

Pure Technologies Ltd.

(TSXV: PUR)

www.puretechltd.com

Corporate Profile

Pure Technologies (“Pure”) provides owners and engineers with state-of-the-art technologies and services for non-destructive assessment and real-time monitoring of critical physical infrastructure including water, wastewater and hydrocarbon pipelines. Founded in 1997, Pure is headquartered in Calgary, Alberta with offices around the world.

Since its inception, Pure has evolved from acoustic monitoring of bridges and buildings to becoming a world leader in water and wastewater pipeline diagnostics and management with a full suite of state-of-the-art patented technologies. Pure offers investors exposure to the following themes:

- Aging infrastructure
- Water scarcity/stress in many parts of the world
- High gross margins; low capex requirements; recurring revenue stream

Investment Profile

*Figures in CAD\$ as of Dec. 31, 2010
(Results for full year ended Dec. 31)*

- Market cap: ~ \$239 million
- Shares outstanding: ~ 44.7 million
- Working capital: ~\$47
- Revenue: \$48.4 million
- EBITDA: \$7.1 million
- Earnings per share: \$0.13
- Recurring revenue: \$5.0 million
- Themes: Sustainability, CleanTech, Water, Infrastructure
- Strong R&D capabilities
- Experienced management

2010 Highlights

- Most profitable year in history
- Expanded business development activities and advanced presence in regions including Hong Kong, the Philippines, Australia, and Mexico
- All product groups grew by a minimum of 16% growth over 2009 with the majority (343%) coming from inspection services
- Acquisition of the The Pressure Pipe Inspection Company (PPIC) and Aqua Environmental

Management

- Peter Paulson – CEO
- James Paulson – Chairman
- Jack Elliott – President & COO
- Karen Keebler – CFO

Corporate Strategy

- Continue to expand presence as a dominant international player in infrastructure asset management technologies and service
- Focus on long-term profitability
- R&D will continue to be a key focus as the Company continues to invest in new product and service developments and current product and service enhancements
- Acquisitions will continue to be evaluated for strategic growth in geographical areas and technology advances

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