



## **INVESTOR DAY**

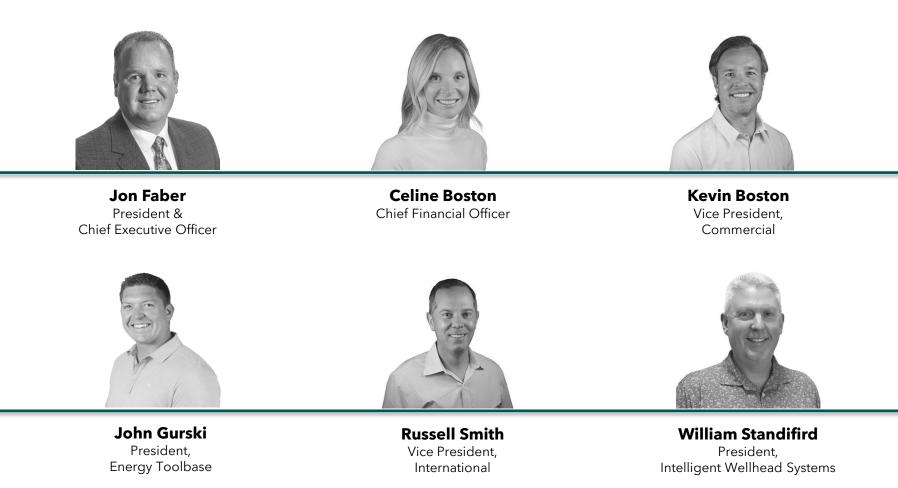
May 30, 2024 Calgary, Alberta

## Welcome

**Marcel Kessler** Chair, Board of Directors

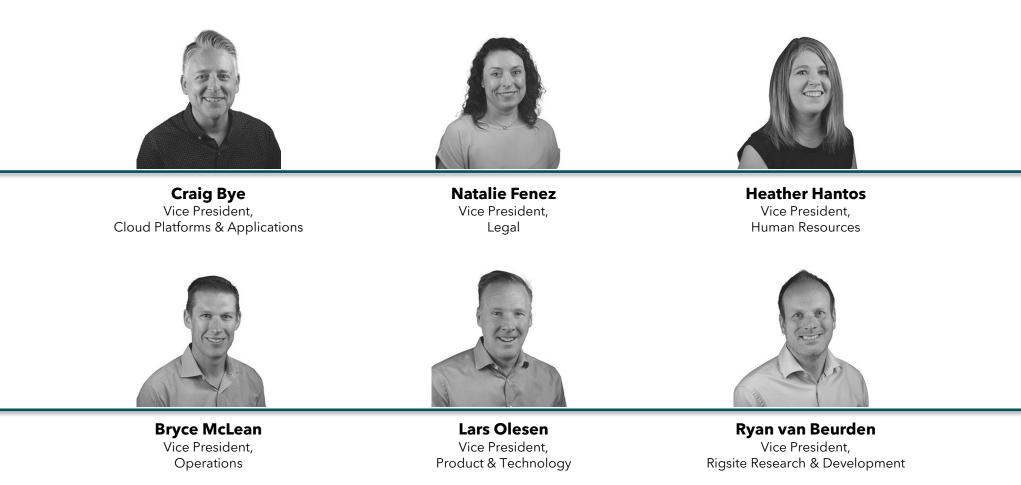


### **Today's Presenters**





### **Additional Management Team Members**



## pason

#### **Board of Directors**



Marcel Kessler\* Non-Executive Chair Joined Pason Board in 2012

**T. Jay Collins** Chair, Human Resources and Compensation Committee Joined Pason Board in 2012

Jon Faber\* President & Chief Executive Officer Joined Pason Board in 2020



**Sophia Langlois** Director Joined Pason Board in 2024



Ken Mullen Chair, Audit Committee Joined Pason Board in 2023



Laura Schwinn Lead Director and Chair, Corporate Governance and Nomination Committee Joined Pason Board in 2019

## **Strategy Overview**

**Jon Faber** President & Chief Executive Officer



#### **Forward-Looking Information and Non-GAAP Measures**

#### Forward-Looking Statements and Information

Certain statements contained in this presentation constitute "forward-looking statements" and/or "forward-looking information" under applicable securities laws (collectively referred to as "forward-looking statements"). Forward looking statements can generally be identified by the words "anticipate", "expect", "believe", "may", "could", "should", "will", "estimate", "project", "intend", "plan", "outlook", "forecast" or expressions of a similar nature suggesting a future outcome or outlook. All statements other than statements of historical fact contained herein are forward-looking statements, including, without limitation, statements regarding Pason System Inc.'s ("Pason" or the "Company") future results of operations and financial position, financial targets, business strategy, plans and objectives for future operations. These forward-looking statements reflect the current views of Pason with respect to future events and operating performance as of the date of this presentation. They are subject to known and unknown risks, uncertainties, assumptions, and other factors that could cause actual results to be materially different from results that are expressed or implied by such forward-looking statements.

Although we believe that these forward-looking statements are reasonable based on the information available on the date such statements are made and processes used to prepare the information, such statements are not guarantees of future performance and investors are cautioned against placing undue reliance on forward-looking statements. By their nature, these statements involve a variety of assumptions, known and unknown risks and uncertainties and other factors, which may cause actual results, levels of activity and achievements to differ materially from those expressed or implied by such statements. Such risks and uncertainties include, but are not limited to: the state of the economy; volatility in industry activity levels and resulting customer expenditures on exploration and production activities; customer demand for existing and new products; the industry shift towards more efficient drilling and completions activity and technology to assist in that efficiency; the impact of competition; the loss of key customers; the loss of key personnel; cybersecurity risks; reliance on proprietary technologies; changes to government regulations (including those related to safety, environmental, or taxation); the impact of extreme weather events and seasonality on our suppliers and on customer operations; and war, terrorism, pandemics, social or political unrest that disrupts global markets.

These risks, uncertainties and assumptions include but are not limited to those discussed in Pason's Annual Information Form for the year ended December 31, 2023 under the heading, "Risk and Uncertainty," in our management's discussion and analysis for the three months ended March 31, 2024, and in our other filings with Canadian securities regulators. These documents are on file with the Canadian securities regulatory authorities and may be accessed through the SEDAR+ website (<u>www.sedarplus.ca</u>) or through Pason's website (<u>www.pason.com</u>).

Forward-looking statements contained in this presentation are expressly qualified by this cautionary statement. Except to the extent required by applicable law, Pason assumes no obligation to publicly update or revise any forward-looking statements made in this presentation or otherwise, whether as a result of new information, future events or otherwise.

#### Non-GAAP Measures

Certain financial measures in this presentation, such as EBITDA, Adjusted EBITDA, and Free Cash Flow are not prescribed by GAAP and may not be comparable to measures used by other companies. Management believes these non-GAAP measures provide investors with additional information regarding the Company's operating performance, and ability to generate funds to finance its operations, fund its research and development and capital expenditure program, and return capital to shareholders through dividends or share repurchases.

## pason

### Agenda

Strategy Overview	<b>Jon Faber</b> President & CEO
North American Drilling	<b>Kevin Boston</b> Vice President, Commercial
International Drilling	<b>Russell Smith</b> Vice President, International
Intelligent Wellhead Systems (IWS)	<b>William Standifird</b> President, Intelligent Wellhead Systems
Energy Toolbase (ETB)	<b>John Gurski</b> President, Energy Toolbase
Financial Overview	<b>Celine Boston</b> Chief Financial Officer

Questions and Answers

### **Key Messages**



Success built on a committed leadership team, an engaging culture and a focused strategy

2 Strong growth prospects are not reliant on higher levels of North American land drilling activity

**3** Expectations of a **less volatile industry** environment going forward

**4 Favourable industry trends** support meaningful growth opportunities in each operating segment

Proven financial strength and superior profitability

# Success built on a committed leadership team, an engaging pason culture and a focused strategy

Committed Leadership						
<b>Jon Faber</b>	<b>10</b>					
President & CEO	years					
<b>Celine Boston</b>	<b>3</b>					
Chief Financial Officer	years					
<b>Kevin Boston</b>	<b>13</b>					
VP, Commercial	years					
<b>Craig Bye</b>	<b>17</b>					
VP, Cloud Platforms & Applications	years					
<b>Natalie Fenez</b>	<b>6</b>					
VP, Legal	years					
<b>Heather Hantos</b>	<b>12</b>					
VP, Human Resources	years					
Bryce McLean	<b>13</b>					
VP, Operations	Years					
<b>Lars Olesen</b>	<b>24</b>					
VP, Product & Technology	years					
<b>Russell Smith</b>	<b>13</b>					
VP, International	years					
<b>Ryan van Beurden</b>	<b>22</b>					
VP, Rigsite Research & Development	years					

Does not include acquired businesses (Intelligent Wellhead Systems and Energy Toolbase)

#### Engaging Culture

🧼 Pason Systems									
Overview	Reviews	Jobs	Salaries						
Reviews									
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	87% Recommended to a friend								
matagerer Intel	ligent W	ellhea	d S						
Overview	Reviews	Jobs	Salaries						
Reviews	;								
4.4 $\star \star \star \star \star \star \star$									
	100%								
	Recomm to a friend								
Ener	gy Tooll	oase							
Overview	Reviews	Jobs	Salaries						
Reviews									
4.	8 * * *	**~							
	93% Recommendation								

#### Source: Glassdoor

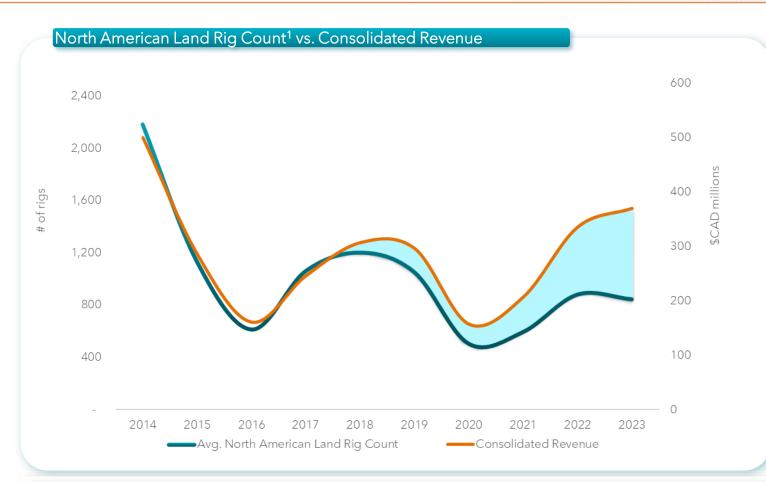
#### Focused Strategy

#### DELIVERING DATA THAT DRIVES DECISIONS

- End-to-end data management
- Simple, reliable, secure handling of high-quality data
- Ability to integrate with a broad range of end-stage tools and systems
- Compelling automation solutions in areas of specialized knowledge
- Best-in-class field service and remote support organization

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### Strong growth prospects are not reliant on higher levels of North American land drilling activity

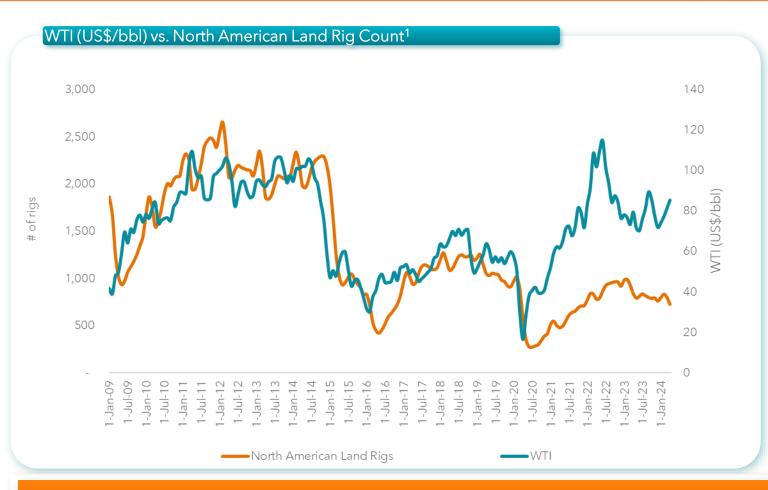


#### GROWTH DRIVERS BEYOND INCREASED NORTH AMERICAN LAND DRILLING ACTIVITY

- Increased Revenue per Industry Day in North America, driven by growing use of data-driven technologies (automation and analytics)
- International Drilling revenue growth, driven by increased adoption of more advanced drilling technologies
- Increased revenue from Intelligent Wellhead Systems, driven by increased use of technology in completions market
- Revenue growth from Energy Toolbase, driven by growing demand for energy storage solutions

#### Pason has demonstrated our ability to outpace underlying drilling activity

### **Expectations of a less volatile industry environment going** forward



#### FACTORS RESULTING IN LOWER VOLATILTY

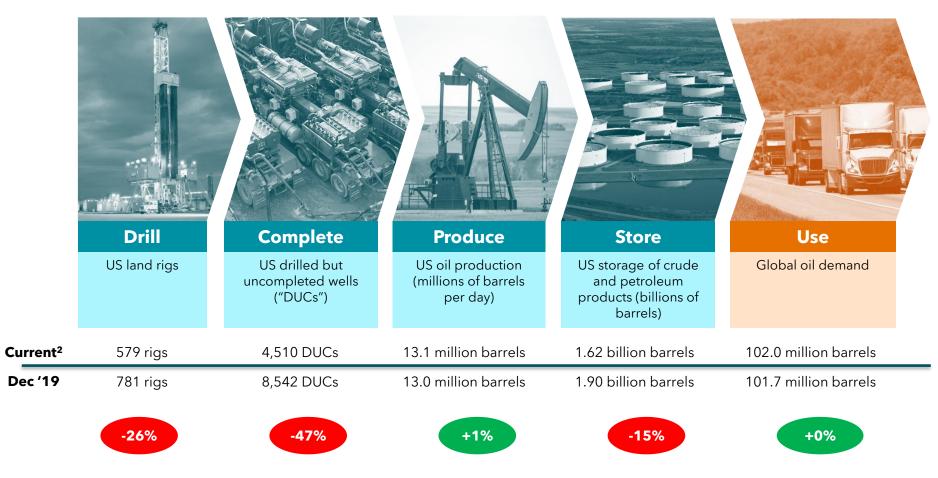
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- Capital discipline and return of capital frameworks among E&P companies
- Limited access to equity financing capital for E&P companies to fund production growth
- No intentions among drilling contractors to build new rigs
- Drawdown of inventory of Drilled but Uncompleted wells (DUCs)
- Lower debt levels among E&P customers

Since 2020, North American land drilling activity has become less volatile than the WTI oil price

### Supply and demand fundamentals for oil appear constructive for increased drilling and completions activity





1. Sources: Energy Information Administration (EIA) and Baker Hughes Rig Count.

2. As at May 24, 2024.

# Favourable industry trends support meaningful growth opportunities in each operating segment



		Drilling activity based on global energy supply/demand
	pason	Increasing use of data-driven technologies (including artificial intelligence, machine learning and big data) for automation and analytics
	Focus on repeatability and wellbore placement	
		Completions activity based on global energy supply/demand
Intelligent Wellhead Systems		
	Complexity of completions operations	
	Adoption and use of technology in oil & gas completions	
		Demand for renewable energy
energy toolbase	Government policies incentivizing additional energy storage	
		Efforts to optimize performance of installed energy storage assets

1. Pason currently owns 80% of Energy Toolbase (ETB), and consolidates its financial results with a non-controlling interest recorded for the 20% held by other shareholders. The 20% shareholders have a put option to sell their holdings to Pason for cash, exercisable at their discretion.



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#### **Proven financial strength and superior profitability**

	2019	2023	-
North American land drilling rigs (average) <sup>1</sup>	1,050	843	-20%
Revenue per Industry Day (North America) <sup>2</sup>	<b>\$665</b> CAD	<b>\$950</b> CAD	+43%
Revenue	<b>\$296</b> C\$ Millions	<b>\$369</b> C\$ Millions	+25%
Adjusted EBITDA <sup>3</sup>	<b>\$130</b> C\$ Millions	<b>\$171</b> C\$ Millions	+32%
Adjusted EBITDA Margin <sup>3</sup>	43.9%	46.4%	+250bps
Free Cash Flow <sup>3</sup>	<b>\$86</b> C\$ Millions	<b>\$97</b> C\$ Millions	+13%
Net Income <sup>4</sup>	<b>\$54</b> C\$ Millions	<b>\$98</b> C\$ Millions	+81%
Total Cash (end of period) <sup>3</sup>	<b>\$161</b> C\$ Millions	<b>\$172</b> C\$ Millions	+7%
Shares Outstanding (end of period)	<b>84.5</b> Million	<b>79.7</b> Million	-6%

#### PRIOR TO ACQUISITION OF IWS EFFECTIVE JANUARY 2024, CONSUMING \$88 MILLION OF CASH

Source: Baker Hughes

Revenue per Industry Day is defined as the total revenue generated from the North American Drilling segment over all active drilling rig days in the North American market. Drilling rig days are calculated by using accepted industry sources. 2. 3.

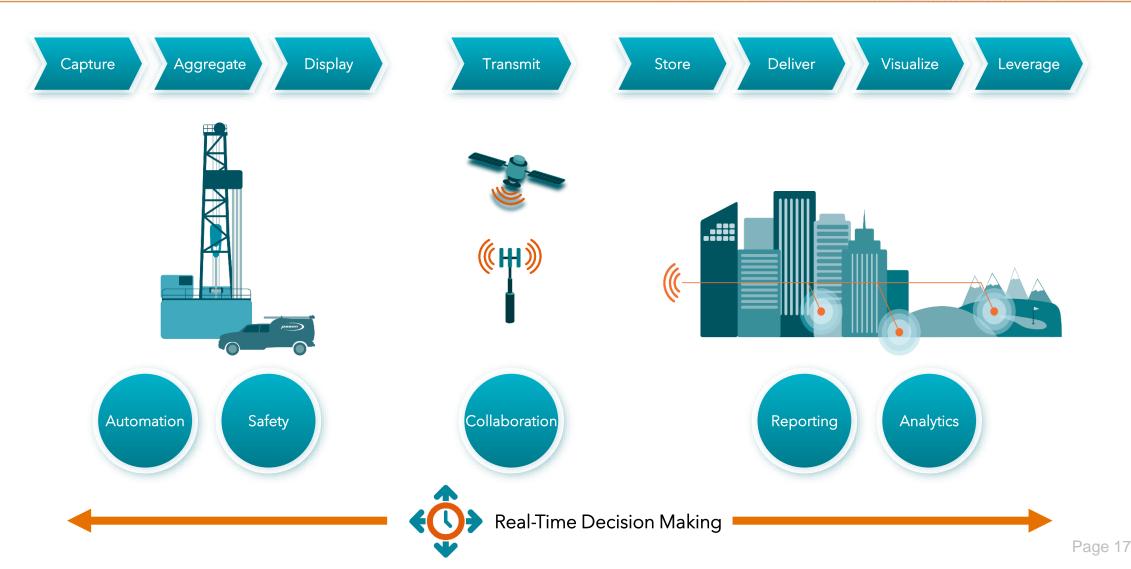
Refer to Non-GAAP measures on page 42 of this presentation. Represents Net Income attributable to Pason. 4

## North American Drilling

Kevin Boston Vice President, Commercial



#### **The Data Behind Well Construction**





### **Revenue per Industry Day has grown across industry cycles**



Primary growth drivers

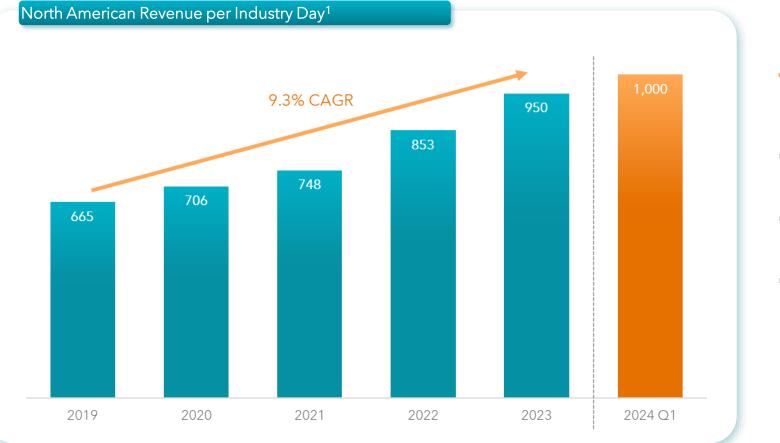
Increased product adoption driven by well complexity

Increased US market share driven largely by large contractor partnerships

Increased product adoption driven by growing demand for data



### **Revenue per Industry Day since 2019**



#### **DRIVERS OF FUTURE GROWTH**

- Growing demand for data (automation and analytics)
- Seamless integration with 3<sup>rd</sup> party / customer cloud analytics platforms
- New and advanced technologies (e.g. mud analyzer, automation software)

Growth in Revenue per Industry Day has accelerated with greater usage of data-driven technology in drilling

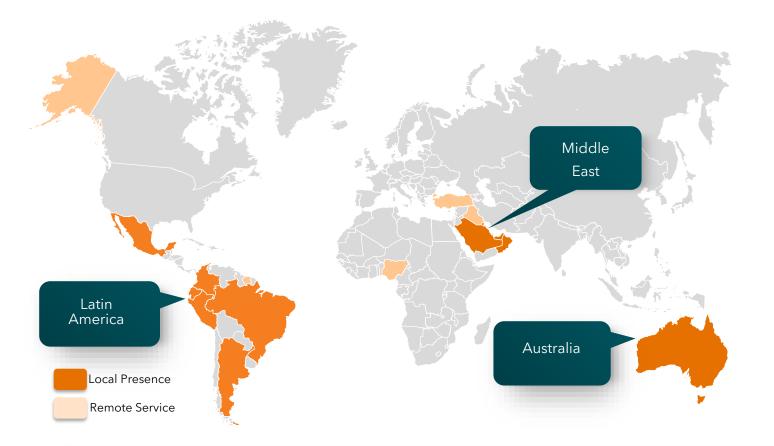
## **International Drilling**

#### **Russell Smith**

Vice President, International



### **Strong International Presence**



Land Drilling Activity									
Region	2023 <sup>1</sup>	2028 Forecast <sup>2</sup>							
Central and South America	139 rigs	151 rigs							
Middle East	269 rigs	348 rigs							
Australia	19 rigs	21 rigs							
TOTAL	427 rigs	520 rigs							

Increasing land drilling activity bolstered by robust well servicing market and capabilities

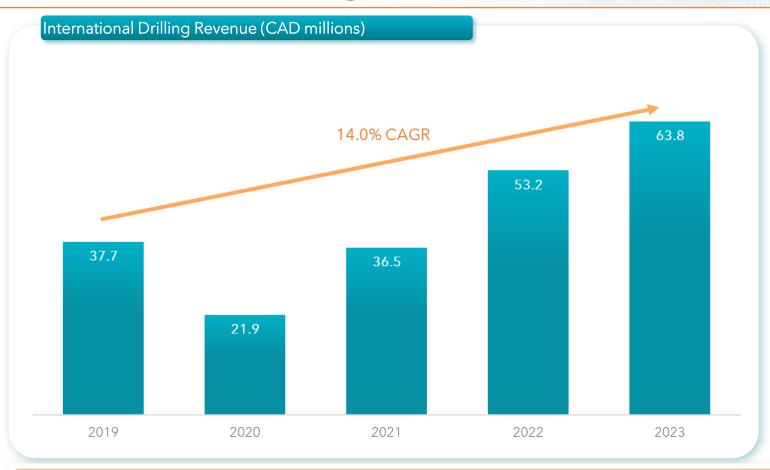
Global reach and market positioning with constructive end market outlook

1. Source: Baker Hughes

2. Source: Estimates prepared by Spears and Associates Drilling and Production Outlook from March 2024 for land drilling activity



### International Drilling Revenue Since 2019



**DRIVERS OF FUTURE GROWTH** 

- Global unconventional resource exploration and development
- Rig fleet additions and upgrades
- Increasing demand for, and priority placed on, fast, reliable and complete data

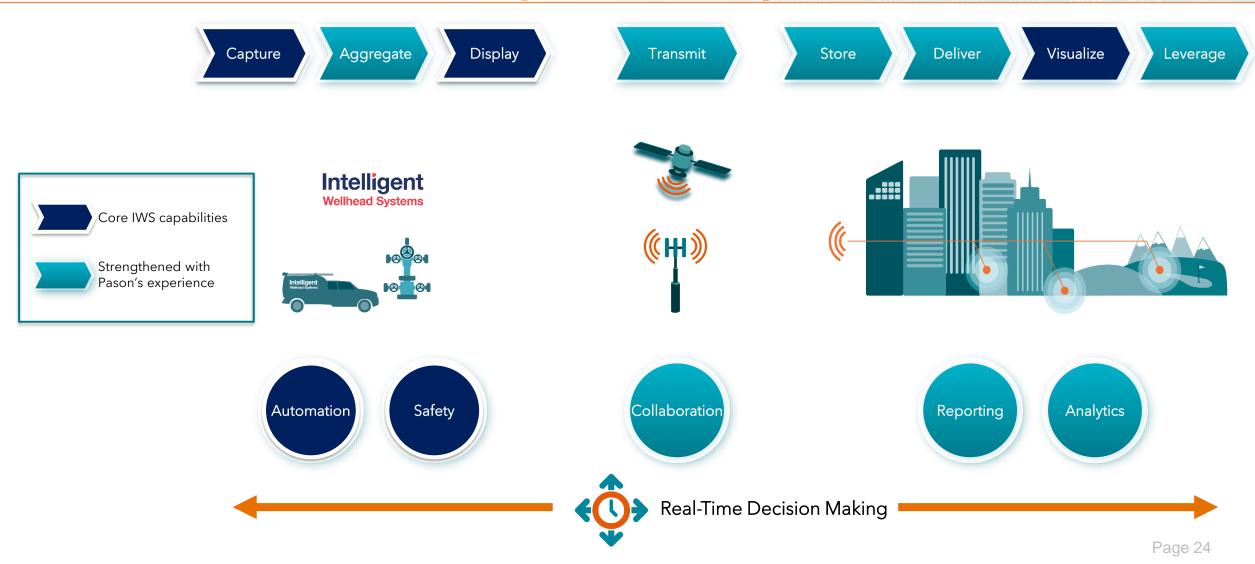
Growing demand for data is driving higher levels of revenue at increasingly attractive margins across Pason's international business

## Intelligent Wellhead Systems

William Standifird President, Intelligent Wellhead Systems

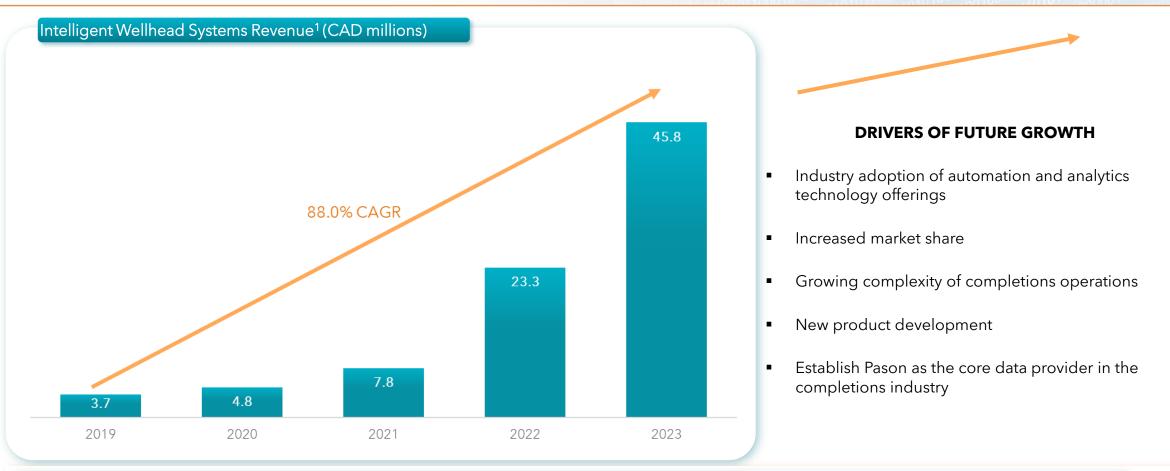


### **Automation and Data Management in Completions**





### Intelligent Wellhead Systems Revenue Since 2019

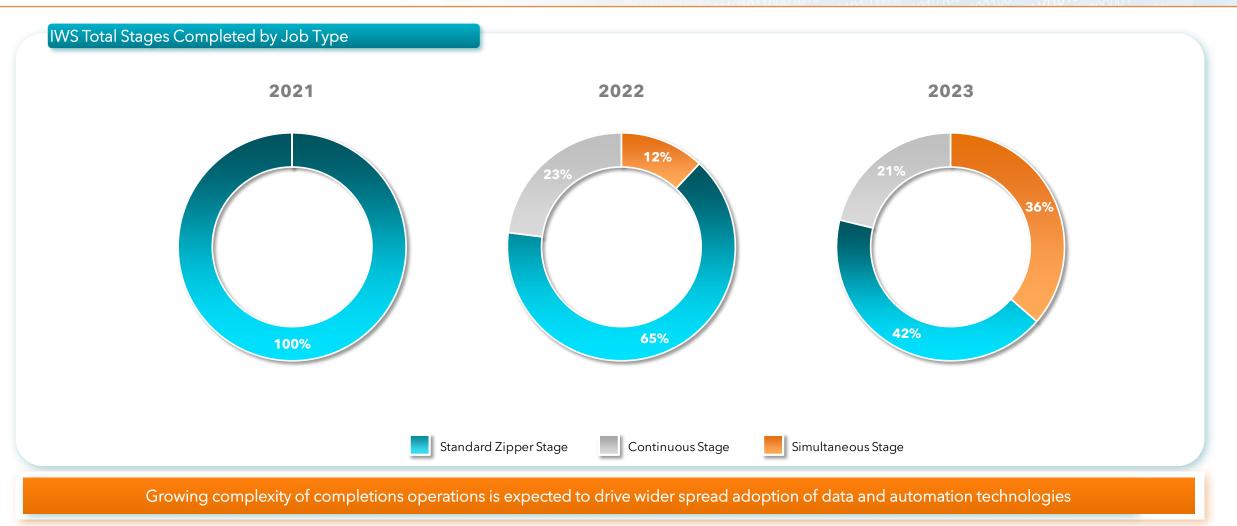


#### Increasing use of automation technologies in the completions industry has propelled IWS' revenue growth

1. Pason began consolidating IWS' financial results on January 1, 2024 subsequent to the IWS Acquisition. Prior to this, Pason accounted for its non-controlling interest in IWS as an equity investment.

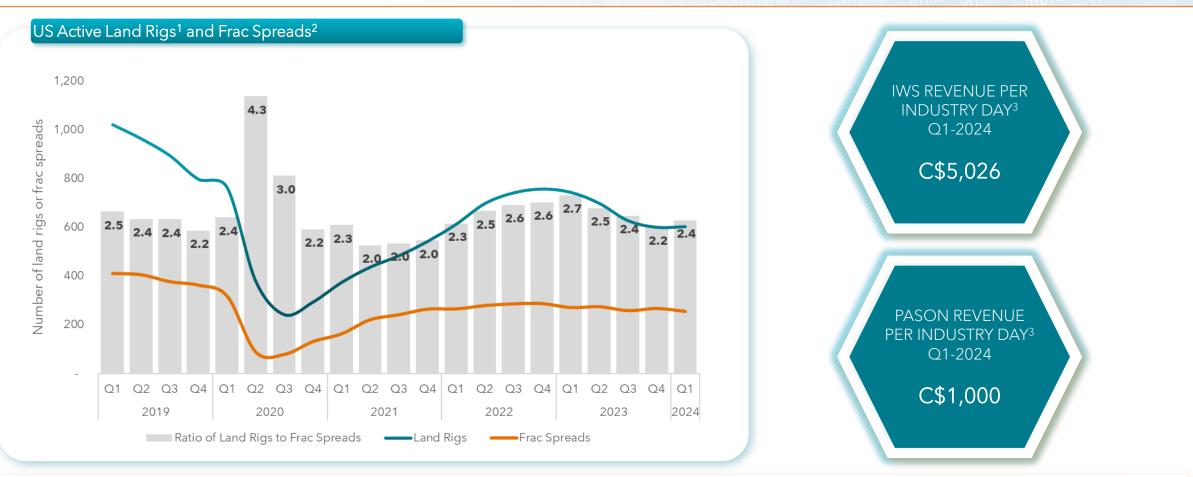


### **Changing Nature of Completions Operations**





### **Significant Addressable Market in Completions**



#### IWS' daily revenue is more than 3x Pason's in a market that has a little more than one-third of the number of active sites as the drilling market

- 1. Source: Baker Hughes
- 2. Source: Primary Vision

3. Revenue per IWS Day is defined as the total revenue generated by the Completions segment over all IWS active days during the reporting period. IWS active days are calculated by using IWS Active Jobs in the reporting period. Revenue per Industry Day is defined as the total revenue generated from the North American Drilling segment over all active drilling rig days in the North American market. Drilling rig days are calculated by using accepted industry sources.

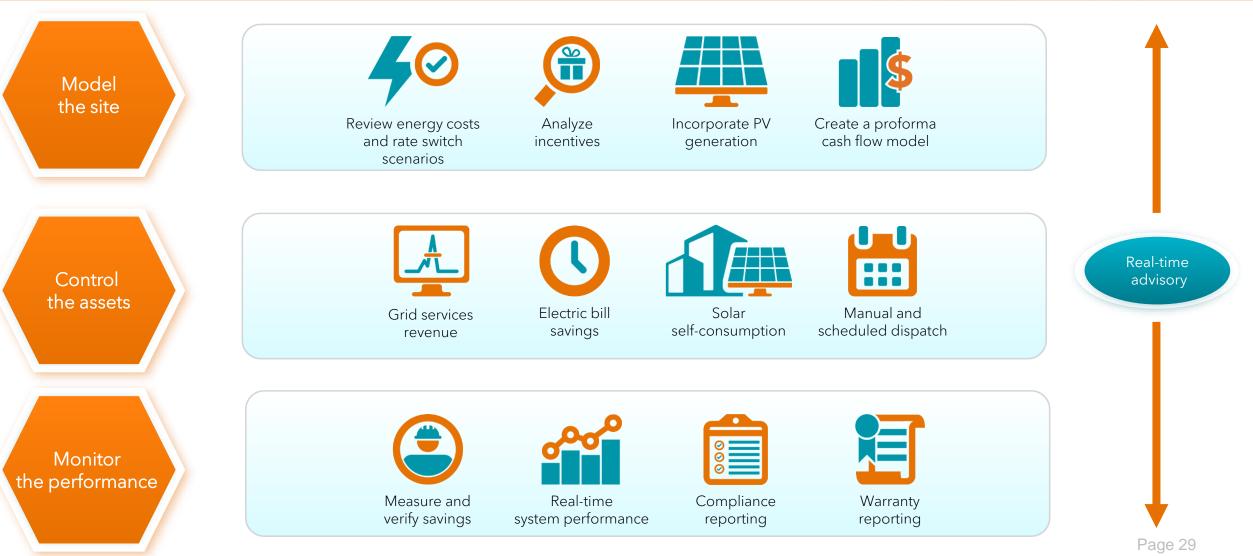
## **Energy Toolbase**

**John Gurski** President, Energy Toolbase



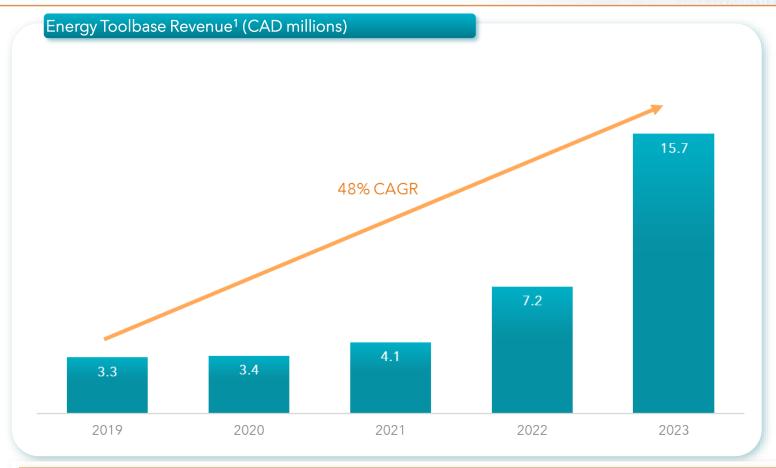


### The Intelligence Layer in the Solar + Energy Storage Industry





### **Energy Toolbase Revenue Since 2019**



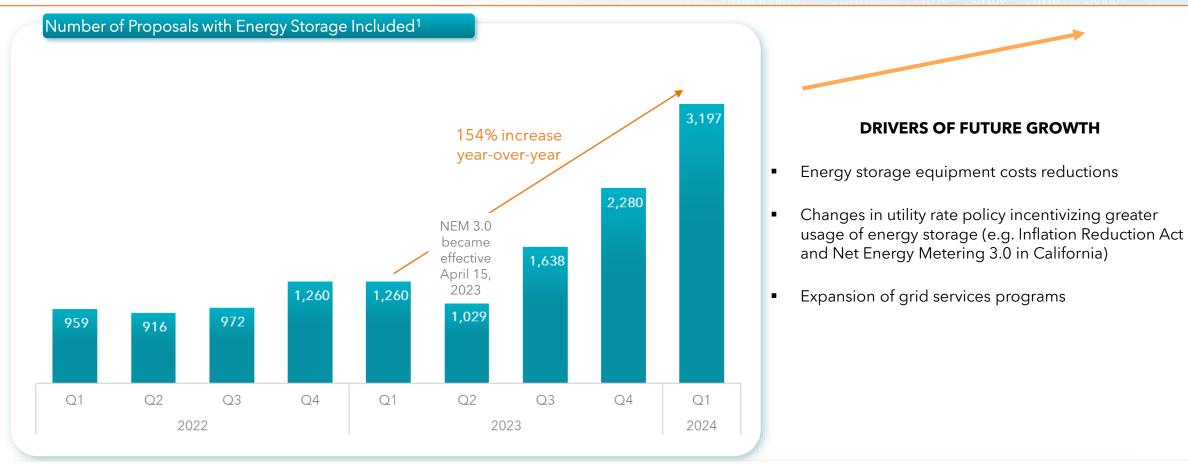
#### **DRIVERS OF FUTURE GROWTH**

- Leveraging visibility on project proposals through economic modeling tool
- Increased deployment of energy storage assets
- Real-time monitoring of solar and storage asset operations and performance
- Advisory services to assist customers with performing analyses and designing solar and energy storage systems

Energy Toolbase is well positioned to benefit from growing demand for renewable energy and energy storage



### **Growing Pipeline of Energy Storage Opportunities**



Government policy changes have changed the trajectory of pipeline growth for energy storage opportunities

## **Financial Overview**

**Celine Boston** Chief Financial Officer



#### **Proven Financial Strength and Superior Profitability**

	2019	2023							
North American land drilling rigs (average) <sup>1</sup>	1,050	843	-20%						
Revenue	<b>\$296</b> C\$ Millions	<b>\$369</b> C\$ Millions	+25%						
Adjusted EBITDA <sup>2</sup>	<b>\$130</b> C\$ Millions	<b>\$171</b> C\$ Millions	+32%						
Adjusted EBITDA Margin <sup>2</sup>	43.9%	46.4%	+250bps						
Free Cash Flow <sup>2</sup>	<b>\$86</b> C\$ Millions	<b>\$97</b> C\$ Millions	+13%						
From 2019 to 2023 \$272 million returned to shareholders through dividends & share repurchases									
Total Cash <sup>2</sup> (end of period)	<b>\$161</b> C\$ Millions	<b>\$172</b> C\$ Millions	+7%						
Interest bearing debt	\$0	\$0	-						
Shares Outstanding (end of period)	<b>84.5</b> Million	<b>79.7</b> Million	-6%						

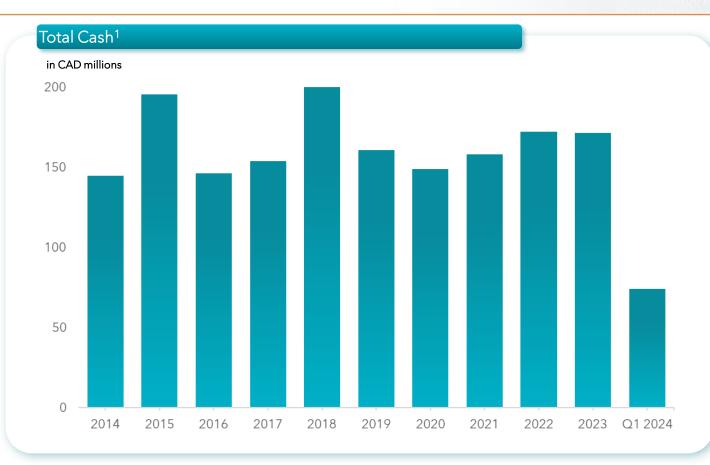
Improved financial fundamentals despite challenging industry conditions

Meaningful shareholder returns & 6% reduction in share count while maintaining strong balance sheet

2. Refer to Non-GAAP measures on page 42 of this presentation.



#### **Resilient Balance Sheet Over Time**



#### Through operating cash flows over the last ten years<sup>3</sup>...

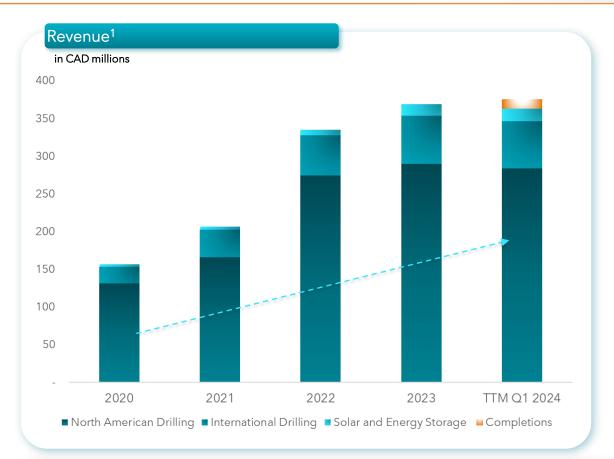
- Invested \$324 million in research & development and \$352 million in Net Capital Expenditures<sup>2</sup>
- Paid \$495 million to shareholders in dividends
- Repurchased \$88 million in outstanding shares
- Acquired 80% of Energy Toolbase for \$27 million in 2019
- Invested in and acquired Intelligent Wellhead Systems for a total of \$160 million from 2019-2024

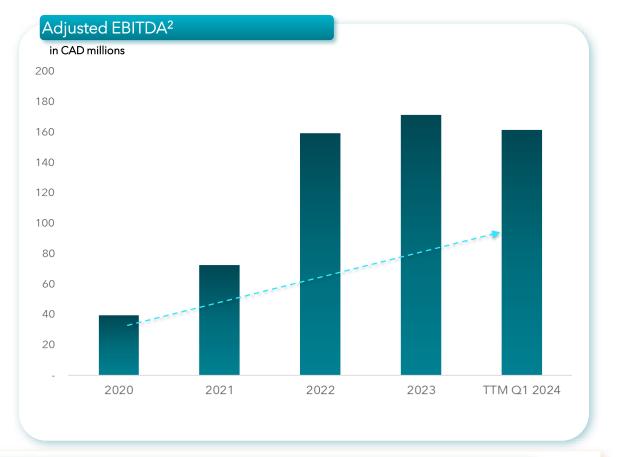
Balance sheet has defended against historical volatility in industry conditions and provided flexibility to expose shareholders to additional avenues of growth with no dilution to their holdings

- 1. Total Cash includes cash and cash equivalents, and short-term investments from the Company's Balance Sheets.
- 2. Net Capital Expenditures includes additions to property, plant, and equipment and development costs, net of proceeds on disposal from Pason's Consolidated Statement of Cash Flows.
- 3. Represents financial information from January 1, 2014 to March 31, 2024.



### **Revenue Growth with Significant Operating Leverage**



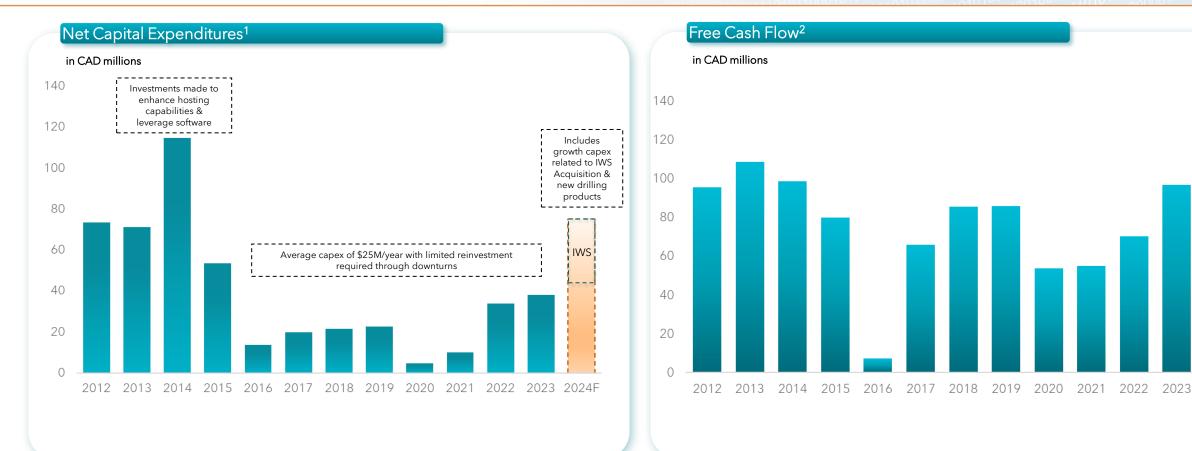


#### Investments in mostly fixed cost base will drive margin expansion as revenue grows

- 1. The Completions segment includes results generated by Intelligent Wellhead Systems (IWS), which were not part of the Company's consolidated reporting group until January 1, 2024 following the IWS Acquisition. The charts above represent Pason's consolidated revenue and Adjusted EBITDA and do not include IWS' results prior to January 1, 2024.
- 2. Refer to Non-GAAP measures on page 42 of this presentation.



### **Disciplined Approach to Invested Capital**



Strategic investments in high return capital expenditures drive long term free cash flow growth

- 1. Net Capital Expenditures includes additions to property, plant, and equipment and development costs, net of proceeds on disposal from Pason's Consolidated Statement of Cash Flows
- 2. Refer to Non-GAAP measures on page 42 of this presentation.

Q1

2024 TTM



### **Capital Allocation Priorities**

#### **Preserve Balance Sheet Strength**

- Managing end market cyclicality with operating leverage
- Ability to pursue attractive growth opportunities

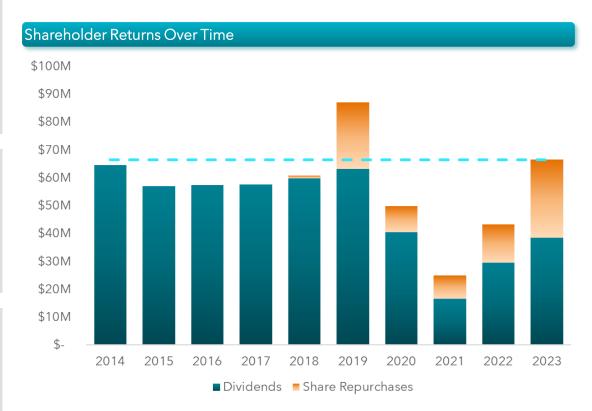
#### **Disciplined and Sustainable Shareholder Returns**

Exposure to steady growth in the quarterly dividend

- Current quarterly dividend of \$0.52/share annualized
- Normal Course Issuer Bid in place since 2018

#### **Maintain Flexibility to Maximize Returns Over Time**

Share repurchases evaluated in the context of growth opportunities





### **Well Positioned for Meaningful Growth**

Significant Momentum with Revenue Growth Opportunities...



2022

International Drilling Revenue

2019

14.0% CAGR



88.0% CAG



### **Key Messages**



Success built on a committed leadership team, an engaging culture and a focused strategy

2 Strong growth prospects are not reliant on higher levels of North American land drilling activity

**3** Expectations of a **less volatile industry** environment going forward

**4 Favourable industry trends** support meaningful growth opportunities in each operating segment

Proven financial strength and superior profitability



## **Questions and Answers**



### **Pason Systems**

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### **Non-GAAP Measures**

			\$CAD 00	0s				2019	2020	2021	2022	2023	Q1 2024	TTM Q1 2024
			Net income (loss)				53	3,803	5,134	31,925	105,726	95,827	69,123	129,496
			Add:											
			Income t	axes			20	0,193	4,864	11,738	33,405	34,346	9,057	31,029
			Deprecia	ation and am	ortization		40	0,830	34,417	25,689	20,842	27,216	11,730	32,330
			Stock-ba	sed comper	nsation		10	0,840	4,840	11,523	15,230	11,718	3,011	14,811
			Net inter	est (income	) expense			(903)	(867)	1,526	(4,937)	(14,394)	(1,411)	(13,198)
			EBITDA				124	4,763	48,388	82,401	170,266	154,713	91,510	194,468
			Add:											
			Foreign e	exchange (g	ain) loss		2	2,199	1,113	(2,011)	(2,024)	16,758	714	17,239
			Derecog	nition of one	erous lease		Z	1,289	(5,757)	-	-	-	-	-
			Government wage assistance					-	(9,941)	(8,208)	-	-	-	-
			Reorganization costs					-	5,554	-	-	-	-	-
			Net mon	etary gain			(2	2,887)	(1,874)	(496)	(1,849)	(2,832)	-	(2,673)
			Gain on previously held equity investment					-	-	-	-	-	(50,830)	(50,830)
			Put option revaluation					-	1,812	381	(5,815)	(149)	-	(149)
			Other				1	1,280	245	453	(1,068)	2,976	1,031	3,426
			Adjusted	EBITDA			129	9,644	39,540	72,520	159,510	171,466	42,425	161,481
			Adjusted EBITDA Margin			2	43.9%	25.2%	35.1%	47.6%	46.4%	40.5%	43.0%	
														TTM Q1
\$CAD 000s	2012	<b>2013</b> <sup>1</sup>	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Q1 2024	2024
Free Cash Flow														
Cash from operating activities	169,178	179,669	213,583	130,076	19,642	85,797	107,177	108,547	58,583	65,061	104,414	135,033	31,014	119,782
Less:						-								
Net additions to property, plant, & equipment	(62,344)	(56,578)	(107,231)	(46,899)	(11,347)	(17,570)	(17,190)	(20,868	(4,228)	) (9,267)	(33,448)	(36,901)	(17,834)	(43,331)
Deferred development costs	(11,140)	(14,493)	(7,509)	(6,555)	(2,364)	(2,396)	(4,465)	(1,725				(1,101)		(2,397)
Free Cash Flow	95,694	108,598	98,843	76,622	5,931	65,831	85,522	85,954	53,864	55,111	70,473	97,031	11,733	74,054

1. Free Cash Flow is adjusted for \$117.6 million litigation payment made in 2013.