



Investor Update

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Intended Only for Designated Recipients

Research Coverage

We are adding Water Tower research coverage (paid research, no price target or recommendation) which will be released first week Q2. We are working on sell side coverage for H2.

MACRO: The Markets

It appears as if the Russia/Ukraine conflict has created a reasonable amount of uncertainty and dislocation. In addition, it has provided Jerome Powell an excuse to become dovish on tightening, we shall see in mid-April when the Fed minutes from the March 15-16 meeting are released. Irrespective of tightening, we are officially in a correction with \$4+ average a gallon of gas in the USA, the highest it has ever been. And food inflation coming.

Despite the anemic markets and terrible macro setup, Prostar has held in remarkably well despite losing the month of January to "Omicron". We are well poised to execute on sales over the coming months, and while there is no doubt that we will see some selling of the stock post March 25th as the shares from the Nov. 24th \$10.2 mln deal become freely trading, the stock has held in remarkably well. We are optimistic we will drive shareholder value over 2022. A few points to consider:

- 1) MAPS does not need additional liquidity.
- 2) We attended Geoweeek and won pitch the press. (<https://youtu.be/sNEyEKdkCRQ>)
- 3) Prostar signed Landmark, an engineering firm contracted by Zayo, to be a customer to map out fiber optic cable lines in the city of Boulder, CO
- 4) We have materially expanded our relationship with our largest customer which continues to pay dividends as we have signed Kokosing, a massive highway infrastructure construction company based out of Ohio
- 5) We have expanded our partnership with Trimble which may result in additional exposure through 2022
- 6) We were cited by Fast Company as #2 out of 10 most innovative companies with < 100 employees <https://www.fastcompany.com/90724470/most-innovative-companies-small-mighty-10-100-2022>
- 7) Our long awaited PBS produced informational video hits the airwaves in Q2! (see below for details)

SALES: PBS Documentary

Prostar is slated to air on Fox Business Network in June 2022. The spot will be sent to Fox Business Network for national airing approval with exact airing dates then scheduled. After the national distribution, regional airings will air 400 times in many of the top 100 DMAs. These airings should also take place in June 2022.

Prostar anticipates Public TV distribution also taking place in June 2022. Each participating station will have the rights to broadcast the segment for one full year thereafter.

SALES: Digital Marketing Campaign

Digital Marketing Update: Information is for PointMan.com, and data was captured on March 29, 2022

Prostar launched the campaign on February 9 to reach smaller municipalities in the U.S., and late February started reaching out to construction companies. Our goal for the 30 days of the campaign was twofold:

1. build brand awareness across municipalities (125K population or less) and construction companies with revenues above \$150 mln.
2. cast a “wide net” so we could start collecting data on potential leads and determine who was not a good lead to narrow our focus for more optimal prospecting.

To help support digital marketing, we added industry-specific web pages to provide details on the value proposition and address specific industry needs:

- (Municipal [https:// pointman.com/municipal/](https://pointman.com/municipal/),
- Construction <https://pointman.com/construction/>, and
- SUE [https:// pointman.com/subsurface-utility-engineering-pointman/](https://pointman.com/subsurface-utility-engineering-pointman/))

As we are wrapping up the 7th week of the digital marketing campaign, our success on reach is now transitioning into qualified sales leads. As we continue the campaign, the number of qualified leads and more importantly, sales, should continue to grow.

Below are some statistics from the current campaign:

PointMan.com User Visits:

March: 6.1K up from 1.1K in January

Display Ads Shown on Google From 2/21- 3/29:

- Impression: 121,609
- Targeted Emails: 150,00 emails – 34,075 views – 6,139 clicks
- YouTube Videos: From 2/4 - 3/29: 523,759 impressions – 371,185 views – 263,058 people viewed the complete video

<https://youtu.be/5Uk1BwlQVh4>

MAPS IR schedule

Lytham Partners

- Virtual conference April 4-7
- www.lythampartners.com/spring2022invreg

Capital Events Management (CEM) Scottsdale

- Scottsdale April 22-24
- <https://cem.ca/conference/scottsdale-capital-event-2022/>

Planet Microcap Showcase

- Las Vegas May 3-5
- <https://planetmicrocapshowcase.com/>

Sidoti conference

- Microcap May 11-12 virtual
- Investor registration can be found here: <https://www.sidoti.com/events>

GVC Capital

- Denver May 25th
- Closed to public

Capital Events Management (CEM) Montreal

- Montreal June 17-19
- <https://cem.ca/conference/montreal-capital-event/>

Sidoti conference

- Microcap Aug 17-18 virtual
- Investor registration can be found here: <https://www.sidoti.com/events>

Trimble Dimensions

- Las Vegas Nov. 7-9
- <https://www.trimble.com/en/our-company/news-and-events/dimensions/overview>

Capital Events Management (CEM) Hollywood Florida

- Florida November 11-13
- <https://cem.ca/conference/florida-capital-event-2022/>

Canaccord 42nd Annual Growth Conference

- Prostar is exploring attending and potentially being available for meetings but not presenting



TSX-V: **MAPS**

OTCQX: **MAPPF**

FSE: **D500**

If you have thoughts on events that Prostar should consider participating in, please reach out.

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