



Clean Energy Technology Association, Inc.

Investor Overview

\$60 Million Capital Raise

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Table of Contents




- I. Company Overview**
- II. Product Overview**
- III. Current Operational and Financial Footprint**
- IV. Detailed Financial Overview and Forecast**
- V. Organizational Infrastructure**
- VI. Transaction Overview**



Company Overview

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CETA's mission is to invent, develop and commercialize alternative technologies that use fossil fuels, biomass and other fuel resources to preserve and create jobs, improve the environment and are economically feasible without government subsidies.

Executive Summary

Introduction

- **Founded in 2008 and headquartered in Fairfield, TX, Clean Energy Technology Association ("CETA" or the "Company") is an innovative, fast-growing and highly disruptive coal distillation company providing a wide range of energy efficient solutions to public and private customers across the United States and globally**
 - ✓ First company to successfully transform coal into highly marketable by-products in a cost-effective and environmentally-friendly manner
 - ✓ Major relationships include the Department of Energy, several states (such as WV, OH, MT and PA), and businesses, including leading international oil, gas, chemical and refinery companies
 - ✓ Strategically located facilities and properties to ensure ready access to coal supply, efficient transportation / logistics and scalability
- **Patented technology developed and perfected over a multi-year R&D process**
 - ✓ Tens of millions invested in research and development
 - ✓ 3 patents
 - ✓ Tested and proven by the nation's leading scientific laboratories
- **The Company's products offer a superior value proposition to its customers**
 - ✓ Highly formulated coal blends yield cleaner coal (**COALite™**), valuable fluids (**CETASolve™**), heavy sweet oil and synthetic gases (SynGas) that drive industry differentiation
 - ✓ Diversified product portfolio capable of meeting industry requirements
 - ✓ Commercial applications include feedstock for energy production and manufacturing of cosmetics, pharmaceuticals, agricultural products, among others
 - ✓ Strict quality control standards supported by major investments in personnel, laboratory and other infrastructure
- **CETA is led by a highly experienced and proven management team**
 - ✓ Extensive operating experience in the oil, gas, chemical, refining and construction industries with over 250 years of combined experience
 - ✓ Commitment and ambition to continue to grow and expand the business on a global scale

Distilled Products (1 Ton of Raw Coal)



Summary Financials





Key Investment Highlights

Revolutionary Coal Distillation Technology

Proprietary Technology and System Transforms Coal in a Low Cost, Profitable and Environmentally Friendly Way

Highly Marketable By-Products that Serve Diverse End Markets and Industry Needs

Technology Validated by Leading Scientists and Strategic Partnerships

Significant Downside Protection Secured Through Available Option Contract with Major Oil Company

Strong Growth and Margin Profile

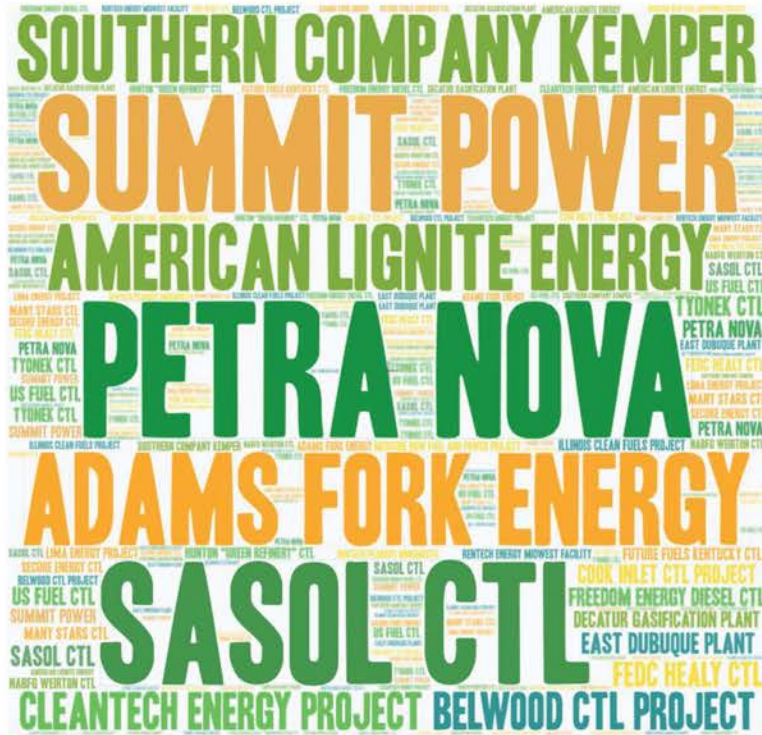
Impressive Payback and Free Cash Flow Generation

World-Class Management Team

The World has Been Spectacularly Unsuccessful in its Attempt to Distill Coal in a Cost-Effective, Environmentally Friendly Manner...



Failed US CTL Projects



Key Challenges

Start-Up Costs	X Exorbitant capital costs, well into the billions
Financing Viability	X Financed by government subsidies and programs, not private industry
Timing	X Multi-year construction timelines
OpEX	X Overwhelming operational costs
CO₂	X Unable to profitably capture / sequester carbon
EPA	X Egregious violations of environmental norms / standards
Technology	X Ineffectual systems, processes and technologies

sasol
reaching new frontiers



"[We have] no intentions of making any more investments in new coal-to-liquids plants. The carbon footprint is too big, the capital investment is just extremely large, and there are better options for us in terms of return on investment."

—Sasol Executive, 2017

 **Southern Company**

"Utility giant Southern Company abandoned work on its troubled Mississippi 'clean coal' facility amid skyrocketing costs."

—Forbes, 2017

...Until Now: CETA's Revolutionary Coal Distillation Technology, Process and System Achieves the Trifecta of Clean Energy Solutions...



- ✓ CETA's unparalleled coal distillation technology uniquely positions the Company to bring environmentally sustainable and commercially viable solutions to the world
- ✓ The Company's unmatched approach uses a low pressure, moderate temperature distillation process to extract chemicals, gases and oils from the coal that will provide valuable feedstock to the oil, chemical, coal and pharmaceutical industries
- ✓ Cutting-edge applications, like CO₂ capture and use, can be used to boost domestic oil and gas production through enhanced oil recovery techniques
- ✓ In short, the Company's clean energy technology is set to redefine the global energy landscape and lead the fossil fuel industry for the 21st Century and beyond



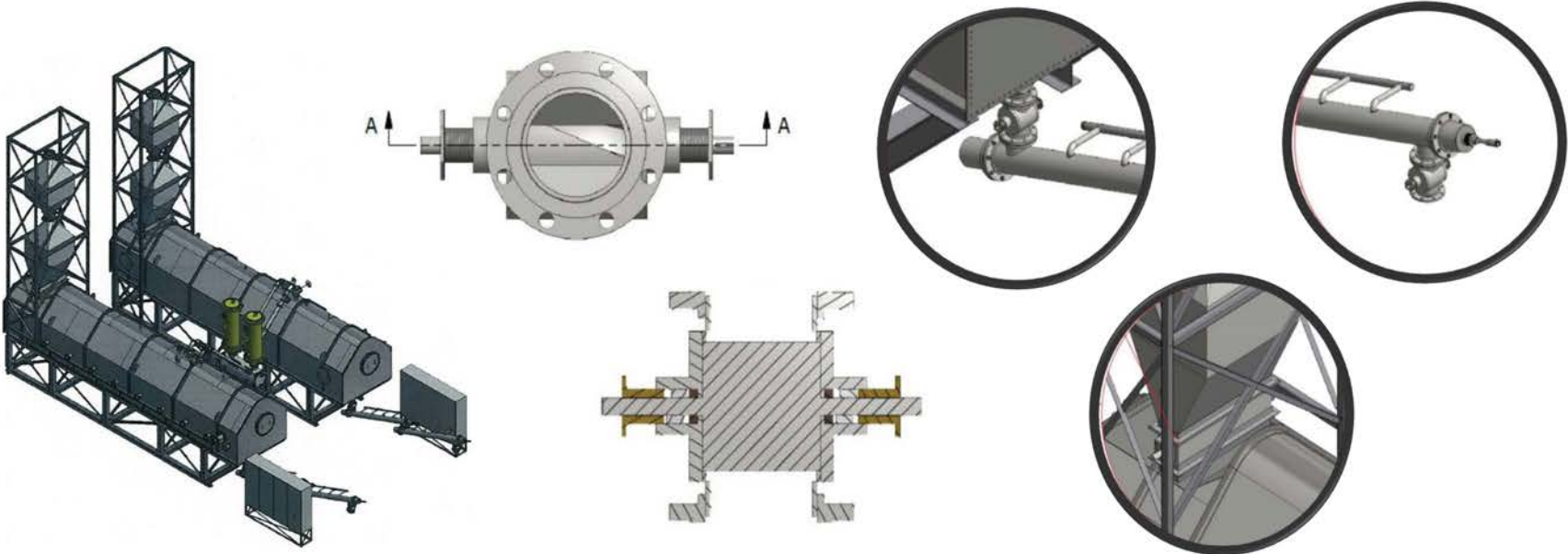
...and Unlocks Coal's Hidden Economic Value

- ✓ Over the past decade, the CETA team has relentlessly focused on developing a technology that can unlock coal's full resource value
- ✓ During the rigorous R&D process, CETA tested many critical variables, including temperatures, residence time and varying coal blends to optimize results
- ✓ After years of testing, CETA has proven its ability to successfully produce a consistent stream of marketable products (using a wide variety of coals) in an unprecedented and economically potent manner



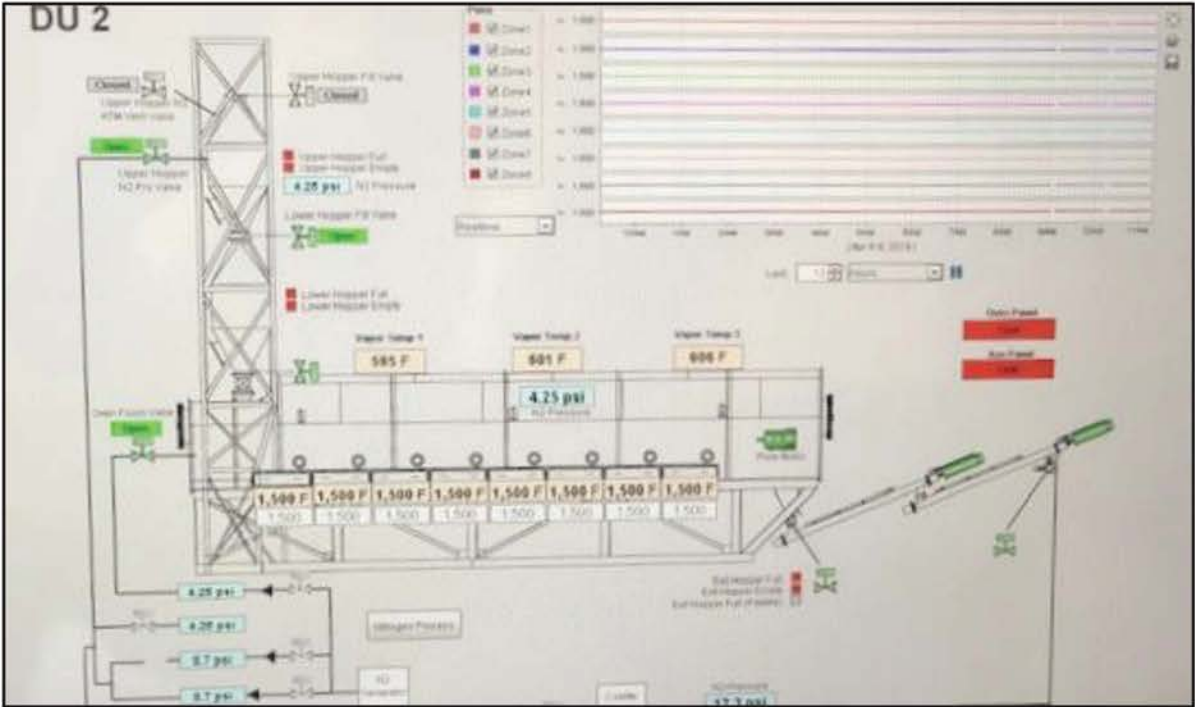
How CETA Won: Patented Technology and System

- ✓ Over the past 10 years, the Company has invested tens of millions of dollars in R&D to develop the first-of-its-kind coal distillation technology
- ✓ The Company has been awarded 3 major patents from the U.S. Patent Office, providing comprehensive and wholistic protection for its Carbon-Based Feedstock Processing System



How CETA Won: Patented Technology and System (continued)

- ✓ The Company has also invested significantly in a proprietary software program that allows continuous security and performance monitoring



Traditional Methods

- Traditional coal coking processes use a batch system to remove volatile matter from raw metallurgical bituminous coal
- This process, used for over a century, heats the coal in a batch oven, then cools it in a quenching bath - venting harmful gases into the atmosphere
- Temperatures typically reach 2,000 degrees Celsius, and each batch takes over 24 hours to process

The CETA Solution

- ⑩ In contrast, CETA's coal distillation takes place within a continuous, closed loop process
- ⑩ This allows for the capture of the liquids and gases volatilized from the raw coal - greatly reducing gas emissions
- ⑩ By introducing much less heat into the coal (typically 600 degrees Celsius), CETA's distillation system uses the coal's inherent water to remove the volatile matter - in 6-8 hours

CETA vs The World at a Glance



✓ The efficiency of the CETA system is best illustrated by the significant improvement in time and costs of the Coking process – leading to an unprecedented economic profile

	Traditional Coking	CETA Distillation
Type of Process	Batch Processing	Continuous Processing
Type of System	Closed Heating / Open Cooling	Closed Loop System from Start to Finish
Plant Emissions	Substantial Emissions of Volatile Organic Compounds Due to Open Cooling	Essentially NO Emissions of Volatile Organic Matter Using Closed Loop System
Product Capture	Substantial Loss of Gases Due to Open Cooling	Complete Capture and Sale of Liquid and Gas Products
Residence Time	24 Hours	6-8 Hours
Total Mining / Coking Costs	\$185-\$225 / ton	\$115 / ton or less

The Company's Proven Technology has been Tested and Validated by the Nation's Leading Scientific Laboratories...



- ✓ Extensive research, testing and evaluations by leading independent scientists confirmed CETA's internal findings from over a decade of research

Research and Testing Labs

The image displays a collection of logos for various research and testing laboratories. At the top left is the National Energy Technology Laboratory (NETL) logo. To its right is the Precision Analysis logo, which includes a blue water drop icon. Below these are the Energy Laboratories logo (with a stylized 'E' in a circle) and the Standard Laboratories, Inc. logo (with a stylized 'SL' monogram). In the middle row are the Texas Oil Tech Laboratories logo (a red circle with a black drop) and the Heritage Research Group logo (a stylized green bar chart). The bottom row features the Avomeen Analytical Services logo (with 'AVOMEEN' in large blue letters), the EERC Energy & Environmental Research Center logo (a red circle with horizontal lines), and the ExxonMobil Research and Engineering logo (with 'ExxonMobil' in red and 'Research and Engineering' in grey script).

...Actively Working with the US Department of Energy since 2018



- ✓ The U.S. Department of Energy's Office of Fossil Energy and National Energy Technology Laboratory announced \$9.5 million in federal funding for cost-shared research and development to maximize the coal value chain
- ✓ The program seeks to develop innovative uses of domestic coal for upgraded coal-based feedstocks —ultimately creating new market opportunities for coal, both domestically and internationally
- ✓ Recently, another \$100 million in available funds was announced by Under Secretary of Energy Mark W. Menezes to help create near zero emissions power plants to help secure the Nation's power supply.
- ★ CETA is working with various agencies of the Federal Government and within the private sector to develop all of the U.S. ranks of coal to be utilized in a cleaner way and create economic value from by-products such as oil, gas, solvents, marketable ash, rare earth, steel making, cleaner power plants and higher quality coal for exports
- ★ CETA has the verified equipment for all of these programs



Significant Downside Protection Secured Through Available Option Contract



- ✓ CETA has an available, opt-in contract with a major oil company that diminishes risk of loss and serves as a natural financial backstop for the Company - *if needed*
- ✓ While the Company believes that other revenue pathways could prove more attractive, the contract outlined here is accessible to the Company if these opportunities are unactualized
 - CETA's conservative and fiscally forward-thinking Board of Directors views this opportunity as a "worst case scenario" for potential investors

The Terms of the Contract would be:

Initial Term:	5 years as an initial term
Option to Extend:	3, 3 year options exercisable at CETA's election
Initial Product Purchases Available:	CETASolve™ and Rare Heavy Sweet Crude Oil
Purchase Commitment:	Up to 5 million Barrels per Year at CETA's election
Pricing:	\$162.50 per barrel with certain price escalators
Termination:	CETA can Terminate with notice only



Product Overview

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The Company's Patented Process Transforms Coal into Highly Marketable, Valuable and Sought-After By-Products



Representative Applications

- ✓ Secondary Oil Recovery
- ✓ Drilling / Fracking Fluids
- ✓ CO₂ Absorption
- ✓ Prescription Drugs
- ✓ Cosmetics
- ✓ High-End Fire-Fighting Chemicals
- ✓ Agricultural Products
- ✓ Plastics
- ✓ Resins
- ✓ Steel Making
- ✓ Power Generation

Product Overview

- ⑩ Cleaner, more energy efficient form of coal
- ⑩ 90% less mercury
- ⑩ 90% less volatile matter
- ⑩ 80% more fixed carbon
- ⑩ Significantly reduced emissions
- ⑩ Attractive price points and economic margins



Applications

- ⑩ Activated Carbon used for air and water purification
- ⑩ Pharmaceutical and Cosmetics
- ⑩ Bottom Ash for roads / cements
- ⑩ Alternative Fuel for power plants / steel mills
- ⑩ Alternative Fuel for industrial boilers and other uses
- ⑩ Significant international exporting potential

Comparison of Raw Coals to Respective **COALite™** Product



✓ CETA's distillation process removes the vast majority of the mercury from the raw lignite coal, greatly enhances the energy density and lowers key sulfur content

✓ **COALite™**'s increased energy content and reduced weight makes it, when burned, a more efficient fuel than traditional coal

✓ Notably, the CETA distillation process produces a coal, that when burned, produces a very low fly ash content which is considered a major environmental air pollutant. Instead **COALite™** produces a bottom ash which has significant industrial applications and markets

	Raw Lignite	Lignite COALite™	Raw PRB	PRB COALite™	Raw Bituminous	Bituminous COALite™
Energy Content (Btu/lb)	7,181	9,660	8,232	12,132	13,400	13,217
Weight Reduction	---	55%	---	55%	---	55%
Organic Sulfur (<i>The Good Kind</i>) (lb/mmBtu)	0.58	0.98	0.30	0.40	0.70	1.71
Pyritic Sulfur (<i>The Bad Kind</i>) (lb/mmBtu)	0.19	0.10	0.05	0.02	0.80	0.08
Bottom Ash (%wt)	2.07	26.80	1.19	12.68	0.92	8.75
Fly Ash (%wt)	11.73	4.73	6.74	2.24	5.23	1.54
Moisture (%wt)	29.50	1.62	37.50	1.67	7.69	0.70
Volatiles (%wt)	29.20	13.62	32.93	10.59	40.16	9.01
Fixed Carbon (%wt)	27.52	54.20	43.65	71.85	46.00	80.00
Mercury (ppm)	0.180	0.040	.098	0.012	0.012	0.013

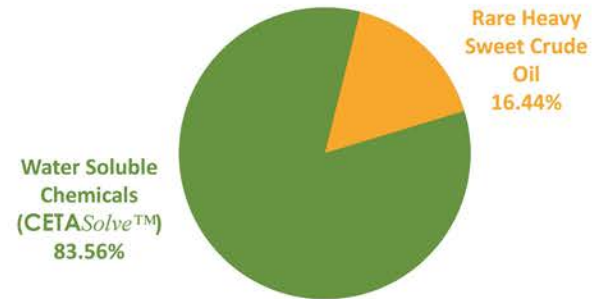
Product Overview

- ⑩ Aqueous chemical solvent
- ⑩ Contains organic acids (phenolics) and inorganic compounds (ammonia)
- ⑩ Premium liquid solution for refinement
- ⑩ Replacement for fresh water

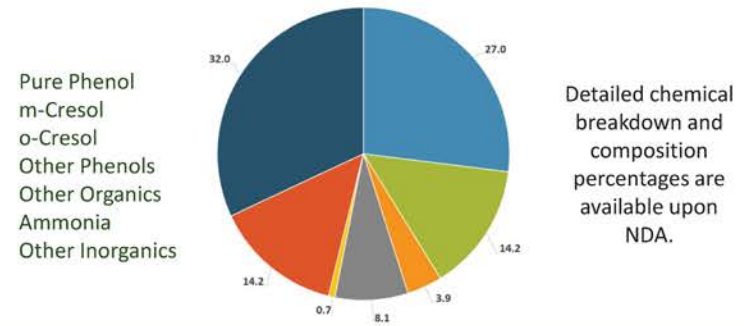
Applications

- ⑩ Feedstock for plastics, resins, dyes, pharmaceuticals, cosmetics
- ⑩ Enhanced oil recovery
- ⑩ Separation of bitumen from oil sands
- ⑩ Base liquid for fracking
- ⑩ CO₂ Capture and Absorption

Liquid By-Product Composition



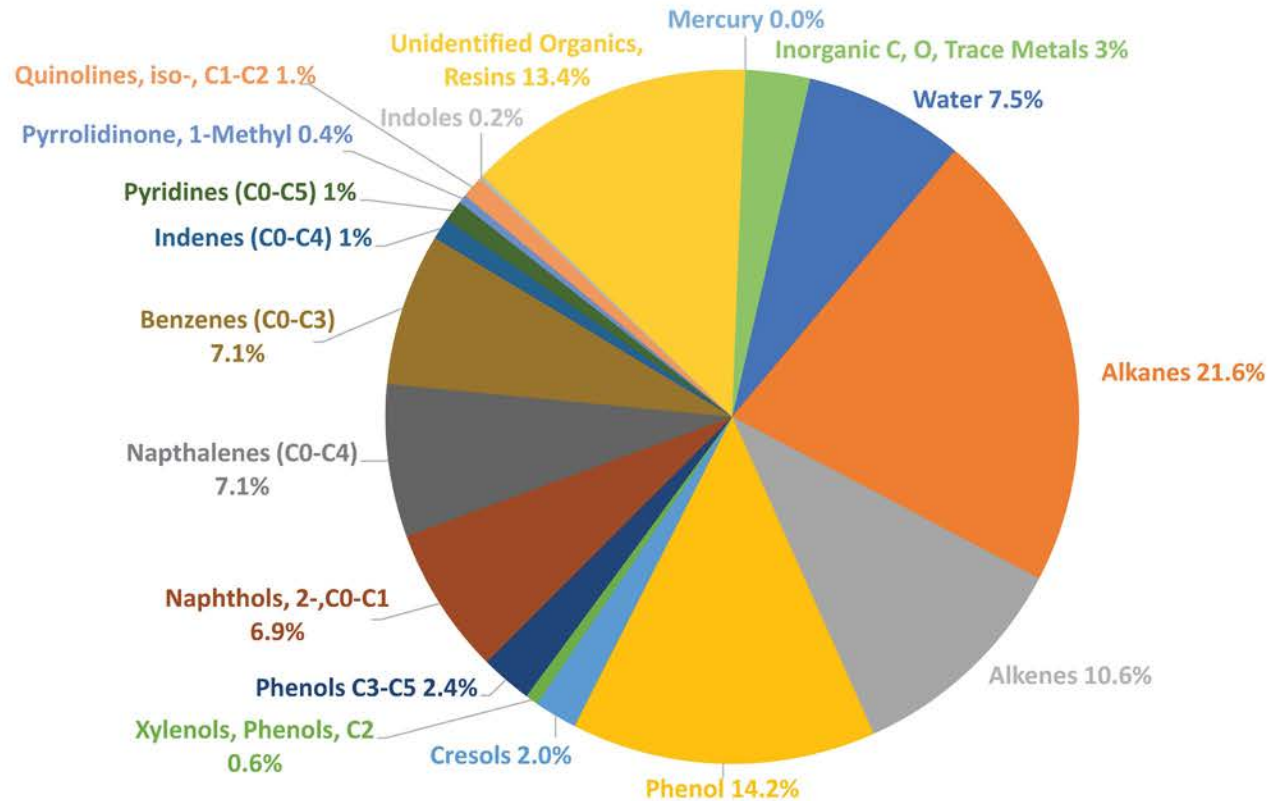
CETASolve™ Chemical Composition



Rare Heavy Sweet Crude Oil Overview



- ✓ The oil produced in the CETA distillation process is a refinery grade heavy sweet oil, resembling crude oil found in the Tyler Formation
- ✓ This type of oil (heavy sweet) is very rare in the United States, is in high demand and is utilized primarily for the creation of prescription drugs, cosmetics and high-end fire-fighting chemicals



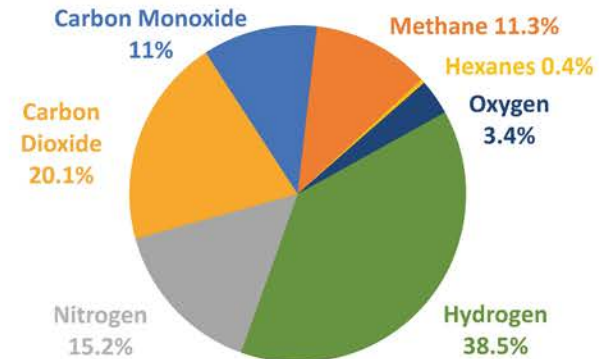
Product Overview

- ⑩ Non-condensable gas
- ⑩ Clean, hydrogen-rich synthetic gas
- ⑩ Distillation of gas averages 325 BTU / cubic foot
- ⑩ In large volumes, a highly valuable, regularly traded feedstock

Applications

- ⑩ Pharmaceuticals
- ⑩ Clean, low BTU alternative fuel
- ⑩ Agricultural uses, including fertilizer manufacturing
- ⑩ Cosmetics
- ⑩ Plastics

SynGas Composition



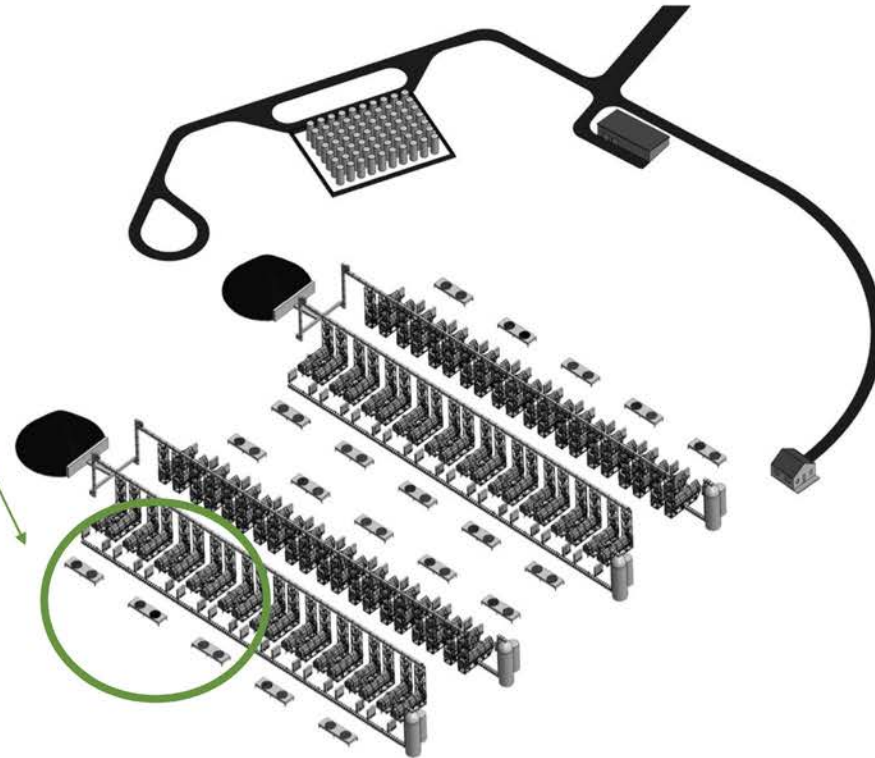


Current Operational and Financial Footprint

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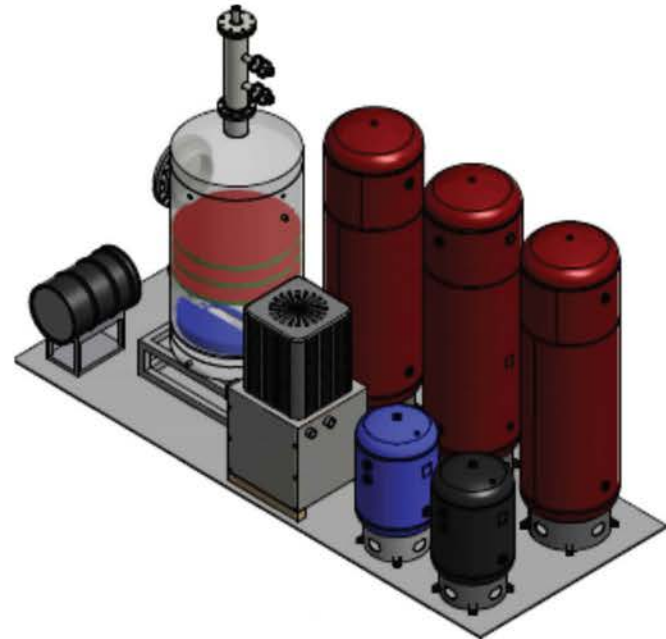
Current Operational Footprint

- ✓ To date, CETA has funded the construction of 7 coal distillation units (1 of which has been operational since 2012), with 6 more units constructed in 2018
- ✓ All units will be in production mode by late 3Q 2019 (3 active now)
- ✓ A company-owned gathering pipeline captures the liquids, which are then transferred to a separation unit and stored in tanks ahead of transport to IOC



Overview

- ⑩ Based on the composition of **CETASolve™**, the Company has designed a CO₂ absorption technology, which removes CO₂ from natural gas or a combustion gas stream
- ⑩ The solvent absorbs CO₂ into a solution, making ammonium bicarbonate as a by-product
- ⑩ The resulting solvent, with absorbed CO₂, is marketable for enhanced oil and gas recovery without separating / compressing CO₂ gas when injected into wellbores above 180 degrees Fahrenheit



Historical and 2019E Financial Performance



Description	2016	2017	2018	2019
Coal Distillation Revenue				
Units in Operation	1	1	3	7
Government Projects Allocation of Revenue	\$0	\$0	\$2,035,757	\$2,907,114
Non-Governmental Project Revenue	\$4,106,805	\$2,955,341	\$4,218,713	\$5,330,284
CO₂ Capture / Recycle Revenue				
Units in Operation	0	0	0	2
Non-Governmental Project Revenue	\$0	\$0	\$0	\$1,574,258
Total Revenue	\$4,106,805	\$2,955,341	\$6,254,470	\$9,811,656
Total EBITDA	\$1,314,178	\$945,709	\$2,001,430	\$2,635,976
Total Assets	\$73,108,436	\$88,774,529	\$104,440,622	\$113,305,622
Total Debt	\$494,053	\$599,921	\$705,790	\$510,135
Shareholder's Equity	\$72,614,383	\$88,174,608	\$103,734,833	\$112,795,487



Detailed Financial Overview and Forecast

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Summary Assumptions



- ✓ Construction period can vary, based on unforeseen externalities, like weather
- ✓ CETA either owns or controls in the U.S. sufficient Coal Reserves to support over 1,000 of its Distillation Units for 25 years
- ✓ Liquids business supported by long-term contract with major IOC
- ✓ \$42.75 does not reflect economic value of CO₂ capture / absorption opportunity



Key Operating Assumptions

Capital cost per unit	\$1,500,000
Time from unit order to unit production	18 Weeks
Annual Operating Days	330
Coal tons per day per unit	19.0
Coal tons processed per day per unit (screened)	16.0
Price of mining coal (\$/ton)	\$32.50
Electricity use (Mwh/ton)	0.695
Electricity cost (\$/Mwh)	\$55.00
COALite™ tons per day per unit	9.0
Price of COALite™ (\$/ton)	\$42.50
Liquids bbls/day (2.25 bbl/ton) per unit	42.75
Price of CETA Solve™ and Rare Heavy Sweet Crude Oil (\$/bbl)	\$162.50
SynGas pounds per day per unit	300.0
Price of SynGas (\$/day)	\$47.14

Single-Unit Economics: Immediate and Strong Free Cash Flow Generation



- ✓ The baseline increase in Year 2 from Year 1 correlates to an increase in annual operating days from 300 to 330
- ✓ CETA's financial profile is highlighted by unparalleled margins, leading to a payback period of less than one year
- ✓ The strong cash flow generation provides ample resources for organic growth, protecting shareholders from continued and sustained dilution

Description	Year 1	Year 2
Sales by Product		
COAL ^{lite} ™	\$114,750	\$126,225
CETA ^{Solve} ™ / Rare Heavy Sweet Oil	2,084,063	2,292,469
SynGas	268,698	295,568
Total Revenue	\$2,467,511	\$2,714,262
Cost of Goods Sold		
Cost of Mining	\$185,250	\$203,775
Total COGS	\$185,250	\$203,775
Gross Profit	\$2,282,261	\$2,510,487
% Margin	92.5%	92.5%
Operating Expenses		
Total General & Administrative	\$147,052	\$147,052
Natural Gas or Electricity	217,883	239,671
Contract Services & Maintenance	26,136	33,508
Total OpEx	\$391,071	\$420,231
EBITDA	\$1,891,190	\$2,090,256
% Margin	76.6%	77.0%

Illustrative 5-Year Projections: CDU Revenue Only

- ✓ In addition to its existing coal distillation units, the Company has requested permits to build an additional 80 units – typical permitting process takes 30 days
- ✓ While CETA plans a disciplined and methodical growth trajectory, it is well-positioned to accelerate its business by utilizing multiple fabrication partners already identified and prepared to integrate into the Company's operations
- ✓ Although not presented here, CETA's base business will be complimented with other, highly profitable business streams as the Company grows, including CO₂ capture and recycle targeted to begin in 2H 2019

Description	Full Year 1	Full Year 2	Full Year 3	Full Year 4	Full Year 5
<i>(\$ Thousands)</i>					
New Units / Quarter	10	20	30	40	40
Total Units	40	120	240	400	560
Revenue	\$98,700	\$325,711	\$651,423	\$1,085,705	\$1,519,987
% Growth	na	230.0%	100.0%	66.7%	40.0%
EBITDA	\$75,648	\$250,831	\$501,661	\$836,102	\$1,170,543
% Margin	76.6%	77.0%	77.0%	77.0%	77.0%

Note: For illustrative purposes only. Analysis does not include current producing units and assumes full-year production.

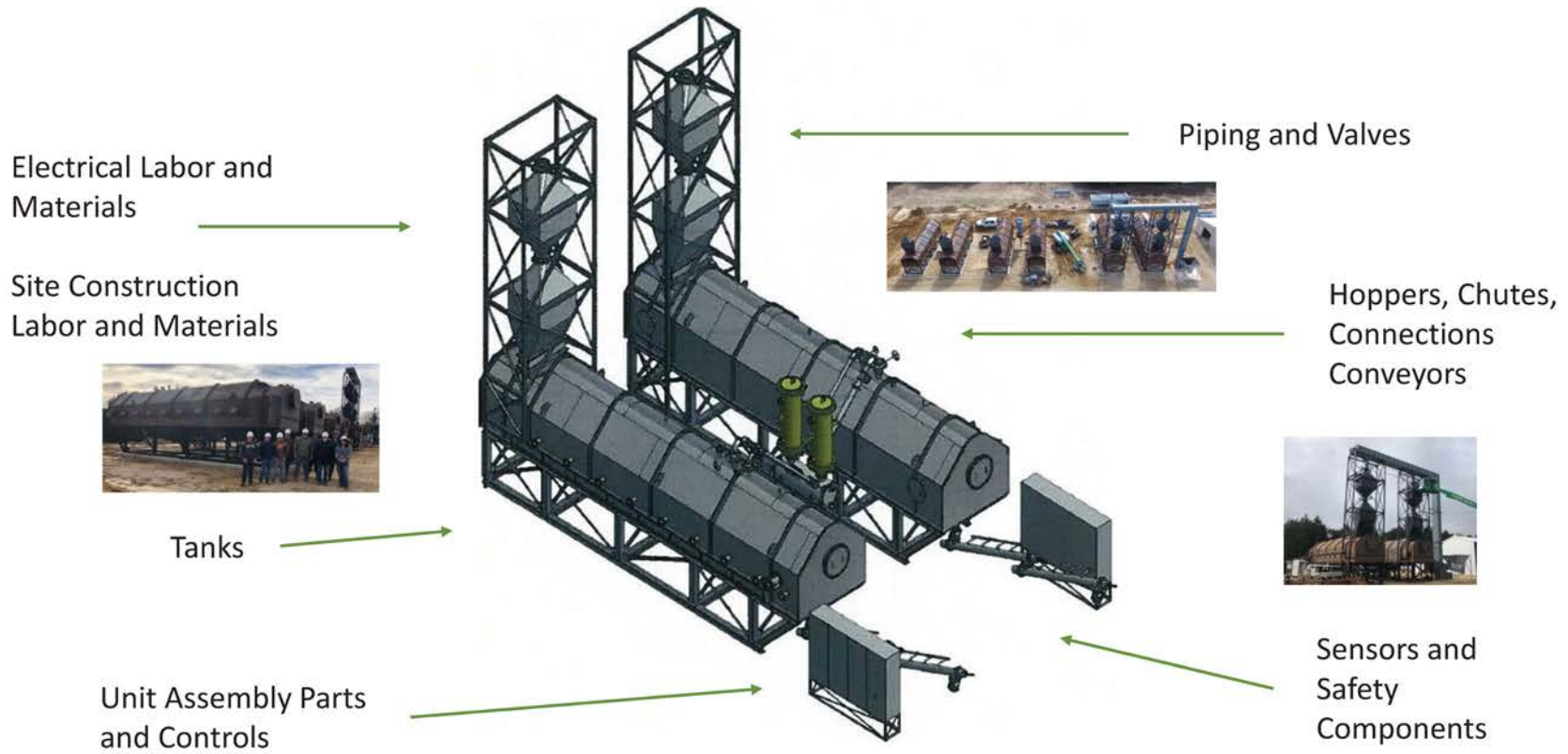
Overview of CETA Coal Reserves

- ✓ The Company has captive access to sizable amounts of land, and corresponding proven coal reserves, that provide a steady resource supply that can support operations for 25 years
 - In Fairfield, TX, alone, the Company's controlled real estate holdings span across 42,000 acres
 - The illustration to the right reflects a small portion of the Fairfield mining footprint

- ✓ Anticipating significant growth – well beyond its own coal supply – CETA is in constant and active conversations to secure additional coal reserves



CDU Components Overview



Key Construction Costs and Supplier Detail

- ✓ The Company maintains strong relationships with a wide range of suppliers and vendor groups, ensuring timely and cost-effective access to materials

Component	% of Total Cost	Supplier / Vendor Group
Unit Assembly Parts and Controls	41%	Supplier/Vendor Groups 1, 2, 4, 6
Hoppers, Chutes, Connections, Conveyors	11%	Supplier/Vendor Group 1
Electrical Labor and Materials	11%	Supplier/Vendor Groups 1, 6, 7
Sensors and Safety Components	11%	Supplier/Vendor Groups 1, 4, 5, 6, 10
Site Construction Labor and Materials	9%	Supplier/Vendor Groups 1, 5
Piping and Valves	6%	Supplier/Vendor Group 2
Tanks	5%	Supplier/Vendor Group 3
Heavy Equipment Purchase or Rentals	5%	Supplier/Vendor Group 8
Transport	1%	Supplier/Vendor Group 9

Illustrative CDU Unit Construction Timeline



	Key Action Item	Timeline
✓ While CETA generally anticipates a 12-week order-production timeline, harsh weather conditions (or other unforeseen circumstances) can impact the Company's overall timeline	Order all long lead-time components	1-2
	Order all short lead time components	4-5
✓ In aggregate, the Company's fabricating partners are capable of producing several hundred units, ensuring that CETA can meet all of its construction objectives	Component Arrivals	4-12
	Start to Finish Civil Infrastructure and Site Prep	1-8
	Drill and machine stainless steel plates	3-10
	Ship to manufacturer	5-12
	Manufacture Units	5-12
	Ship to site	7-14
	On-site assembly and hook-up	7-14
	Start-up Testing	13-18
	Timeline	18 Weeks



Organizational Overview

World Class Management Team and Board of Directors

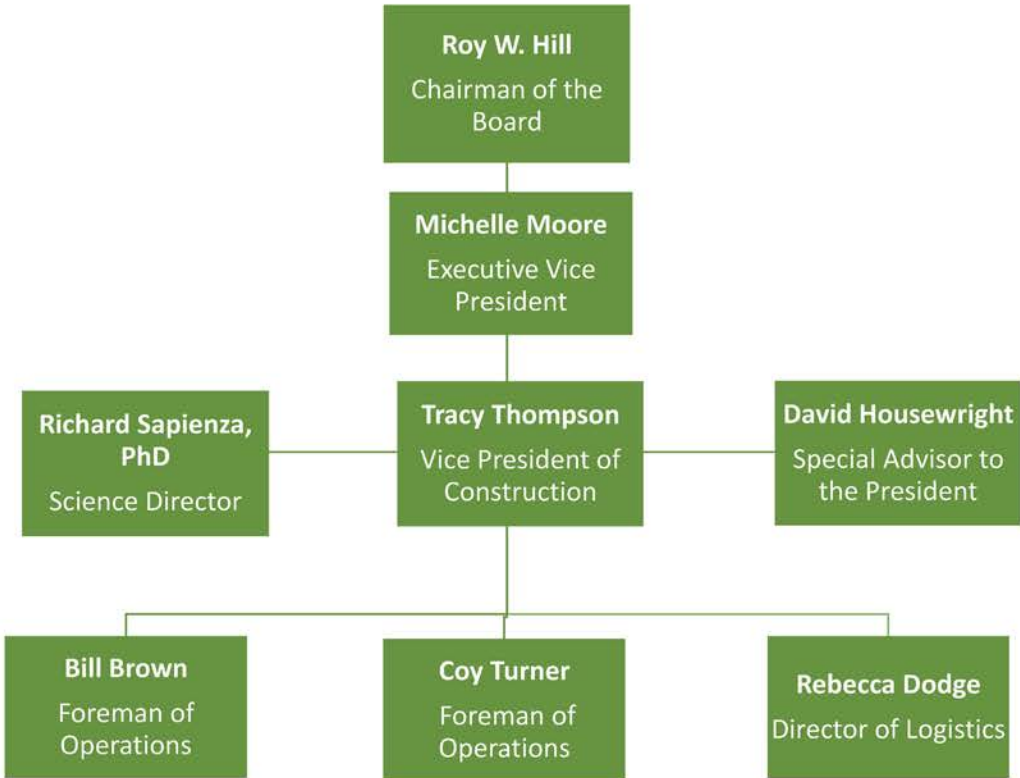


<p>Roy W. Hill Chairman of the Board</p>	<ul style="list-style-type: none"> • For more than 40 years, has been a key player in the fuels industry as an attorney, corporate adviser, and business owner • Specializes in advising and organizing all phases of transactions, leasing, drilling, and mining programs, start-up companies, working with government officials, and actual project construction for major energy/oil companies, his partners, and himself • Holds various degrees in business and law
<p>Michelle Moore Executive Vice President</p>	<ul style="list-style-type: none"> • For more than 30 years, has been with Roy W. Hill and Associates and is, presently, a full partner • Has spent her career in law, contracts, finances, assisting in formation of start-up companies, and communications between parties involved in various transactions and programs
<p>Tracy Thompson Vice President of Construction</p>	<ul style="list-style-type: none"> • Brings more than 15 years of experience in the construction and fabrication industries • Has supervised large pipeline projects and is highly experienced in fabrication of everything from power plant components, oil field vessels and piping systems to refinery and mining equipment and material handling • Holds degrees in welding technology/metallurgy
<p>Richard Sapienza, PhD Science Director</p>	<ul style="list-style-type: none"> • Over 30 years of program management experience and more than 35 years of developing new materials and processes • Selected accomplishments include discoveries in new coal beneficiation methods and new metal mining processes, along with multiple awards in technical innovation • Holds various degrees in Chemistry from SUNY Stony Brook and the University of Texas
<p>Alfred Thomas Vice Chairman of the Board</p>	<ul style="list-style-type: none"> • Brings more than 50 years of experience in the oil and gas industry to CETA • Has worked across the globe as manager and organizer of exploration and drilling projects both large and small • Has served as chief operating officer, chief executive officer and president of several companies over the years and holds a degree in petroleum engineering
<p>Robert Buller Director</p>	<ul style="list-style-type: none"> • For more than 30 years, has been the project strategist for a number of companies in the energy sector • Highly skilled at matching projects with the right balance of corporate parties to assure success for both the project and the corporate participants • Studied economics and holds various certifications
<p>Charles Moncla Director</p>	<ul style="list-style-type: none"> • For the past 45 years, has been involved in the Oil & Gas industry both on and offshore • For the past 35 years, was directly involved in his own business which employed 935 employees in well servicing, drilling and marine inland barges • Has a degree in General Business with a minor in Economics and Math

Organizational Structure

	Employees YTD 2019
Management	5
Corporate / Operations	25

*Figures fluctuate and include contract employees





Transaction Overview

BUTLER | SNOW
ADVISORY

- ✓ CETA is seeking an institutional growth partner that is able to scale with the Company
- ✓ The Company is having conversations with both equity and debt providers and is flexible on the initial capital raise

Sources of Funds

New Investment	\$60,000,000
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Uses of Funds

Funding of 40 CDUs	\$60,000,000
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