**KVB Research. (2020, August). Global Electric Heat Tracing Market Analysis 2020-2026.

International Energy Agency, retrieved from <https://www.iea.org/data-and-statistics/charts/year-on-year-growth-rate-in-global-electricity-demand-1991-2025>

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Sustainability

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5.European Union. (2019). Regulation (EU) 2019/2088 of the European Parliament and of the Council of 27 November 2019 on sustainability-related disclosures in the financial services sector. Retrieved from <https://lovdata.no/static/NLX3/32019r2088.pdf>

6.McKinsey & Company. (n.d.). What are Scope 1, 2, and 3 emissions? Retrieved from [**United Nations. \(n.d.\). Transforming our world: The 2030 Agenda for Sustainable Development. Retrieved from <https://sdgs.un.org/2030agenda>](https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-are-scope-1-2-and-3-emissions-HSSE – Health, Safety, Security and Environment</p></div><div data-bbox=)

Regulatory & Funding

Enova Industri 2050 (2024) <https://www.enova.no/bedrift/industri-og-anlegg/industri-2050/>

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NOxfondet (2024) <https://www.noxfondet.no/en/>

Oslo Tilskudd til deltagelse i Fleksibilitetsmarkedet (Oct. 2024) <https://www.klimaoslo.no/tilskudd/tilskudd-til-deltagelse-i-energifleksibilitetsmarkedet/>

EU ETS 2024 https://climate.ec.europa.eu/eu-action/eu-emissions-trading-system-eu-ets_en

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Energy Performance of Buildings Directive, EU (2024) https://energy.ec.europa.eu/topics/energy-efficiency/energy-efficient-buildings/energy-performance-buildings-directive_en

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Property Technology

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Today

Raised seed capital



Soft funding



The ask

50
MNOK

How will we use the funds?

80%

Marketing and Sales

Increase FTE from 8 to 17 with a focus on strengthening the commercial and delivery teams. Raise product awareness and knowledge, deploying a multi-channel marketing strategy to reach our target customers and markets



10%

Operational Costs

Develop seamless logistics and customer experience to our partners



10%

R&D

Invest in new product development



Who are we looking for?

EQON are looking for investors who share our values and belief that we can do a real impact in the energy transition. We are looking for investors with complementing competence and networks. We look for door openers and partners who will work with us to achieve our goals.

Achievements

7x sales as a result of increased awareness and lead generation efforts. Maximize sales opportunities through managing partner network and develop a profitable base of direct customers in key sectors