



EcoTank

**No Jugs.
No Waste.
Just Smart Refills.**



The Problem EcoTank Is Solving

70+ million

single-use jugs annually in Canada – equivalent to over 1,200 tons of plastic waste

by 10-15%

erode margins by product theft, damage, and shrink

Retail margin pressure

Retailers face low revenue per square foot, high logistics costs, and waste-handling challenges

Evolving regulations

require manufacturers to manage plastic lifecycle by 2030

3x

fluid usage, driven by sensor cleaning requirements from the EV shift

Measurable, ESG-aligned retail solutions

growing demand beyond "green" marketing

The EcoTank Solution Sustainable, Smart, Scalable



Modular formats: EcoTank Air (fluid + tire inflation) and V6 Double (dual user access)

Compact, easy-to-install design –
no major construction required

Autonomous, smart refill dispensers for
washer fluid and other automotive fluids

Low-maintenance and tamper-proof,
reducing theft and shrink by up to 90% –
via tamper-proof, low maintenance design

Zero single-use waste – customers
refill reusable containers

EcoTank Connected

Our ground-breaking offering redefines the landscape of convenience and sustainability. In a world where waste, theft, and damage pose constant challenges, our solutions stand as a beacon of efficiency

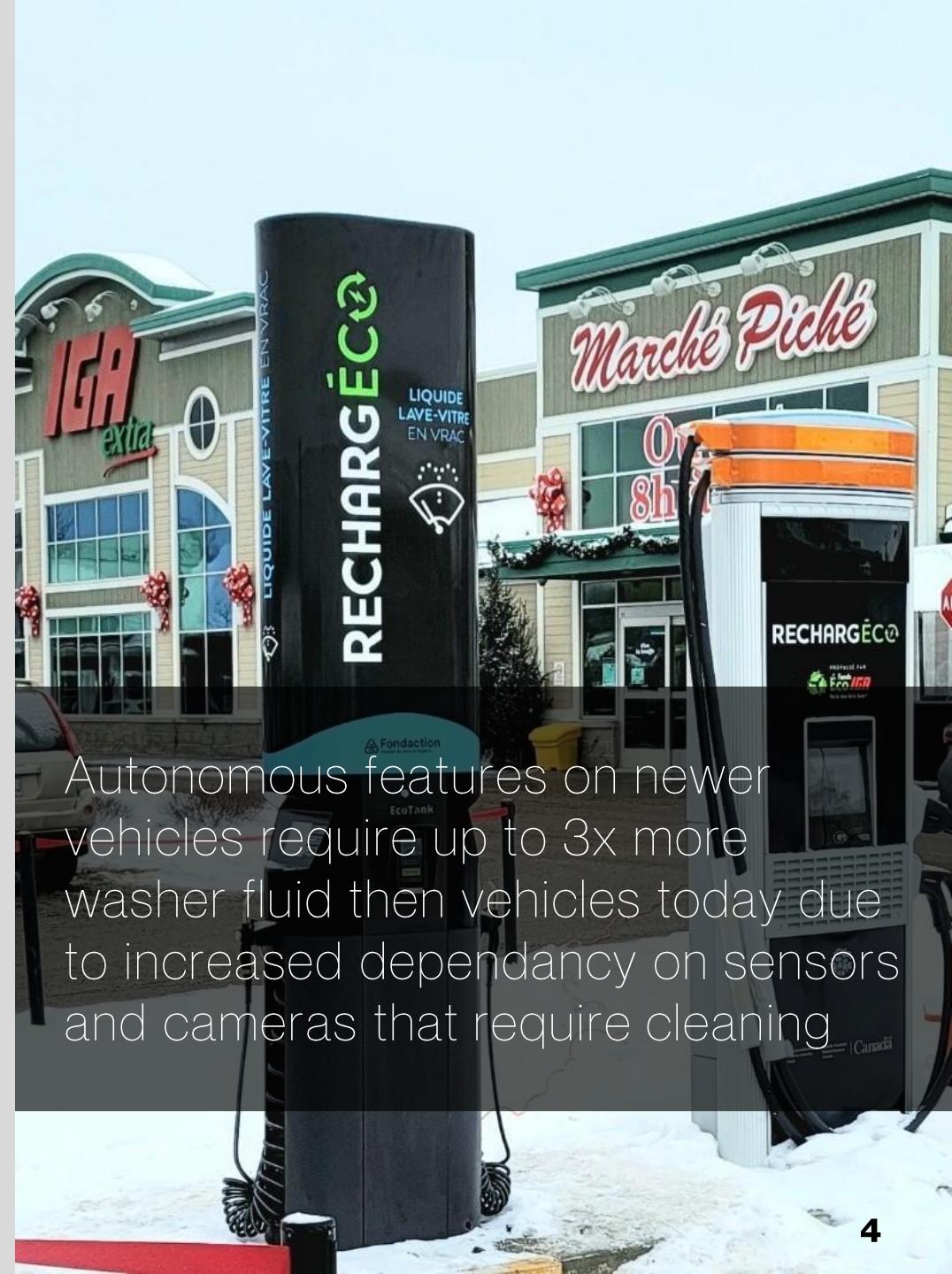
Proprietary **ECRA Environmental Reporting Software** — converts every refill into ESG data. **Telemetry + software (ECRA)** enables real-time sales, carbon, and plastic offset tracking

Remote diagnostics and inventory management

CSA/UL certified, patent-pending design (63/502,238)

Scalable modular footprint, adaptable to retail, fleet, and commercial settings

Customizable branding & media screens for in-store promotion revenue



Autonomous features on newer vehicles require up to 3x more washer fluid than vehicles today due to increased dependency on sensors and cameras that require cleaning

IP Protection / Moat

What sets **EcoTank** apart is not just the product itself, but our strategic foresight in securing long-term operating agreements with exclusive site partnerships, ensuring that our solutions are seamlessly integrated into key locations

Patent-pending dispenser technology (U.S. and Canada)

Proprietary ECRA software for tracking, reporting, and carbon offset credit integration - a recurring revenue differentiator

Exclusive operating and partnership agreements with national fuel, retail, and property networks

Vertically integrated manufacturing through Serpa Steel = 20% lower COGS vs. contract fabrication

Certifications

- Patent Pending – 63/502,238
- CSA/ UL Hazardous Zoning Weights and Measures NTEP (US) NFPA 497

Partners

AIRserv & Ultra Clear
Earth Day & Divert NS

Market Differentiation

Feature	EcoTank Advantage
Turnkey Model	Hardware + Service + Software fully integrated
Recurring Monetization	Every refill generates data and revenue
Sustainability as Currency	Plastic and carbon offsets reported via ECRA
Scalable Partnerships	Local operators, retailers, and franchisees expand the network rapidly
Data-Driven Platform	Transforms a low-margin industry into a measurable ESG asset

EcoTank dominates the refill category — first-mover advantage with national fuel and retail access





Our Progress



**Since our launch,
we have experienced
remarkable and
sustained growth**

Locations

750



30

Marquee Corporate
Customers





EcoTanks on site

Current Partners

Windshield washer fluid is a ubiquitous product across many verticals. EcoTank targets large corporate customers in urban areas that reach below freezing

Current Customers



Commercial Partners

Strategically targeting:
Condo Buildings, Parking Lots
and Company Fleets



Real Estate Partners

Strategically targeting: Public
Parking, EV Charging, and
Developers



Fueling Partners

Strategically targeting:
Fuel Stations



Benefits of Using EcoTank



179% increase in revenue per square foot and **15%+ margin lift** for retailers

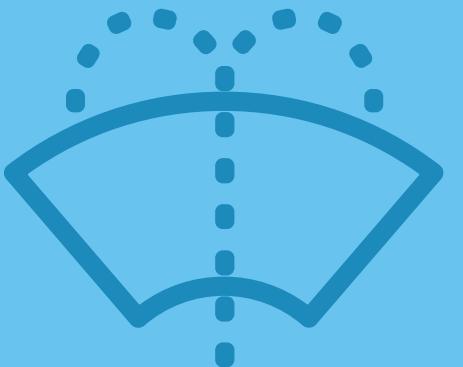
90% theft reduction and **10% space footprint** compared to jug displays

107 plastic jugs eliminated per dispenser/month

Easy ESG reporting with measurable plastic and CO₂ offsets

High customer convenience — 24/7 access, fast refill, and no packaging waste

Benefits of Using EcoTank



62

Washer Fluid
Jugs Eliminated



by
**One V3 Tank
EcoTank**



Market Size Washer Fluid

Market Segment	Region	Market Size (USD Billion)	Source
Automotive Fluids Market	Global	72.79	Grand View Research , Frost & Sullivan
	North America	23.51	Spherical Insights & Consulting, 2025 projection
Windshield Washer Fluid Market	Global	2.45	Growth Market Reports, 2024 estimate
	North America	1.0	Growth Market Reports, 2024 estimate

Market Size Washer Fluid By Business Segment

Channel	Market Share	Annual Revenue (USD)	Profile & Context
Fueling Partners (Retail Fuel Stations & C-Stores)	50 % 	\$500 million	The largest channel – driven by seasonal forecourt sales and car care promotions. Key players include Circle K, 7-Eleven, Shell, Esso, and BG Fuels. High foot traffic + convenience factor.
Big Box Retailers (Walmart, Home Depot, Target, RONA, Menards)	35 % 	\$350 million	High-volume, low-margin jug sales and refill opportunities. Ideal EcoTank footprint due to ESG visibility, and large seasonal sales peaks.
Commercial Partners (Fleet, Municipal, Corporate, Condo Sites)	12 % 	\$120 million	Predictable consumption from delivery fleets, public works, bus depots, and residential buildings. Excellent recurring volume with B2B pricing.
Real Estate Partners (Public Parking, EV Charging, Developers)	3 % 	\$30 million	Emerging growth area linked to EV adoption and sustainability-focused property amenities.
Total North America	100 %	\$1.0 billion	

Business Model Flywheel

This creates a **self-reinforcing ecosystem** where each dispenser drives multiple recurring revenue streams and enhances EcoTank's brand equity as a sustainability enabler

How does this work

Dispenser Installed

One-time capital sale or leased placement



Environmental Data Monetized

Expands into ESG licensing, advertising, and new fluids

Telemetry Collects Data

Enables predictive refilling & asset efficiency

ECRA Software Captures Offsets

Drives customer retention and SaaS revenue

EcoTank's Business Models



Rev Share Model

- Targets charging and fuel operators
- with high volume sites.
- EcoTank provides equipment at no cost.
- Percentage shared with landlord.
- Refill and service managed by EcoTank.
- Access to ECSA (sales and carbon/plastic offset reporting software).

Purchase Model

- Purchase the dispenser and leave the refill to EcoTank.
- XX% margin on sale of equipment.
- Monthly management fee between \$XX-\$XX dollar per month depending on program.
- Equipment can only function using EcoTank software.
- Terms of service and branding guidelines to be followed.

Bulk Model (B2B)

- Tailored for businesses that don't require a consumer facing solution.
- Sales on per litre basis including delivery.
- Monitored tote and software access.
- No capital expense required.

Core Revenue Streams

Revenue Stream	Description	Nature
A Dispenser Sales (Hardware)	EcoTank designs and manufactures smart fluid dispensers. Units are sold outright to retail, fleet, and service partners.	One-time capital sale
B Managed Service Contracts	Mandatory service agreements covering refilling, preventative maintenance, and telemetry.	Recurring monthly/annual fee
C Bulk Fluid Sales	EcoTank supplies washer fluid and other fluids directly in bulk to partners	Recurring revenue per litre sold
D Licensing & Software (ECRA Platform)	Licensing of EcoTank's proprietary environmental tracking and carbon-offset reporting software (ECRA) to third parties.	High-margin recurring SaaS revenue
E Media & Advertising	Revenue from digital screens embedded in dispensers.	Recurring digital media income
F Licensee/Partner Royalties	Revenue-share agreements with regional partners who operate EcoTank dispensers under license in designated territories.	Recurring percentage-based royalties

Business Model By Sector

Revenue Share

Outright Purchase + Managed Service

Recurring Revenue per litre sold

Partners

Retail Fuel Stations -

Strategically targeting:
High volume fuel stations
~XX litres/ year

Big Box Retail -

High retail foot traffic
who offer jugs

Commercial Partners -

Strategically targeting:
Condo buildings,
Parking lots and
company fleets

Real Estate Partners -

Strategically targeting:
Public parking, EV Charging
Stations and
developers

Bulk - EcoTank's bulk service
appeals to organizations with
recurring fluid demand, multi-
location operations, and a
commitment to sustainability,
cost savings, and operational
efficiency

Brands



Go-To-Market Strategy

Direct sales

via corporate and regional accounts



Industry visibility

at major trade shows
(e.g., NACS, Convenience U, Retail West)



Partnership development

with strategic brands
(Home Depot, Costco, Walmart, Parkland, Circle K)



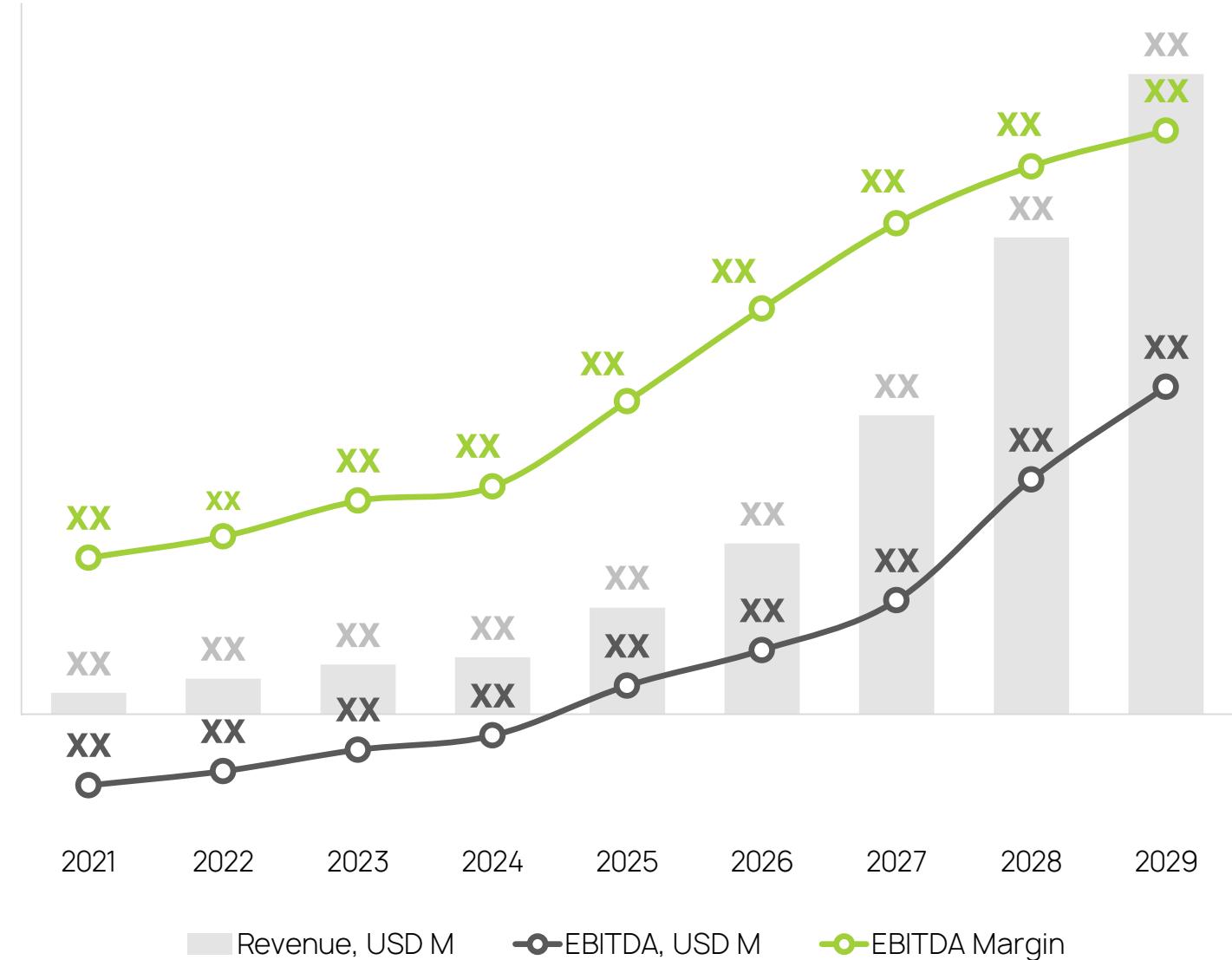
Pilot-to-rollout model

proving results before full national deployment for Big Box Retailers, and Fuel Retail Partners



Financial Snapshot

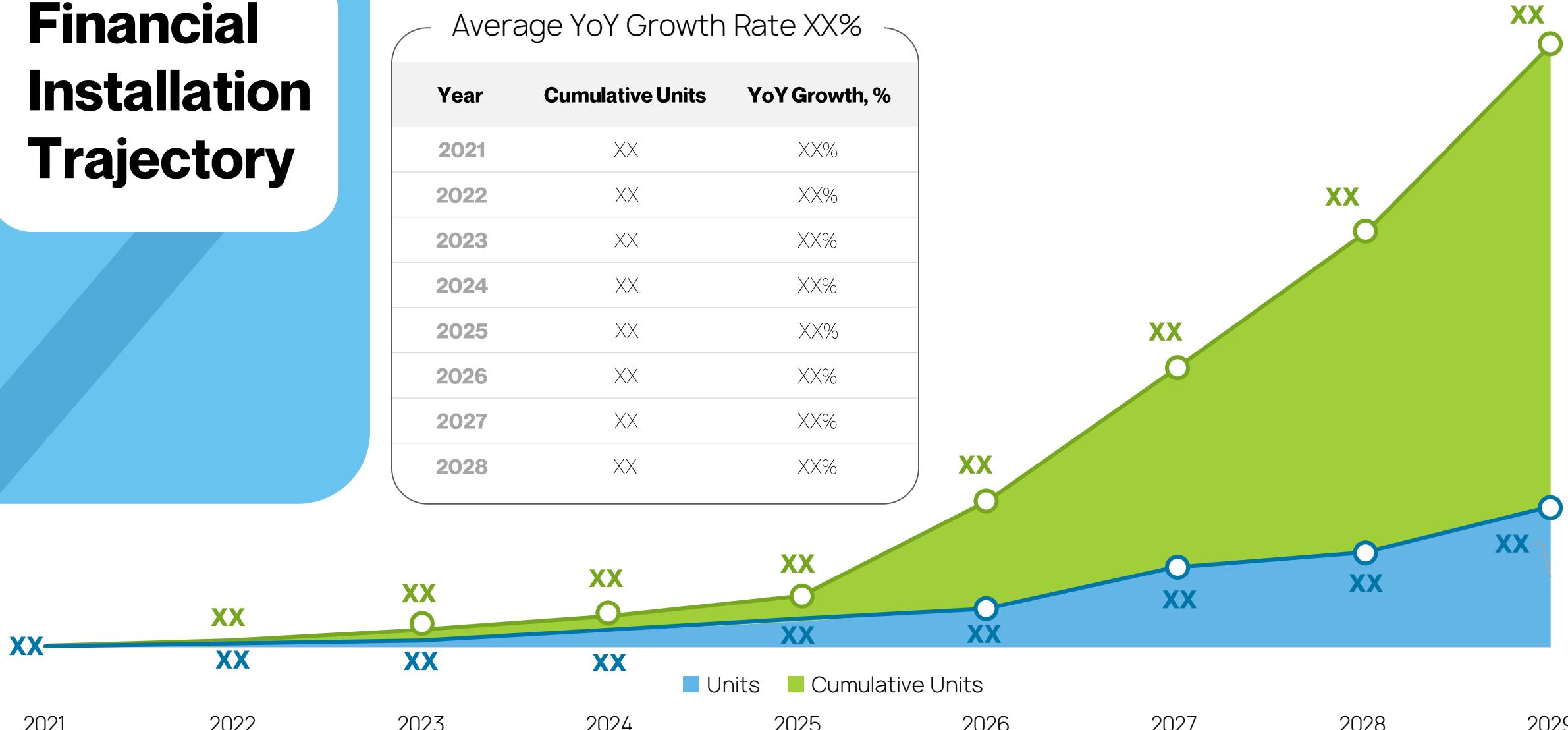
- Annualized Revenue: ~\$XXM
- FY 2025 EBITDA: ~\$XXM
- Average Gross Profit Margin: ~XX%
- CAGR for sales ~XX%
(since 2021–2025)
- EBITDA improved by **\$XX million**,
or roughly **a XX% improvement**
(since 2021–2025)
- **\$X+ million** in capital assets
- Healthy and improving **operating margins**
- Strong pipeline and growing customer base



Financial Installation Trajectory

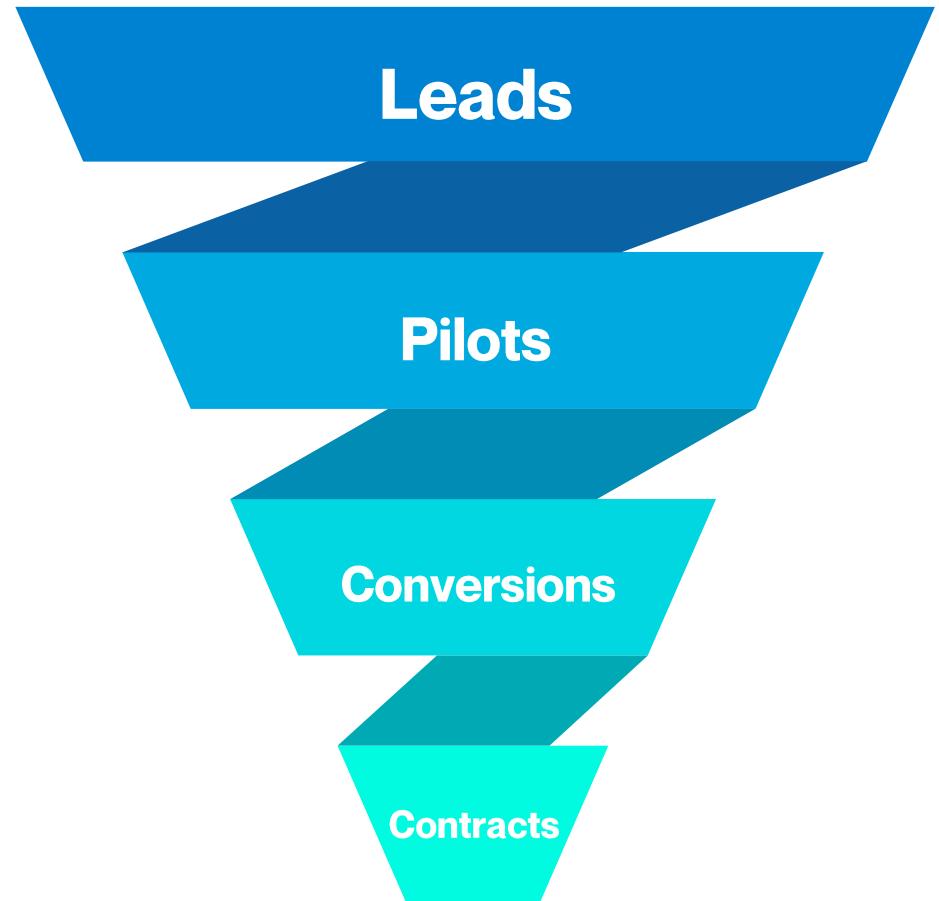
Average YoY Growth Rate XX%

Year	Cumulative Units	YoY Growth, %
2021	XX	XX%
2022	XX	XX%
2023	XX	XX%
2024	XX	XX%
2025	XX	XX%
2026	XX	XX%
2027	XX	XX%
2028	XX	XX%



Funnel Insights

- Active discussions with **Walmart, Home Depot, Costco, Maynards, and Home Hardware**
- **Pilot deployments** underway with Irving, Parkland, and BG Fuels demonstrating measurable ROI and sustainability impact
- Growing inbound demand from **fleet and EV infrastructure operators**
- Pipeline value = \$XXX(converted + pending)



EcoTank – Diesel Exhaust Fluid (DEF) Revenue Potential

Capture Rate	Estimated Market Share	Revenue Potential (CAD \$M)
X%	Initial rollout – early partnerships and pilots	\$XX - \$XX million
X%	Expansion via national retail and fleet operators	\$XX - \$XX million
X%	Broad adoption through North American presence	\$XX - \$X million

Key Insights

DEF represents a **non-seasonal, recurring revenue stream**, unlike washer fluid

Integrates seamlessly with **EcoTank's logistics and software platform**

Expansion into DEF could **triple EcoTank's recurring revenue base** compared to coolant

Strong **ESG and sustainability alignment** through reduced packaging and improved reporting

Automotive Coolant Fluid Market Size

Segment	Definition	Estimate (North America CAD)	Notes
TAM	The full automotive coolant/antifreeze market across U.S. + Canada	≈ \$XX-XX billion CAD annually	Based on ~USD \$2.5-3.0 billion market
SAM	The portion of the coolant market suited to EcoTank's refill/dispenser model (retail fuel-sites, quick serve, service centres)	≈ \$XXM – \$XXB CAD	Estimating ~20-30% of total coolant business aligns with channels where on-site refill is viable vs packaged jugs
SOM	The realistic share EcoTank might capture in 5 years given deployment pace, partner traction and product fit	≈ \$XX-\$XX million CAD	Assuming capture of ~X-X% of the SAM over a multiyear rollout

Key Assumptions and Considerations – Automotive Coolant

The TAM estimate assumes all coolant sales (packaged & bulk) are convertible to a refill/dispenser model. Realistically only a subset will

The SAM narrows to channels where EcoTank already has infrastructure or partners (fuel retail, service centres) and where customer and operator behaviour supports refill rather than jug purchase

The SOM assumes EcoTank has scaling capability, partner network, and relevant logistics in place

Growth accelerants: increased adoption of fleet vehicles, higher coolant usage in EVs/HEVs, environmental/regulatory pressure to reduce single-use containers

Risks: entrenched jug-based channels, retrofit cost barriers, seasonal demand fluctuations in coolant vs. washer fluid

Media & Advertising – Turning Dispensers into Digital Assets

Opportunity	Description	Revenue Potential
Digital Screen Integration	Each EcoTank dispenser becomes a digital media hub with dynamic, location-based advertising	\$XX-\$XX annual revenue per unit
Audience Reach	High-traffic retail and fleet locations (e.g., Home Depot, BG Fuels, Parkland) create consistent, measurable impressions	Scales with dispenser deployment (XX+ units projected)
Retail Partner Alignment	Advertising reinforces host retailer's sustainability and brand leadership	Co-branded campaigns, local sponsorships, ESG storytelling
Data Analytics	Real-time metrics track impressions, engagement, and sustainability impact – powering targeted, premium ad placements	Multi-million-dollar recurring media opportunity

Key Insight:

EcoTank is building a dual-revenue ecosystem – combining sustainable infrastructure with digital media engagement to multiply recurring income and partner value



Executive leadership team



Robbie Mair
CEO & Co-Founder

Robbie, one of the two co-founders of EcoTank Canada has spent the last 12 years in real estate and construction



Jordon Francis
CEO & Co-Founder

Jordon, a co-founder of EcoTank Canada has spent the last decade in an operations management role, working on mechanical and technical equipment



Scott Cottrell
CFO

Scott is a CPA, CMA who brings over 15 years of progressive accounting experience with a focus on the effective management of businesses



Sean Elliott
Head of Business Development

Before EcoTank, Sean spent nearly a decade in various roles leading initiatives in Suncor Energy's retail network



Victoria Meneses
Operations Manager

Victoria manages overall company operations; responsible for the effective, operation and management of resources and quality control



In Summary

EcoTank's business model is designed for **durable, recurring growth** — combining:

Manufacturing economics
(hardware sales)

Utility-like revenue
(bulk fluid refills)

Technology margins
(ECRA software, data licensing, and media)

This blended model positions EcoTank as both an **environmental infrastructure company** and a **sustainability technology platform** — bridging the gap between physical product sales and digital monetization.

EcoTank isn't just replacing jugs — it's redefining how essential fluids are sold

Join us in scaling North America's sustainable fluid network





EcoTank



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