



# 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

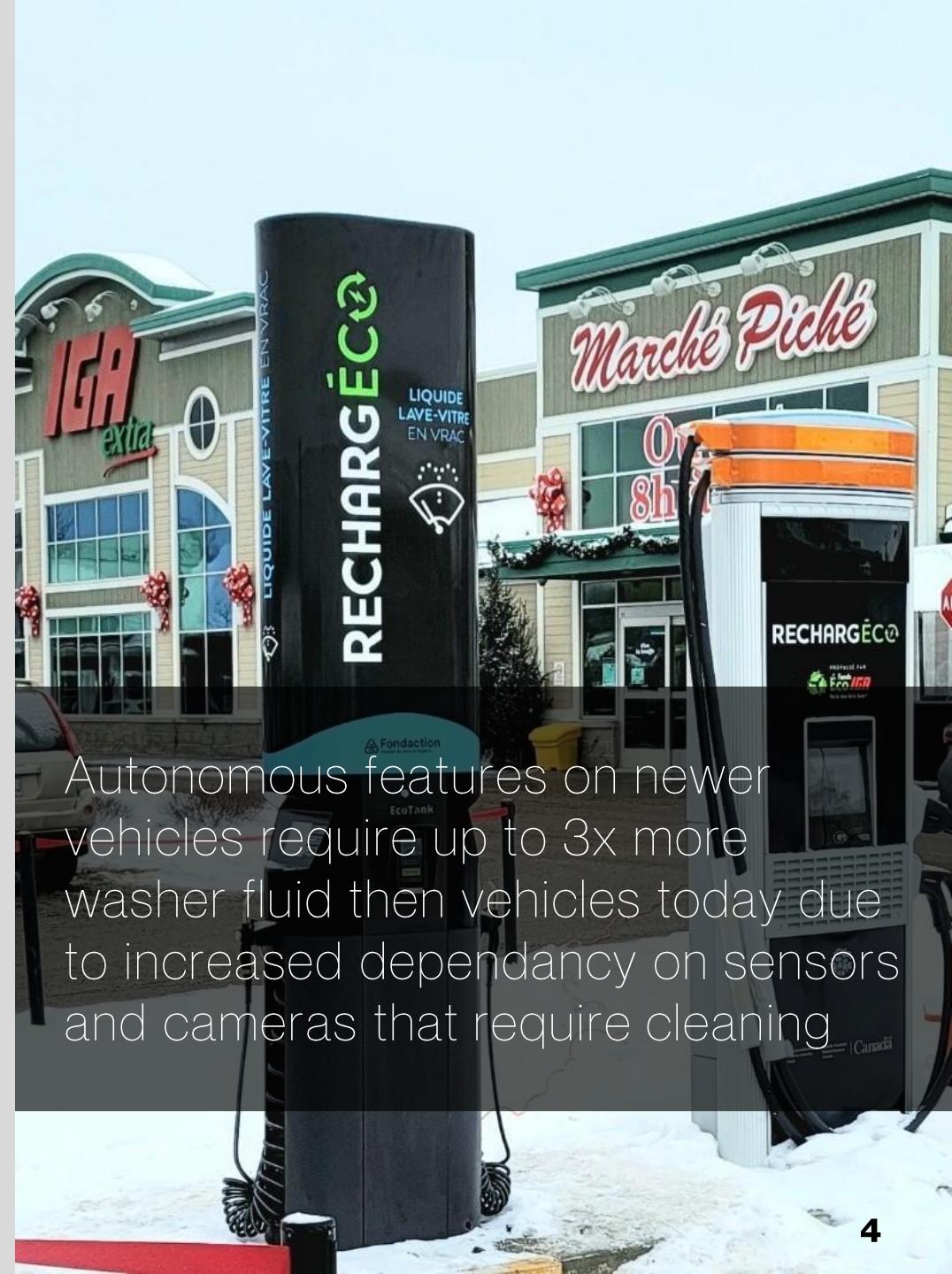
Proprietary **ECRA Environmental Reporting Software** — converts every refill into ESG data. **Telemetry + software (ECRA)** enables real-time sales, carbon, and plastic offset tracking

**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

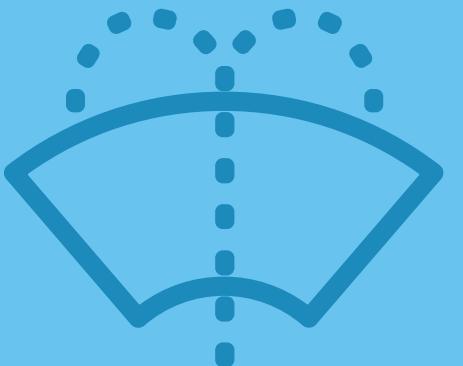
**90% theft reduction** and **10% space footprint** compared to jug displays

**107 plastic jugs eliminated per dispenser/month**

**Easy ESG reporting** with measurable plastic and CO<sub>2</sub> 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<br>(USD Billion) | Source   |
|-----------------------------------|---------------|------------------------------|--|
| Automotive<br>Fluids Market       | Global        | 72.79                        | Grand View Research , Frost & Sullivan           |
|                                   | North America | 23.51                        | Spherical Insights & Consulting, 2025 projection |
| Windshield Washer<br>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 %<br>  | \$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 %<br>  | \$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 %<br>  | \$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 %<br> | \$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)



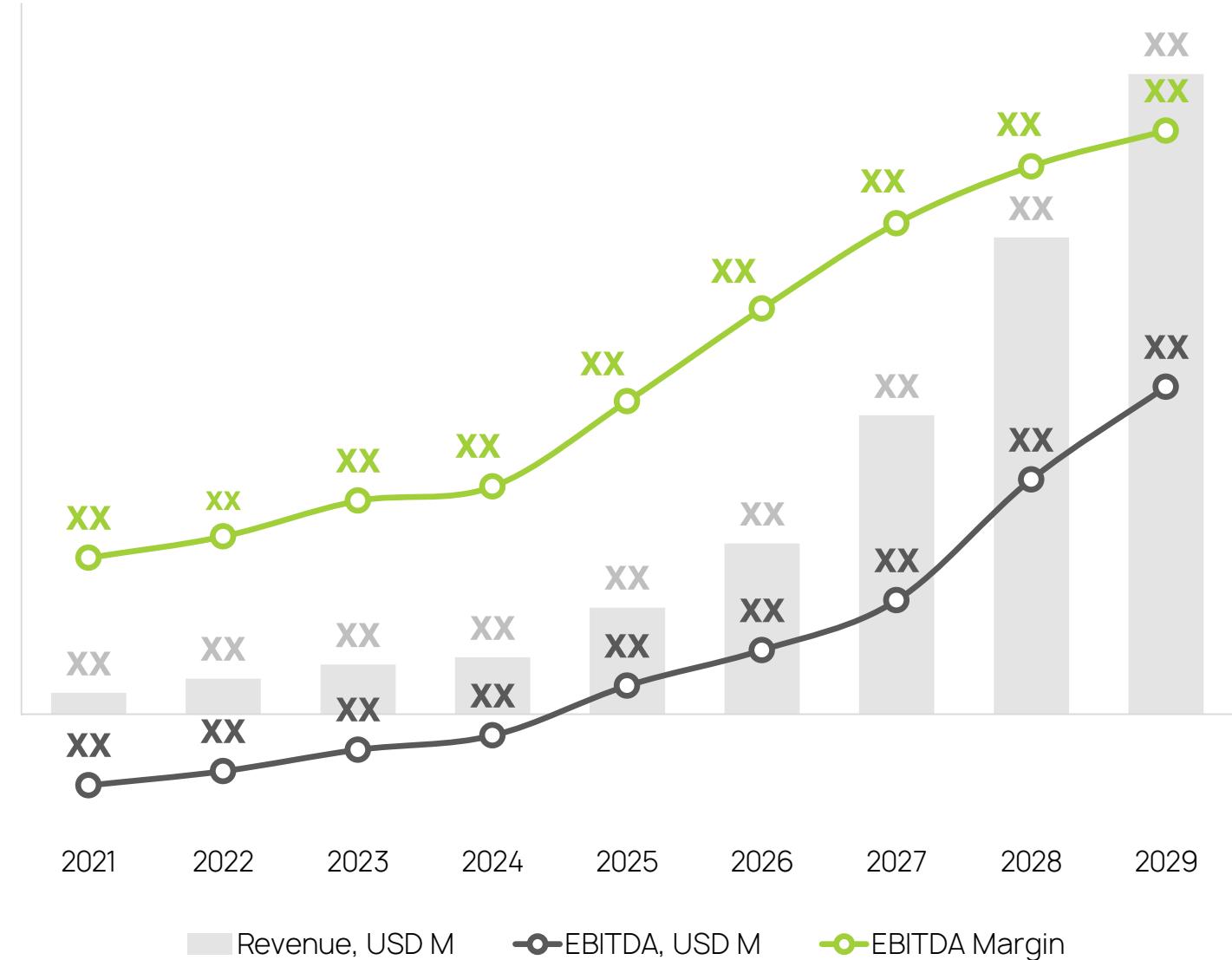
## Pilot-to-rollout model

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

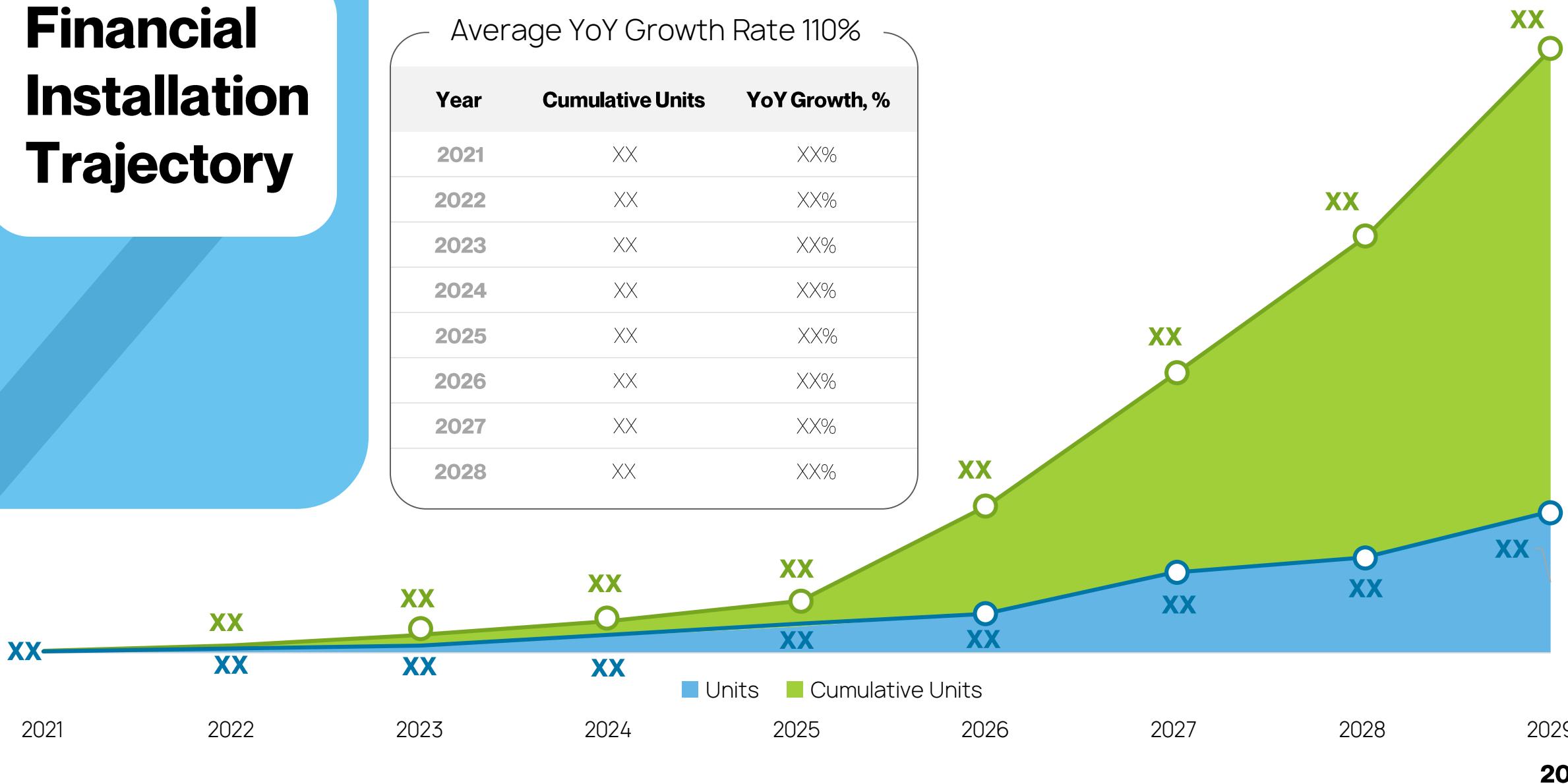


# Financial Snapshot

- 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

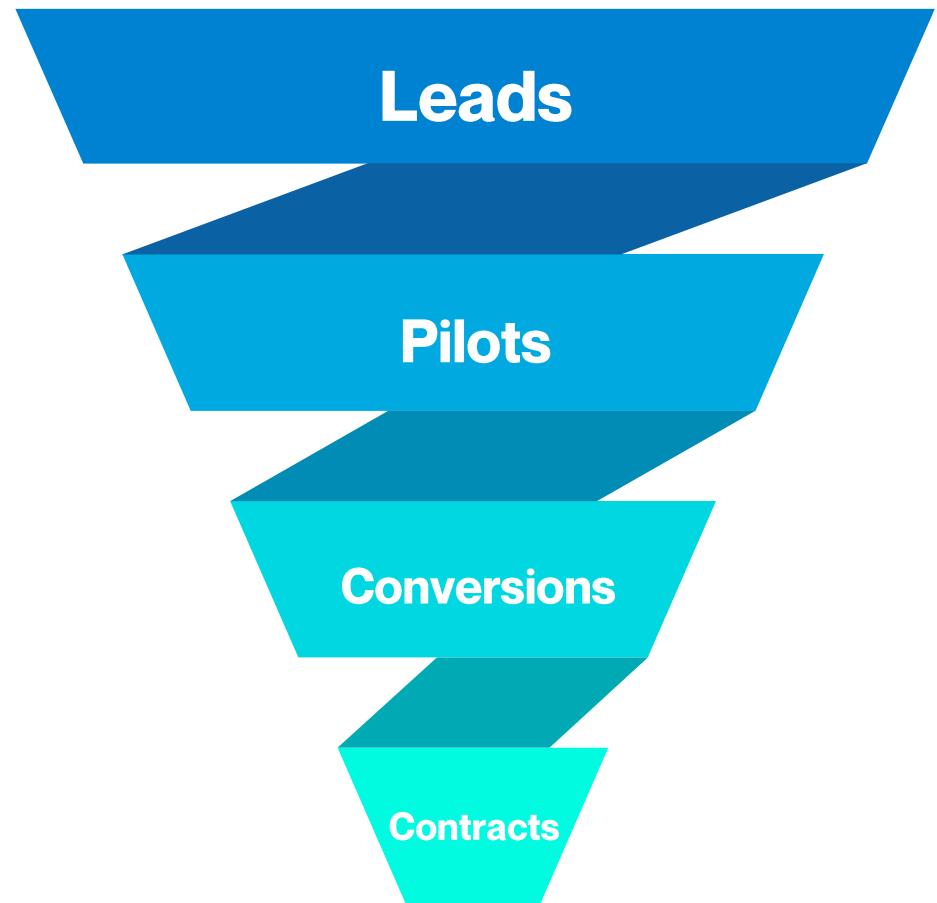


# Financial Installation Trajectory



# 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<br>(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 <b>digital media hub</b> with dynamic, location-based advertising                               | \$XX-\$XX annual revenue per unit                          |
| Audience Reach             | High-traffic retail and fleet locations (e.g., <b>Home Depot, BG Fuels, Parkland</b> ) 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



## Contact Information

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