

Smartcool Systems Inc.

(TSX-V: SSC, OTC:SSCFF, FSE:R3W)

Uncompromising
energy efficiency
for air conditioning, heat pumps &
refrigeration



SMARTCOOL™

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INVESTMENT HIGHLIGHTS

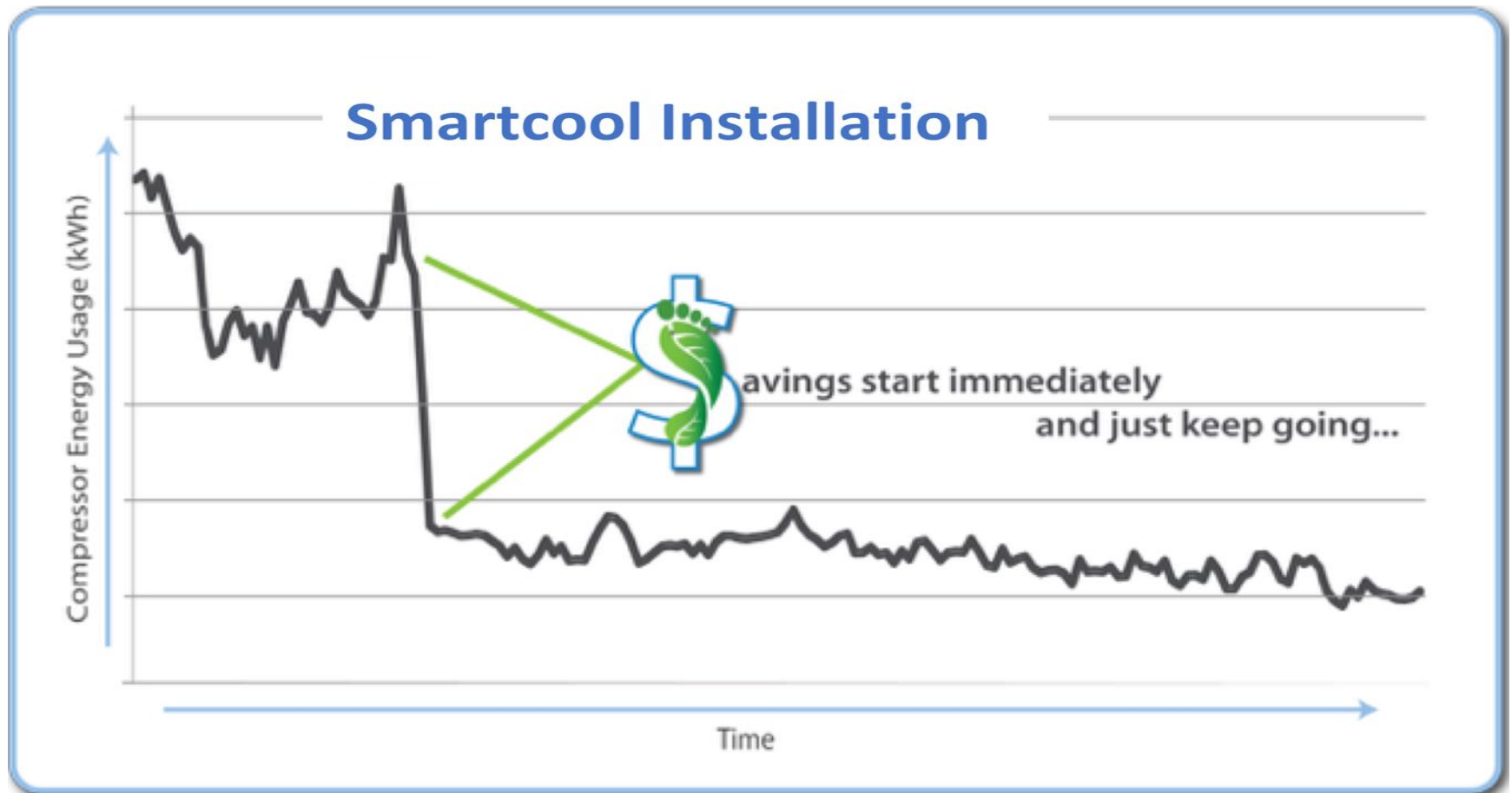
- Smartcool's unique proprietary software/technology delivers proven energy savings to air conditioning, heat pumps & refrigeration systems for enterprise, small business, buildings and households
- Addressing a multi-billion dollar market opportunity
- Excellent return on investment for customers who save an average **20%** of the energy used by compressors in these systems.
- Proven technology that has been installed in over 30,000 locations over 20 years.
- Cost of energy has gone up, while to cost of computing power has gone down, dramatically improving margins, and giving customers a significant ROI
- Sales partnerships in place to support exponential growth
- Recent partnerships now allow Smartcool's technology to be installed and paid for out of savings vs. being a capital budget item - **REMOVING A SIGNIFICANT BARRIER TO SALES**



Some of Our Past and Present Customers

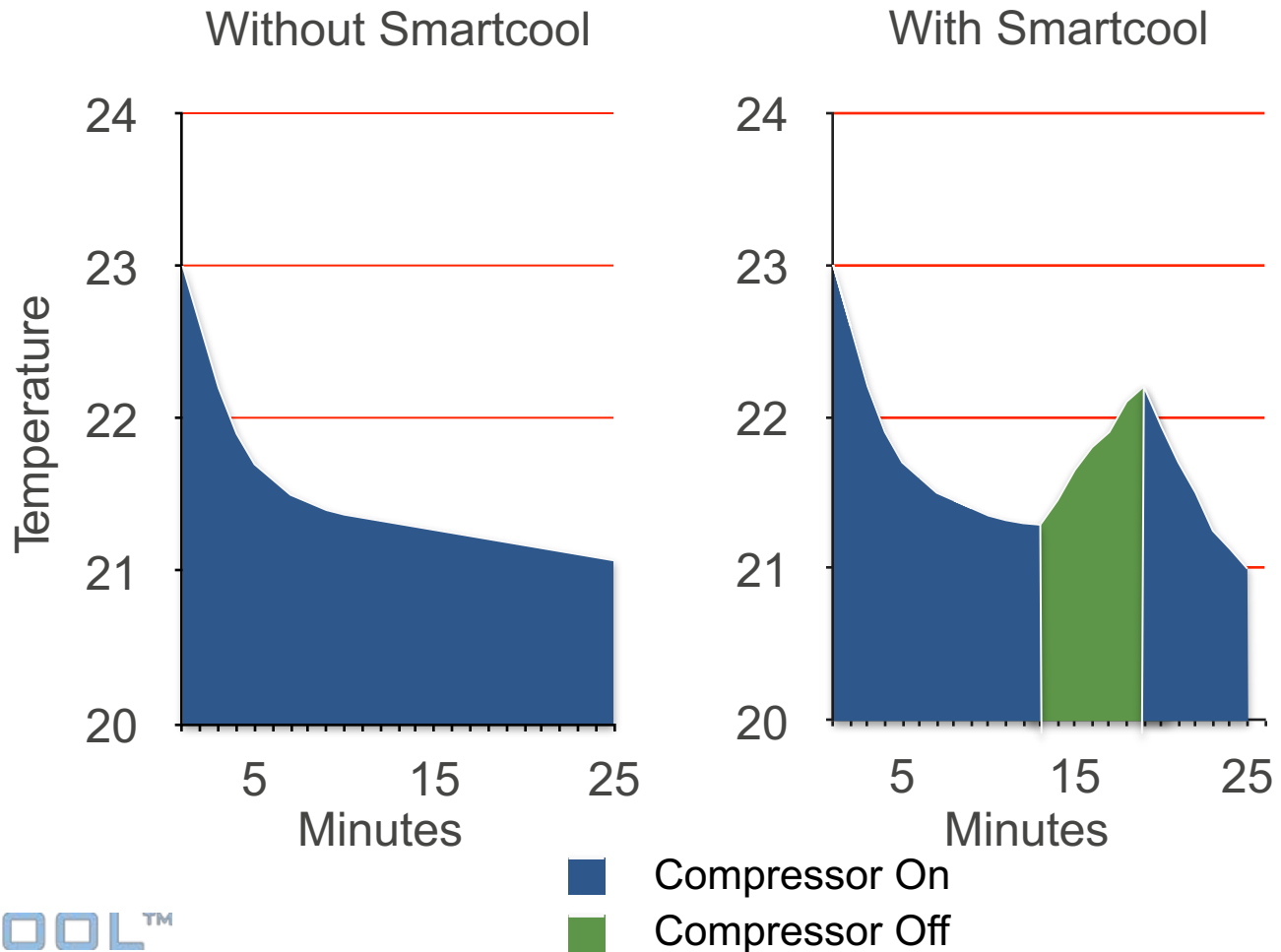


What does Smartcool do?



How Does it Work?

- Thermostat sets the control band ~ 2 degrees
- Compressor starts at top of the band and stops at the bottom of the band
- Smartcool's algorithm turns off compressor mid cycle based on dynamic demand



Our Hardware

Smartcool's **ECO3** and **ESM** provide a vehicle for our software to be installed with air conditioning, refrigeration and even heat pump systems of virtually any size and make.

- Retrofit products – works on old and new systems
- **ECO3** for single and dual compressor systems
- **ESM** for large multi compressor systems
- Wired between compressor & thermostat
- Non-disruptive installation
- Zero risk to existing equipment
- Immediate results

The ECO3



The ESM



Sales/Partnerships

Initiated several successful installations and partnerships with large FM companies and end users

- Emcor UK
- SSE - Scottish and Southern Electric
- United Utilities
- Wates Group

Also established reseller agreements with large electrical supply firms

- Rexel
- Edmundson
- Matrix
- E*On
- Utility Team

Many other partnerships in NA and the Caribbean – More to come!!

So Why Now?

- Smartcool is already well established in the **commercial retrofit market**, especially with food retail customers in Europe. The global market opportunity in this sector alone is \$18 billion.
- **Home and small business energy management** is a massive opportunity and is forecast for 400% growth in the next four years. Smartcool is providing successful solutions for cooling systems in these environments.
- Smartcool has a portfolio of hundreds of customers across other industries that continue to provide **major revenue opportunities**

So Why Now?



- **Partnerships are in place to aggressively grow sales.**
- **Major barrier to sales (budget restraints) have been overcome by:**
 - **Partnering with Panoramic Power** whose technology allows Smartcool and their customers to monitor the exact amount of power savings that are occurring with the compressor units
 - **Established turnkey financing options** – with power savings now being monitored, exact dollar savings can be calculated and thus with a financing option, the systems can be paid for out of monthly savings giving customers an immediate ROI - **No capital budget needed.**

Customer Results

Chart shows kWh consumption without and with Smartcool

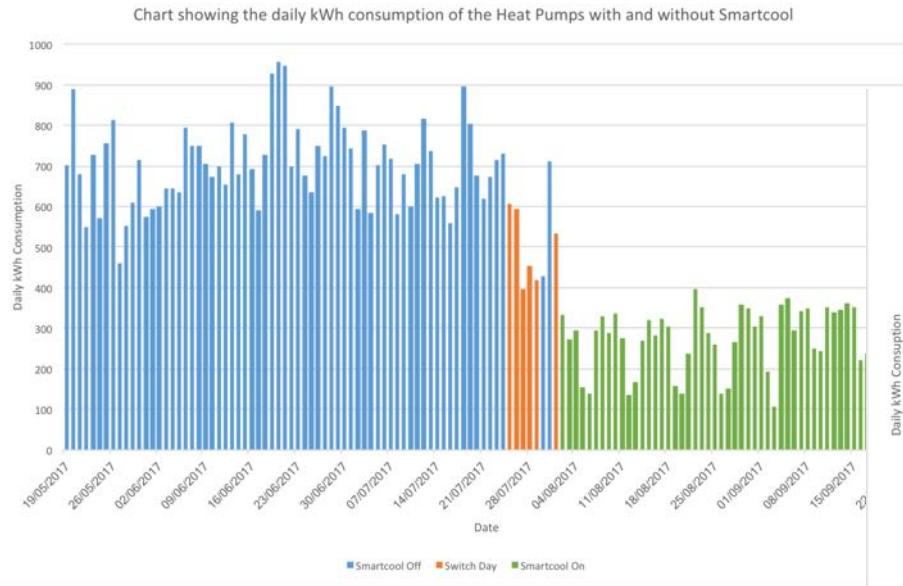
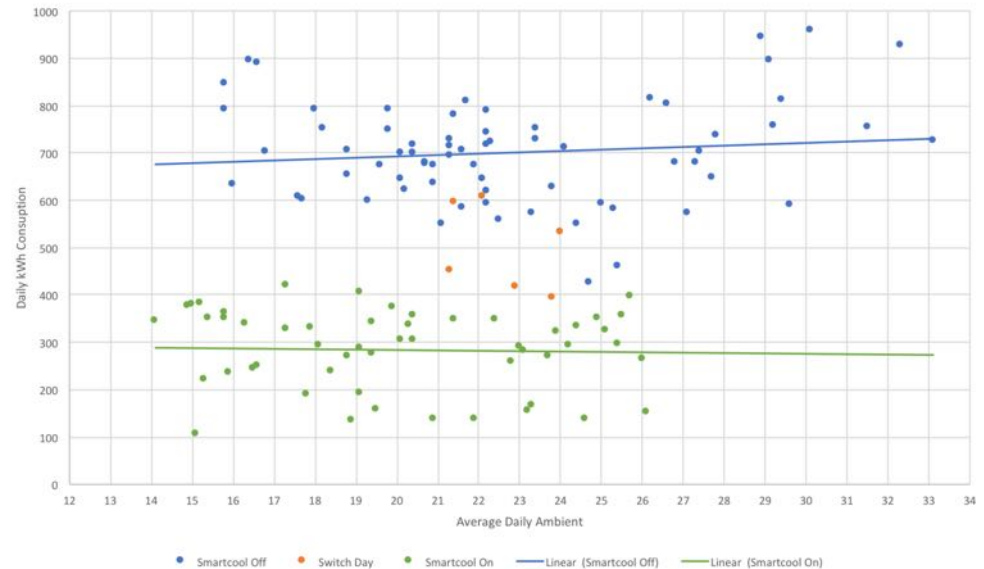


Chart shows average savings to be ~400kWh per day

Chart showing the daily kWh consumption of the Heat Pumps with and without Smartcool



Customer Example

400kWh per day X 30 days	12,000 kWh saved
Cost of Electricity	\$0.14kWh
Total Monthly Savings	\$1,680
Monthly Cost for Smartcool System on a 3 year deal	\$1,008
Total Revenue for Smartcool	\$36,288
Smartcool Cost of Hardware	\$2,000
Smartcool Cost for Installation	\$2,000
Gross Profit	\$32,288

Management Team



Ted Konyi – CEO/Founder

Mr. Konyi has over 35 years experience as a financial entrepreneur. As founder of the Maxwell group of companies, he has been involved in the startup and growth phases of 15 corporations primarily in the energy and technology industries. The primary operating company in the group, Maxwell Mercantile Inc., has completed in excess of \$240 million in private and public financings.

Steven Martin – Executive Vice President

Steven is one of the founding directors of Smartcool EMEA. With over sixteen years experience in the delivery of innovative energy solutions, he brings a wealth of knowledge in the technical, sales and management aspects of the industry.



Haiwen (Helen) Qian – VP Business Development

Graduated Tianjin University of China with an Electronic Engineering degree. During her 20 Years in various business ventures in Canada, she has founded and operated successful business in Manufacturing, Educational training and International Trading. She has extensive experience in assisting North American companies to become established, funded and to set up operations in China.

Capital Structure

Shares Outstanding 196 MM

Warrants @ \$0.05 86 MM

Options @ \$0.05 24 MM

Fully Diluted 306 MM

Management/Closely Held FD 190MM

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