

The background of the slide is a photograph of an industrial refinery or chemical plant. The scene is dominated by tall distillation columns, complex piping, and storage tanks. The color palette is a mix of deep blues and vibrant reds, with the reds appearing as glowing or highlighted areas on the structures. The sky is a pale, overcast white. The overall aesthetic is modern and industrial.

# FUEL AMERICA CORPORATION

## Investors Presentation

2024

# FUEL AMERICA CORPORATION

Fuel America™ is a new technology-based mobile re-fueling service that offers consistent, on-demand, cost-efficient and time-saving delivery of **high-quality fuels** directly to customers. Our Green Fuel being sold and approved in California providing cleaner air for Diesel Engine customers.

Fuel American™ is seeking **\$10 million** under Reg-D-Section 506(C) financing provision. A subsequent financing round of \$10 million under Reg-A (Tier-1) will be launched in Q4 2024, based on our capitalization plan to:

- 1 Revolutionize the fuel delivery industry including a new Green New Diesel Fuel Product
- 2 Leverage our innovative technology to offer a truly differentiated solution
- 3 Make use of our real-life consumer & operating data to increase efficiency in our service and contribute to environmental compliance

# Overview

## Who Are We?

Fuel America™ is a technology-driven mobile refueling service that delivers high-quality fuels directly to customers, offering convenience and efficiency direct to their homes.

## Purpose

To revolutionize the fuel delivery industry by providing a convenient, cost-efficient, tech and data driven, and sustainable alternative to traditional refueling methods for 277 million cars

## What Do We Solve?

- 1 Inconvenience:** On-demand fuel delivery eliminates the need for gas station trips.
- 2 High costs:** Optimized delivery operations reduce costs for consumers.
- 3 Pollution:** Leveraging technology and data to contribute to a cleaner world and address energy inefficiencies.

## Investment Opportunity

Fuel America™ is seeking \$10 million under Reg-D 506(c) to revolutionize the fuel delivery industry with on-demand, cost-efficient mobile refueling services. A follow-up financing round of \$10 million under Reg-A+ (Tier 1) is planned for Q4 2024.

## Why Us?



### Innovative Technology:

Next-generation mobile app and AI for optimal service.



### Market Opportunity:

Expanding as gas stations decline, filling a critical need.



### Expert Management:

Experienced, well-connected and committed



### Strategic Partnerships:

Prominent fuel and transportation services companies

# Business Model

## Value Proposition

- Clean, high-quality popular fuels including Green Diesel available at competitive prices, leveraging technology efficiency, sustainability
- Customer segments: Home Owner Association, member industries, K-12 School Districts, and shopping center malls, corporate offices, and OTR transportation. We are selling new Green Diesel fuel proving to be very popular

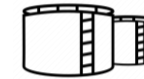
## Key Activities

- 1 Fuel and refueling services
- 2 Transportation & Logistics
- 3 Storage services

## Channels



Tanker Trucks between 3,000 – 10,000 gallons



Storage Depots

## Key Partnerships & Resources

- Prominent fuel delivery service companies, truck delivery supplier providing over 150 trucks
- Negotiations with EPA Grant funds Clean Air Program using our Renewable Green Diesel Fuel
- The EPA loves, supports our Green Diesel fuel

## Revenue Model & Streams

- DTC, B2B & B2B2C
- Membership subscriptions, transaction and operating fees, interchange fees

## Cost Structure

- Fuel costs, fuel delivery/distribution costs, depot costs (rent, parking, T/E, IT support, G&A), payroll costs (drivers, depot managers, sales managers), truck maintenance, technology development and operational compliance costs

# Market Opportunity

- The untapped fuel delivery industry represents a nationwide opportunity, with over 75 million homeowners\* potentially generating monthly revenue through transactions and subscriptions
- Fuel America™ will provide added-value, on-demand cost-efficient and dependable fuel for K-12 School District school buses using EPA approved Renewable Green Diesel fuel
- Fuel America™ will provide refueling services for millions of drivers in 19 states that have banned new gas stations. 45 million gas powered cars operate in those banned states
- Additionally Emergency service requests have come in from Texas, Georgia, Arkansas, Mississippi, and North Carolina. This School driver shortage requires clean fuel school buses.

# Competitive Analysis

Our competition encompasses companies like Booster, Yoshi, Site Fuel, Sure Fuel, and Atlas Oil. The current landscape of mobile fuel delivery services primarily serves the commercial sector, often limiting their offerings to diesel fuel.

Unlike our competitors:

- We are the first company to organize fuel delivery services for housing and HOA tracts, or has organized delivery for the OTR trucking industries refueling coast to coast except Fuel America™ scheduling services
- We employ local Hotshot drivers, enabling us to operate more cost-effectively compared to our competitors
- To reduce overhead and miniatous costs, we use light-duty trucks/Vans
- Our mobile app allows fuel delivery to specific address locations

# Why Now?

- 1 Scheduled fuel delivery presents a significant untapped opportunity in the homeowner and K-12 school sectors, especially in states prohibiting new gas stations, marking these as valuable territories
- 2 Thousands of Gas stations are closing at a rapid pace, and there is a school bus crisis reaching out to Fuel America
- 3 National Dilemma: 93% of schools lost bus drivers. Since pandemic unable to replace them
- 4 Convenience stores are looking to end gas sales due to low margins and excessive regulations
- 5 The viability of e-vehicle charging sites for non-commercial use remains years away in many states, constrained by power availability and range limitations
- 6 Over 40 million gas cars in our market areas are short availability of gasoline and diesel due to EV Market which is not working. Only 3 million Ev's and 277 million gas cars in the United States today

# Investment Opportunity

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Fuel America™ presents a compelling customer value proposition and investment opportunity, characterized by:

1. **Cost-Competitive Advantages:** Leverages operational efficiencies to offer competitive pricing
2. **Enhanced Unit Economics:** Features superior unit contribution margins, boosting overall shareholder value
3. **Incremental Value Creation:** Contributes to a significant increase in total shareholder value through strategic growth and market penetration
4. **Market Positioning:** Positioned advantageously in markets where electric vehicle infrastructure is lagging, ensuring demand for traditional fuel delivery gaining strength
5. **Awareness of Market Realities:** Acknowledges policymakers' admit slow emergence of electric vehicle market 3 million EV's in country, but 277 million gas powered cars growing for Fuel America™ services



# Milestones & Roadmap

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Custom eCommerce mobile app and website currently in development to facilitate customer order and payments.

Mileage Log technology being implemented in mobile app and website to provide information to IRS for customer fuel/mileage tracking write-offs.

MOU have been signed with three HOA's delivery Truck supplier, top tier gasoline supplier, and Renewable US Green Diesel Refinery and delivery.

In final discussions with EPA to support our schools by providing clean Renewable Diesel Green Diesel for school buses

Secured 8 Fuel Depot Base locations to date, within Cotton State Belt From TX to NC route (Fuel storage).

# Management Team

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Experienced, well-connected professionals from the financial service, fintech, aviation, oil, telecommunication, marketing & e-commerce, logistics and technology industries comprise the Fuel America™ advisory team - giving this young company the capacity to execute rapidly and purposefully. We are very driven and motivated to see this business succeed.



**Paul F. Martia, CEO:** An accomplished executive with over 50 years of experience. Pioneered the country's first helicopter paramedic operation at Air Evac Corporation. Leveraging his deep-rooted experience in the oil industry, he currently leads Fuel Americana's as its CEO.



**Dulal Das, CFO:** Senior corporate finance executive with 25+ years in corporate finance across multiple sectors, highly specialized in risk management, strategic planning, and startup valuation. Chartered Accountant, MBA, and Certified Valuation Analyst



**Tom Ferguson, COO:** With 30+ years of global business experience, served as VP of Business Development and Strategy for AT&T Asia/Pacific and China, overseeing strategic planning and M&A activities.



**Lawrence T Henderson, Director American Veteran Services.** Mr. Henderson has over 40 years in construction industry and expertise in trucking operations, fuel coordination and access to Veterans with truck driving background to help hire our 88 route drivers needed.



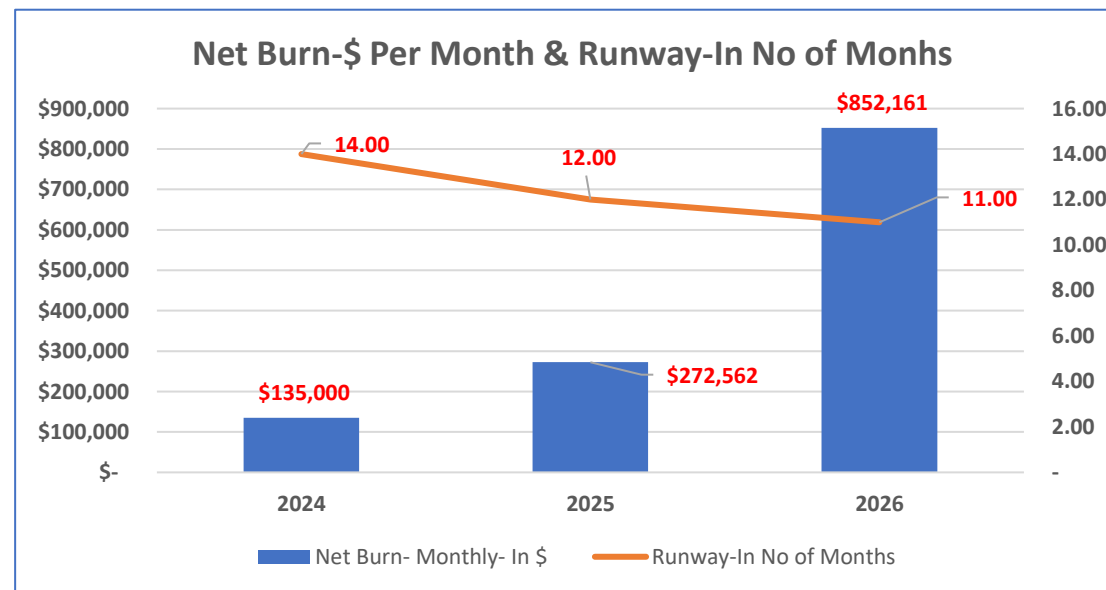
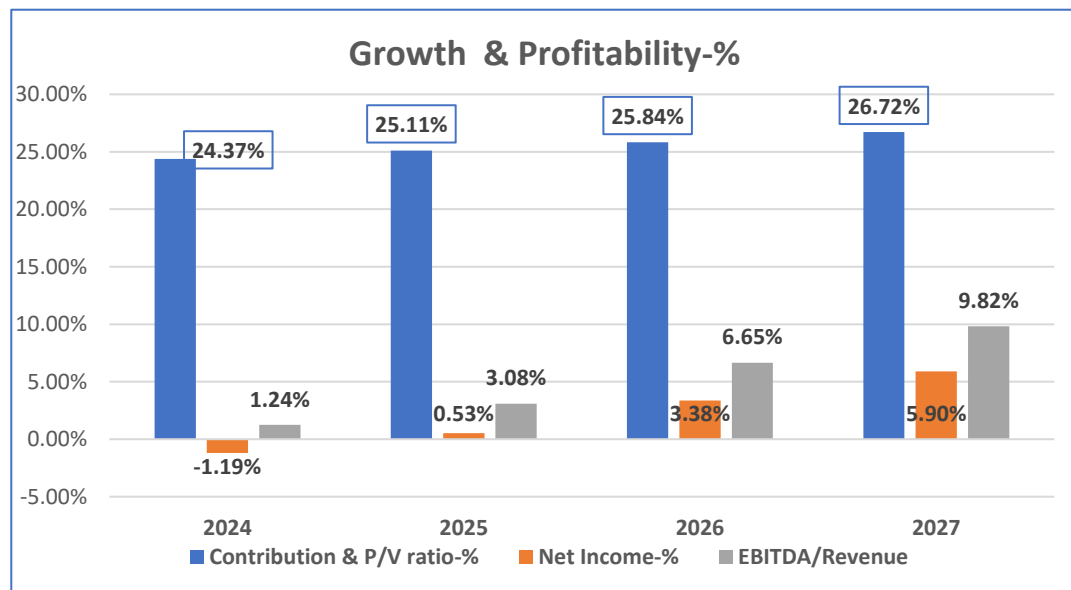
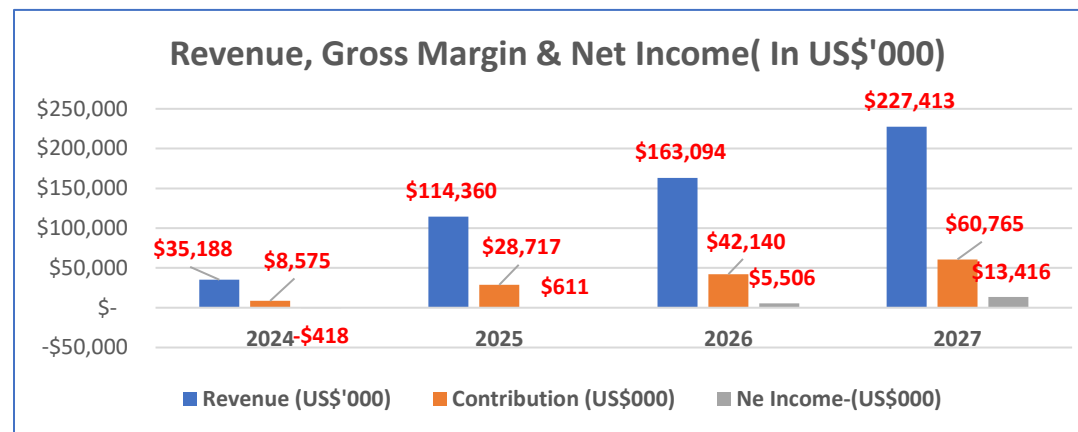
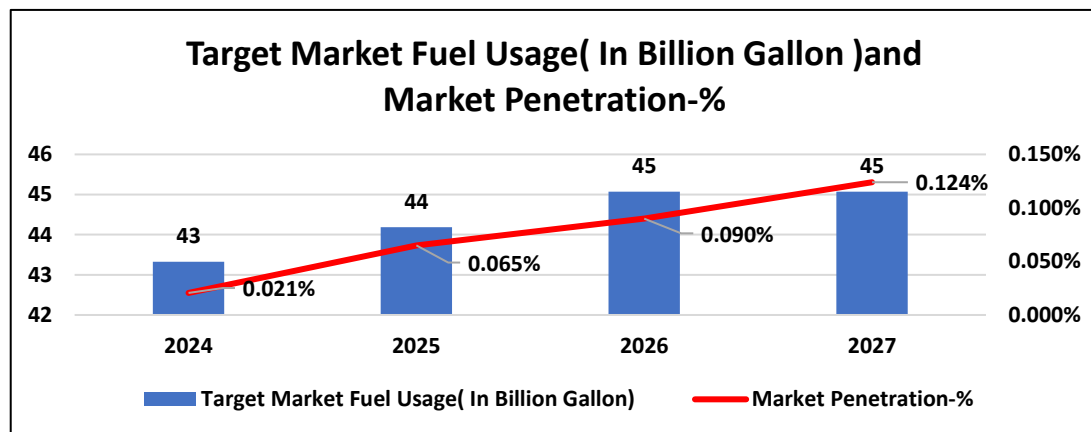
**Luis Martinez, Head of Investor Relations:** 10+ years of experience in economic research, IT, and project finance within the water treatment and oil & gas sectors, coupled with a solid foundation in corporate finance and investment banking, including the establishment of an IB consulting firm in Mexico City. Highly specialized in financial analysis, strategic planning, client and investor relations, and in capital and debt-raising processes.

# Specific Risks

Financial models and other supporting information regarding historical data, hypothetical target returns, contextual analysis, and other pertinent matters will be made available to prospective investors upon request. There is no guarantee of success, and there is a potential for loss of your investment.

- **Intensifying Competition:** The on-demand fuel market faces increased competition as fuel costs rise and the benefits of on-demand services become more widespread, leading to potential challenges in maintaining market share and profitability.
- **Evolving Vehicle Technology:** The emergence of battery-powered electric vehicles (EVs), hydrogen fuel cell vehicles, and plug-in hybrid EVs presents a shift in consumer preferences, potentially impacting the demand for traditional fuel and creating a need for adaptation within the on-demand fuel industry.
- **Government Regulations:** The on-demand fuel sector is subject to evolving state and federal regulations, which can introduce operational and market risks, requiring compliance and potential changes to business practices.
- **Environmental Impact and EPA Standards:** Stringent EPA emission standards and growing environmental concerns drive the push for cleaner fuel alternatives, impacting the demand for traditional fuel and potentially influencing the adoption of on-demand fuel services.
- **Entry Barrier Dynamics:** While the on-demand fuel market offers opportunities for new entrants, existing players with established infrastructure, technology, and customer bases hold a competitive advantage. However, the minimum entry barriers pose a risk of increased competition, requiring continuous innovation and differentiation to maintain market position.
- **Early-stage company risk - no financial operating history, limited assets, and cash flow.**

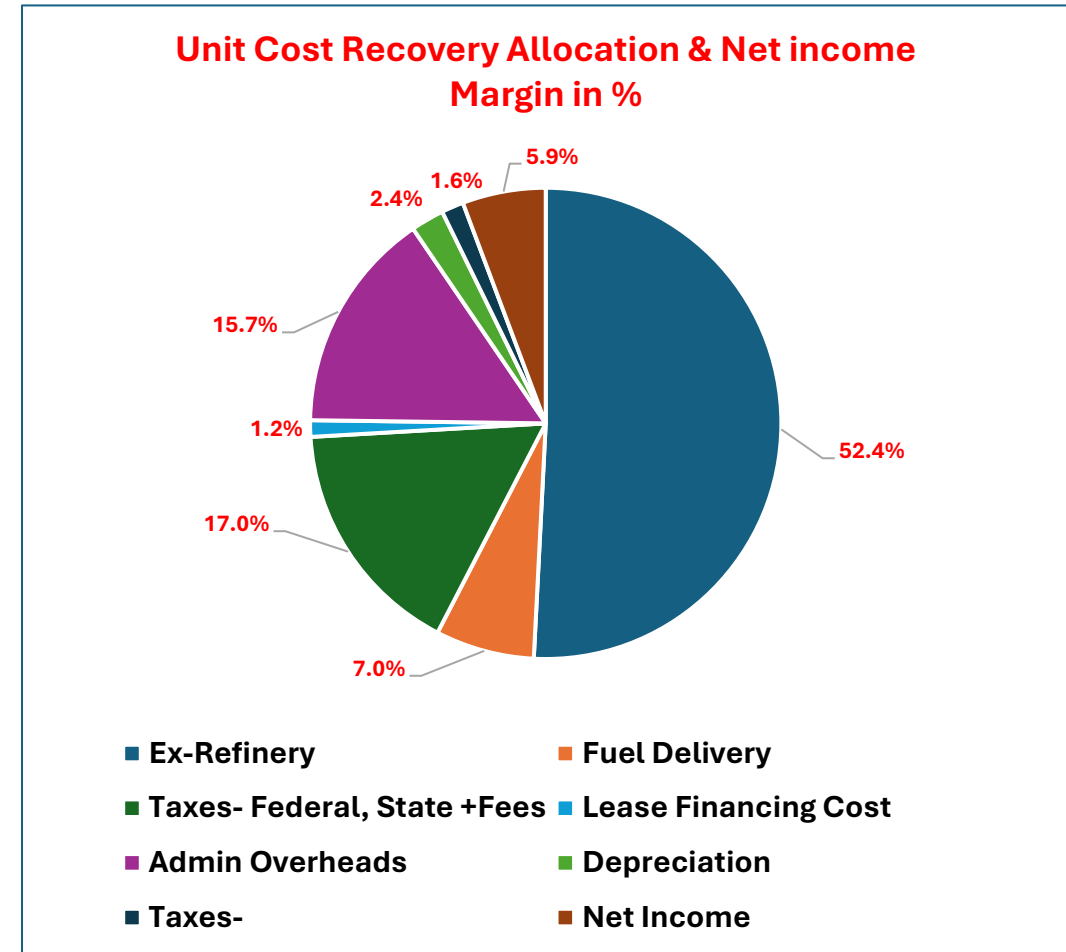
# Financial Projections



Financial models and other supporting information regarding historical data, hypothetical target returns, contextual analysis, and other pertinent matters will be made available to prospective investors upon request. There is no guarantee of success, and there is a potential for loss of your investment. For use by institutional investors only; not for use by retail investors.

# Unit Economics

Unit Economics	
	Average /Gallon
Average Price/Gallon in USA	\$3.90
<b>Cost Composition</b>	
Ex-Refinery	\$2.04
Fuel Delivery & Transport	\$0.27
Taxes- Federal, State +Fees	\$0.66
Mark-Up- Groos Margin-\$	\$0.92
<b>Other Income</b>	<b>\$ 0.17</b>
<b>Net Margin-\$</b>	<b>\$1.09</b>
Less:Lease Financing Cost	\$ 0.05
Less: Admin Overheads	\$ 0.64
EBITDA	\$ 0.40
Depreciation & Amortization	\$ 0.10
EBT	\$ 0.30
Taxes-	\$ 0.06
<b>Net Income</b>	<b>\$ 0.24</b>



Unit Economics are based on 2027 Fiscal Year Plan

# Sensitivity Analysis

Fuel America-Business Plan Sensitivity Analysis( 4 Years)- In US\$'000	Base Case	Low Growth	Accelerated Growth
Revenue- Base Year-2024	\$ 35,188,083	\$ 30,000,000	\$ 43,000,000
CAGR-% in Revenue(2024-27)- Based on Plan	85.00%	73.19%	104.91%
Revenue- Cumulative 4 Years- Based on Plan	\$ 540,055,158	\$ 465,034,470	\$ 666,549,406
Gross Margin-%(Cumulative-2024-2027)	25.96%	25.96%	25.96%
Net Income-Cumulative 4 Years-	\$ 19,113,936	\$ 13,951,034	\$ 29,994,723
Net Income-%-( Cumulative 4 Years)	3.54%	3.00%	4.50%
Terminal Year-After Tax Profit Margin on Liquidity-%	5.90%	5.00%	6.20%
Expected P/E Ratio at Liquidity	11.70	11.70	11.70
Number of Years to Liquidity	4.00	4.00	4.00
Discount Rate-%	50.00%	50.00%	50.00%
Required Investment-Equity-Incremental	\$ 10,000	\$ 10,000	\$ 20,000



# Use of Proceeds

Ask: Fuel America is raising \$10M – General Terms being Equity/Convertible Note/Safe Instrument-Reg-D

<b>Application &amp; Use of Round-1 Funding of \$10M-Reg-D</b>	
<b>Receipt from Reg-D-Round-1 Financing( Q-2 -2023 end)</b>	\$ 10,000,000
<b>Application &amp; Use</b>	
Transaction closing Cost	\$ (160,000)
Reg-A- Filing Legal Cost	\$ (80,000)
Start-Up Implementation Cost	\$ (350,000)
Truck Financing Charges	\$ (416,313)
Depot Build Up Cost	\$ (110,000)
IT System Application Development & Capex	\$ (850,000)
Fuel Cost & Inventory build up cost	\$ (3,600,000)
Salaries & Wages-Trial Period	\$ (1,606,100)
Operating Cost & Working Capital	\$ (2,827,587)
<b>Total</b>	<b>\$ (10,000,000)</b>

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# FUEL AMERICA CORPORATION

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# Fuel America Corporation

- Industry: Mobile Fueling & Energy Transportation Services
- Company Type: Fuel Delivery
- Size: \$10 Million
- Location: North America
- Investment Type: Equity