

ATLAS ENGINEERED PRODUCTS

BRANDING / FULL COMMUNICATIONS SUPPORT

SCOPE OF WORK:

Branding

- Discovery
- Strategy
- Master narrative
- Visual identity
- Brand Bible & guidelines

Communications

- Financial communications, including ongoing disclosure
- Investor relations and capital markets support
- Public and media relations

Digital

- Social channel branding
- Website design and development

We are not only helping Atlas Engineered Products build a company; we are working with them to build a new category. The construction industry is changing and Atlas is at the vanguard of this disruption in Canada. In November 2017, Atlas began trading on the Toronto Stock Exchange. In little over a year, the company expanded from a single roof-truss facility to six Canadian plants specializing in the design, manufacture and delivery of customized roof trusses, floor joists, wall and floor panel, windows and doors. Home builds are transitioning from on-site stick construction to precise builds in controlled environments like Atlas's plants. They are on track to grow from \$5 million in annual revenue to over \$50 million.

In July 2018, HPC and NATIONAL undertook a full discovery audit which informed the development of a brand strategy and marketing plan. We then undertook a comprehensive scope of work that included master narrative, brand architecture and visual identity that seamlessly integrated the operating subsidiaries with the parent company, websites, social media, investor materials and even vehicle decals, uniforms and facility signage.

We have become Atlas's partner and support in ongoing marketing, public relations, financial communications and investor relations. We are developing content and stories targeting the wide variety of audiences this fast-growing firm must persuade, including: retail and institutional investors, customers and potential acquisition targets looking to become part of the Atlas group of companies.

AEP
ATLAS ENGINEERED
PRODUCTS


Revolutionizing the way we build in North America

- + Customized Design and Engineering
- + Top-Class Manufacturing & Assembly of Engineered Wood Products in Quality Controlled Factory Environments
- + Growing Product Diversification. A Full Service Product Offering to Customers Big & Small



Our Assets


- + Quality Leadership
- + Experienced Workforce
- + Great Facilities + Equipment
- + Stellar Available Capacity
- + Automation Opportunities
- + Scalability
- + Product Development



Capital Structure

Atlas Engineered Products Ltd.
TSX:W.AEP OTC:AEPEF

Current Price	\$2.81 (as of July 30)
Market Capitalization	\$18,300,000
Current Outstanding Shares	65,198
Average Daily Volume	\$5.84
52 Week High	\$5.55
52 Week Low	\$2.25
Market Liquidity	\$18,440,000 (Market)



Debt	Interest Rate	Maturity Date	Value (CAD)
Revolving Line of Credit	Prime+1.75%	N/A	10
Equipment Leases	Var.	Nov 2019 - Dec 2022	\$1,050,514
Building Lease Agreements	Var.	Jul 2019 - Nov 2020	\$2,000,000
Non-Recourse Term Loans	Var.	N/A	\$8,763,476
Total Debt Outstanding			\$11,813,990

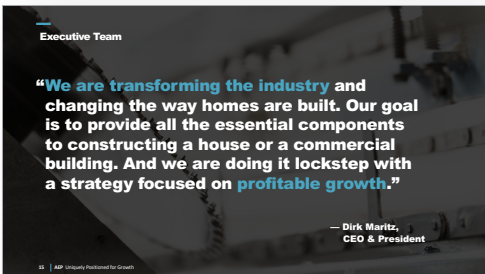
Options & Warrants (as of June 30/19)

Options exercisable at \$0.00	1,274,469
Warrants exercisable at \$0.00	1,336,469
July Warrant Rights Exercising	90,438,559

Executive Team

“We are transforming the industry and changing the way homes are built. Our goal is to provide all the essential components to constructing a house or a commercial building. And we are doing it lockstep with a strategy focused on profitable growth.”

— Dirk Maritz,
CEO & President




Atlas Engineered Products. First movers on fertile ground.

6 Companies acquired in just over a year.

\$3 - 15 Million Annual revenue range for many of our acquisition targets—hundreds of opportunities ripe for consolidation across Canada.



Atlas Engineered Products: Our Companies

Our vision is to create a national family of operating companies driven by investment in cutting edge construction systems, the use of emerging financial and operational performance of these acquired companies through standardized best practices, standardized sales channels, cost efficiencies and operational practices. And we intend to continue our strategic acquisitions.

At Atlas Engineered Products we invest in acquired companies (the AEP family) we also support the financial interests of the target company owners and partners with growth and other opportunities in the companies who have worked closely with us over the years, we seek to include members of the business communities that are active in these companies, and preserve the legacy of the target companies. Further, we intend to build a team with their counterparts.



ATLAS
BUILDING SYSTEMS
AN AEP COMPANY



CLINTON
BUILDING COMPONENTS
AN AEP COMPANY



SATELLITE
BUILDING COMPONENTS
AN AEP COMPANY



COASTAL
WINDOWS & DOORS
AN AEP COMPANY



PACER
BUILDING COMPONENTS
AN AEP COMPANY



SOUTH CENTRAL
BUILDING SYSTEMS
AN AEP COMPANY