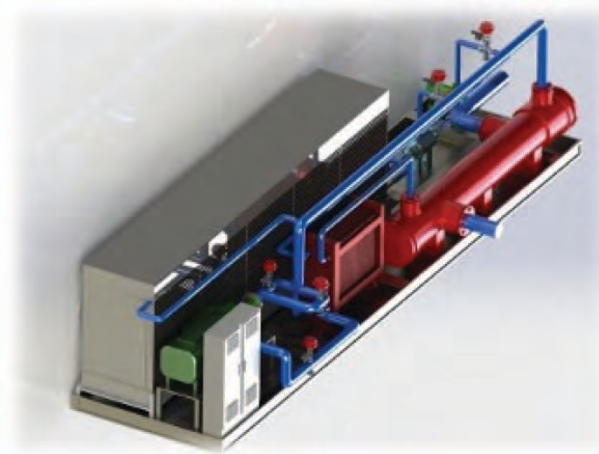


# Capitalizing on the Energy Industry



**ForceField Energy**  
**Ticker: OTCQB : FNRG**  
**August 2013**

# Forward-Looking Statements

**Except for statements of historical fact, the matters discussed in this press release are forward-looking. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "future," "plan" or "planned," "expects" or "projected." These forward-looking statements reflect numerous assumptions and involve a variety of risks and uncertainties, many of which are beyond the company's control that may cause actual results to differ materially from stated expectations. Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include (i) the Company's ability to generate significant revenues from its LED lighting and ORC segments, (ii) the Company's ability to obtain adequate financing to achieve its LED and ORC business plan, (iii) the successful installation, completion of trials and efficacy of the Company's LED lighting products in generating energy savings and lighting quality, (iv) completion of ORC projects in process (v) in certain cases the ability of end-users to obtain significant levels of financing, (vi) and other factors without limitation which are detailed in documents we file from time to time with the Securities and Exchange Commission, which are available at [www.sec.gov](http://www.sec.gov).**

# ForceField Business Profile

- **U.S. public company listed on the OTCQB – seeking NASDAQ listing.**

## **TWO PRIMARY BUSINESS SEGMENTS:**

- **Waste Heat Recovery System Producing Electricity.** Owns 51% of TransPacific Energy, Inc. (“TPE”) a U.S. based renewable energy technology provider that uses “waste heat” from various manufacturing and other sources to provide clean electricity.
- **LED Distributor.** Exclusive North American, **and worldwide** distributor of wide range of LED lighting products.

# Public Company Profile

## “FNRG” - OTCQB (A)

➤ Shares Outstanding	16.2 million
➤ Management Share Ownership (B)	24.7 %
➤ Market cap	\$84 million
➤ Corporate Debt	\$200,000
➤ Warrants outstanding (C)	591,750
➤ Total Equity as of 3/31/2013	\$8.3 million

*(A) Fully reporting –NASDAQ application in process*

*(B) Management shares voluntarily locked up since 2010 until end of 2014*

*(C) All warrants exercisable at \$4.00 per share and expire between August 2013 and July, 2014*

# Business Objectives

- Develop and expand current business segment generating organic growth
- Embark on a series of synergistic acquisitions that broadens ForceField's reach, create new revenue streams and opportunities as well diversifying our customer base both domestically and internationally.
- Leverage corporate overhead to maximize earnings
- Generate superior profitability and stock appreciation for our shareholders.
- Create value and position the company for sale at an attractive price in the near future

# Acquisition of Controlling Interest in TransPacific

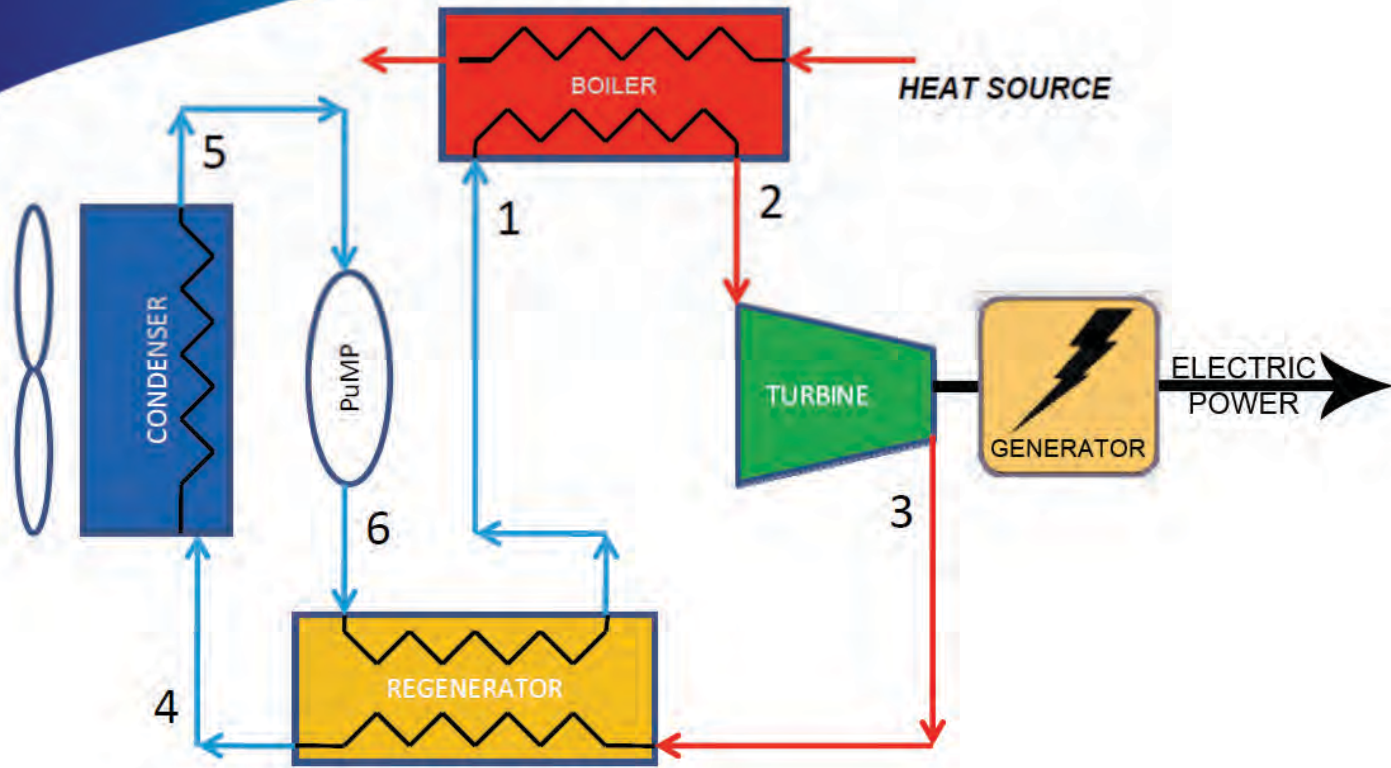


## Proprietary and Innovative Refrigerant Mixtures Transforming the Heat Recovery Industry

- Sells systems directly to customers for their installation and operation
- TPE owns, installs and operates ORC systems, sell electricity, PPA
- Licenses TPE technology for specific applications and markets
- R&D....new ORC applications & Renewable Energy

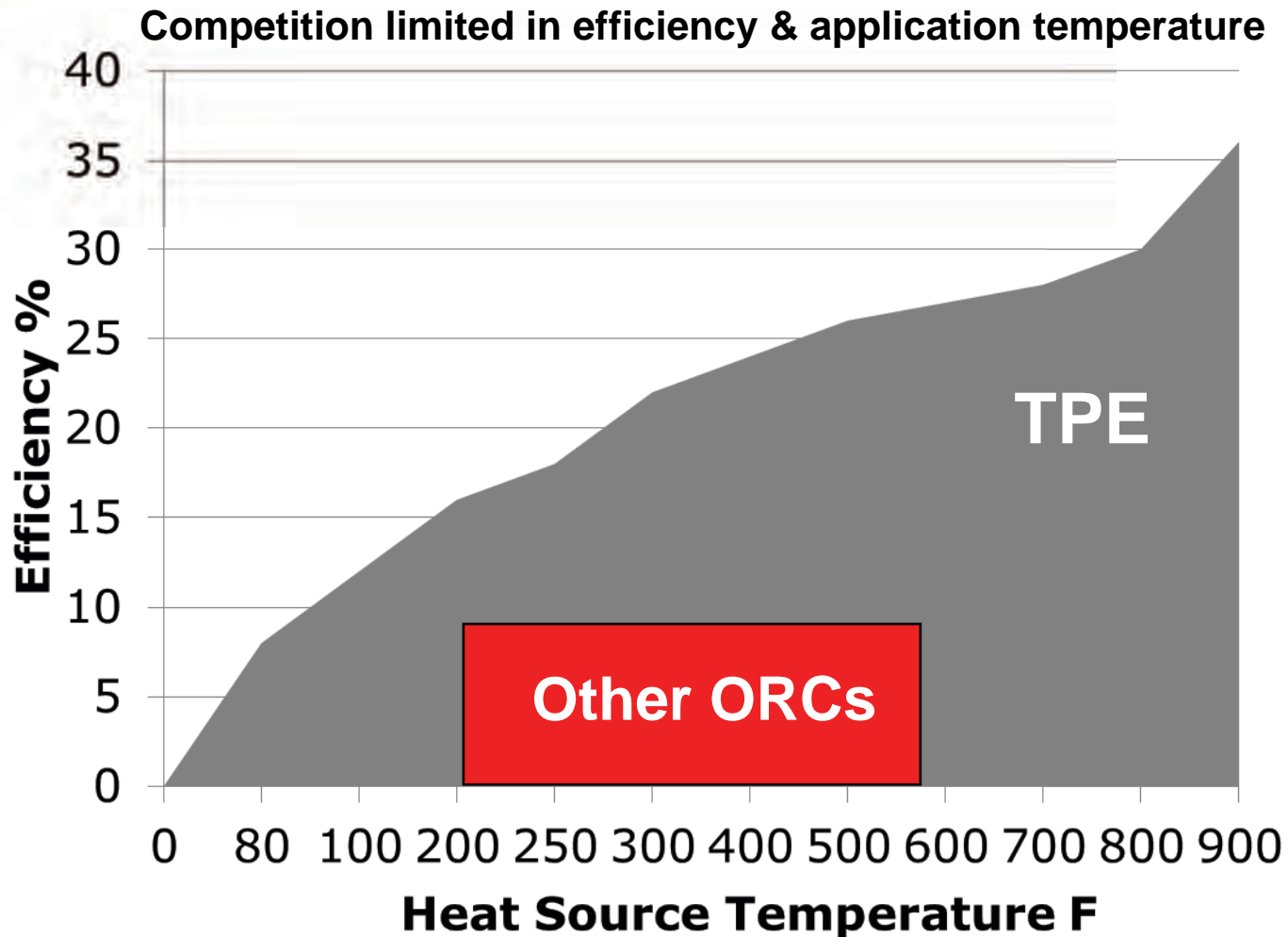


# Organic Rankine Cycle



- 1-2:** The organic fluid (blend) is vaporized and superheated in the evaporator
- 2-3:** The organic vapor is expanded through the turbine
- 3-4:** Expanded vapor heat up the organic liquid
- 4-5:** Vapor is condensed
- 5-6:** Organic liquid is pumped
- 6-1:** Organic liquid is heated up with vapor from turbine outlet

# TPE – Major Advantage Against Competitors





# Renewable Energy: Huge Market Opportunity

- **ELECTRICITY DEMAND EXPECTED TO DOUBLE BY 2030**
- **\$11 TRILLION WILL BE SPENT BY THEN ON ENERGY INFRASTRUCTURE- ACCORDING TO IEA**
- **THE RENEWABLE ENERGY MARKET ESTIMATED TO BE \$500 BILLION**

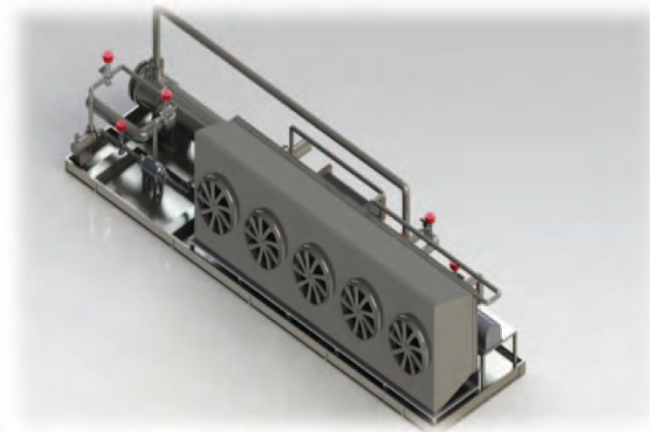
## **According to the DOE:**

- 47,500 stacks in just the U.S.
  - represent 75% of untapped wasted heat above 500F
  - heat can produce at least 50,000 megawatts
  - representing \$75 billion in gross revenue at \$1.5 million/MW.

## **TPE Heat Recovery Technology Offers Solutions:**

- Makes projects with no or marginal return profitable
  - Solar, Geothermal, Wind
  - Warm sea water OTEC, Thermal Storage
  - Biomass, High medium and low temperature heat sources

# TPE Single Unit Economics California Installation



- COST OF A TPE ORC UNIT \$ 900,000
- FEDERAL AND STATE CREDITS 60% \$ 540,000
- ADJUSTED UNIT COST **\$360,000 (A)**
- VALUE OF ELECTRICITY  
GENERATED PER YEAR **\$225,000 (B)**
  
- **REDUCES DANGEROUS GREENHOUSE EMISSIONS**
- **BREAKEVEN TIME IN YEARS = 1.6 YEARS**
- **MINIMUM ROI = IN EXCESS OF 700-1000%**
- **PROFITS INCREASE AS THE COST PER KWH INCREASES**

(A) The ORC Unit has an expected useful life of 20 yrs.

(B) Cost per KWH for industrial usage approximately = \$0.09

# Worldwide Potential ORC Applications

## Customers Worldwide... Hot Gas or Hot Fluid Applications;

- PPP using fossil fuel
- Solar and Geothermal power plants
- Food processing facilities
- Petrochemical refinery installations
- Pyrolysis
- Abundant/Live oil wells
- Desalination process
- Biomass applications
- MWD sites
- Marine transport
- Ocean warm waters (OTEC)
- Cooling Tower replacements and substitutes
- Condenser Alternatives
- Various DOD applications



# Major Initiatives of ORC Technology



- Entered into definitive agreement for two ORC units in late January 2013 for \$12,000,000 contract over 20 year period-seeking financing to commence the project.
- Two units sold to billion dollar entities prior to acquisition of TPE in the process of being built.
- Numerous bids in process for municipality, pyrolysis and other commercial locations.
- Received numerous inquiries from all over the world about licensing and building additional units.

# Pyrolysis Systems

## Proposal to Convert Scrap Tires to Clean Electricity Using TPE's ORC Technology as a Key Component

### Inputs

30-60 metric tons of scrap tire feedstock processed (100,000 tires per month)

40 employees run the plant 24 hours a day, 350 days a year

80% of energy from tires is sent to the grid for electrical power

Use its own power to operate.

Substantial tipping fees from municipalities and tire companies.

### Outputs (based on 30mt / day)

Net electricity of 4.96 MW/hour to be sold (30mt per day)

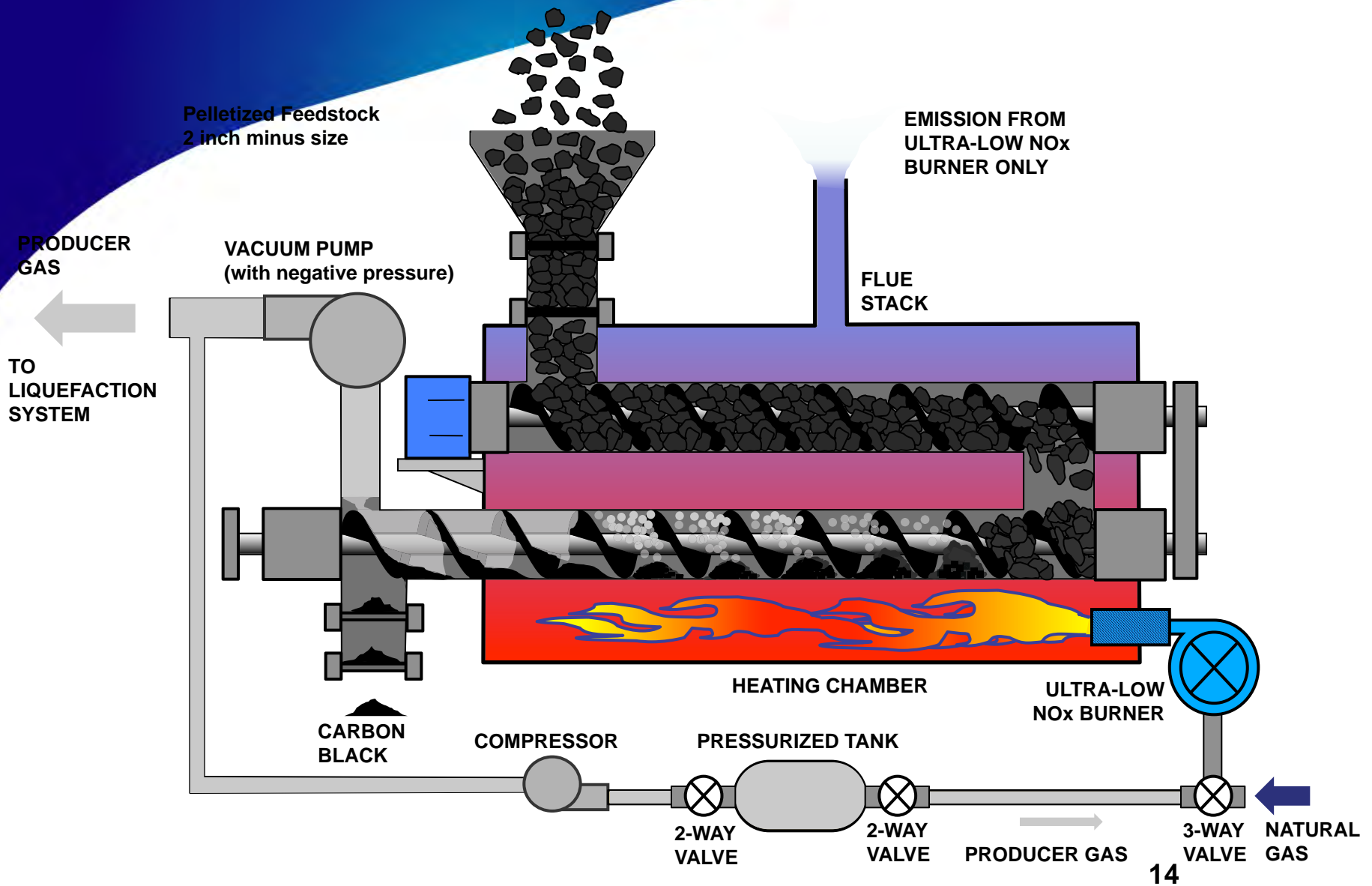
The facility consumes 1.0 MW/hour

Waste heat from exhaust from generators and pyrolysis systems, plus hot water from generators produces 0.650 MW/hour using our ORC.

3 metric tons of steel is recovered from tires and will be sold

1.5 metric tons of ash is generated per day and sold to cement producer.

# Pyrolysis Schematic



# Scrap Tires to Electricity

## Financial Summary of Project Potential

Facility Size (Metric Tons per day) (Net MW)	30 5 MW	45 7.5 MW	60 10 MW
Electricity sales price	\$0.20/kwh	\$0.20/kwh	\$0.20/kwh
Tire tipping fee	\$4.00 per tire	\$4.00 per tire	\$4.00 per tire
Employees	40	50	70
Revenue (\$000s)	\$13,472	\$20,421	\$26,944
Mfg costs (\$000s)	\$8,532	\$10,593	\$11,238
SG&A costs (\$000s)	\$171	\$171	\$171
EBITDA (\$000s)	\$4,767	\$8,658	\$15,534
% of Sales	35.4%	47.3%	57.7%
Cap Cost (\$000s)	\$19,200	\$23,900	\$37,150
Total Cash over 20 years (\$000s)	\$103,846	\$229,312	\$370,454
Equity Payback (after start up)	1.6 years	0.72 years	0.69 years
Total Payback (after start up)	3.9 years	2.4 years	2.3 years
IRR	69%	144%	150%
	2804%	4,897%	5,085%

# LED Lighting Segment



- ForceField owns the exclusive North American, Central and Latin American distribution rights, and worldwide rights on a non-exclusive basis for a leading high tech manufacturer in China of high performance light emitting diode (LED) lighting fixtures used in a wide array of applications; for an initial period of five years.
- Shanghai Lightsky Optoelectronics Technology Co., Ltd. (“Lightsky”) the manufacturer is leading high-tech enterprise which was established by Shanghai Academy of Science and Technology (SAST) and Shanghai Zhongbo Capital Co.
- Lightsky supplies product ranging from illumination LED lighting, LED video display system and architectural LED lighting for homes, commercial and industrial application.
- Lightsky have completed some major lighting projects such as Shanghai International Airport lighting project, World Expo, Shanghai Train Station and Hong Kong University.



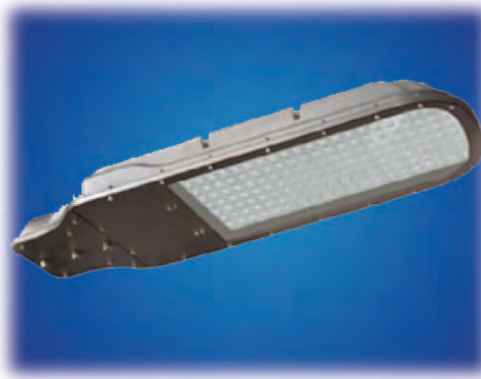
# Lightsky Manufacturing Strengths



- Lightsky holds a series of design and utility patents, certificates including ISO9001, CE, Rohs, and other qualifications.
- Perform at the highest level - LED products surpassing traditional lighting in performance while offering energy efficiency savings of 50- 70%
- Highly competitive pricing
- Has established a track record in China as one of the leading high quality producers of a wide array of LED products all of which will be offered in the United States

# Lightsky Strengths

- Holds A Series Of Design And Utility Patents, Certificates Including ISO9001, CE, Rohs, CSA, UL And Other Qualifications
- Has A Complete And Wide Range Of Products at Highly Competitive Pricing Levels And Can Very Rapidly Custom Build Specialty Led Products For Specific Projects



# Advantages of LED Lights



- The LED light is considered “green” because of the absence of dangerous chemicals and minerals with a significant reduction in energy consumption - **No Mercury, No UV, No Health Risk and No Pollution**
- 90% of the energy pumped through an incandescent light bulb is wasted as heat; that’s why traditional bulbs are so hot to the touch
- LED’s will reduce energy consumption by up to 50-75%
- The paybacks on LED replacements of commercial lighting are very short (in most cases two years or less) – plus there are credits and incentive in place for consumer to change to LED.
- 50,000 hour rated life.
- LEDs are better at placing light in a single direction than incandescent or fluorescent bulbs. Because of their directional output, they have unique features that can be exploited by clever designs.

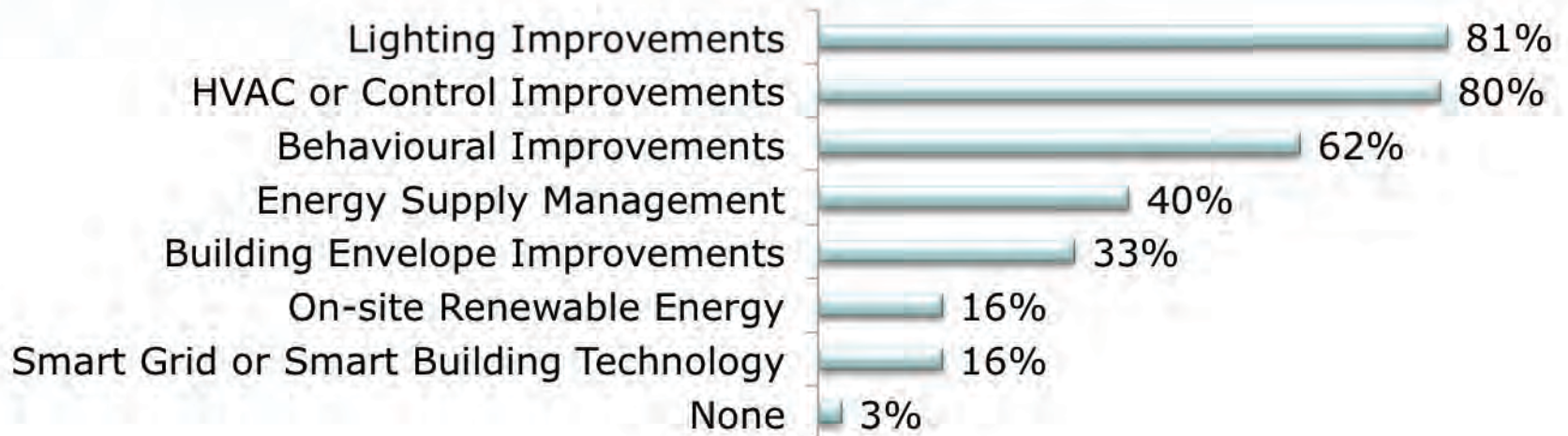
## LED Market: Size & Key Drivers



- The phase-out of incandescent light is already underway with the 100 watt bulb and will end in 2014 with the 40 watt bulb.
- According to a DOE Study “Energy Savings Potential of Solid-State Lighting in General Illumination Applications 2010-2030”, there are over **7 billion** lamps of varying types in US buildings.
- The total dollar value of replacing every Commercial and Industrial Fluorescent and HID lamp Worldwide is estimated to approach **\$ 1 trillion dollars**

# Importance of LED Lighting

## Energy efficiency measures adopted in the past year



Source: 2011 Energy Efficiency Indicator: IFMA Partner results International Facility Management Association

# LED Marketing Strategy



- Focus on High ROI products with widest use in the Commercial, Industrial and Institutional sectors.
- Target customers where economics carry the day and where utility costs and incentives may be the highest such as corporations, hospitals and institutions where lighting and a good “green image” are important.
- Focus attention on larger customers who can undertake an ongoing LED roll-out over many years with large and continuous volumes.
- Leverage existing business relationships to identify locations for immediate trials in high visibility location that will attract publicity for the Company.
- Provide turnkey solutions to end users incorporating all aspect of LED installation
- **Provide third party financing at competitive rates**

# Synergistic Product Offerings

## Automated Metering Solutions

### “Smart Electric Meters”



- In 2013 we entered into cross-distribution agreement whereby each company will represent and sell each other's energy efficiency products and solutions in United States, Canada, Mexico, and Latin America. PowerOneData will initially focus on distributing the LED products and solutions in conjunction with its Automated Street Light Management (ASLM) systems, and ForceField will focus on the distribution of the PowerOneData's smart meters and advanced Database Management Software and other related products and software.
- PowerOne provides real-time cloud data solutions so utilities and large power consumers can manage, monitor, and bill for power more efficiently.
- 4 utility companies in Latin America are already testing the smart meter and proposal are under review for orders of significant orders

# Current Bids Valued at More Than \$125,000,000 in Potential Revenue

- In excess of \$125,000,000 in signed initial agreements, LOI's, bids, and testing currently underway for projects that potentially could generate over \$125,000,000 in revenue over a multi-year period if successfully implemented and financed for:
  - LED streetlights
  - High Bay lights
  - LED lights and tubes
  - Smart meters
- Working in numerous geographies: U.S., Panama, Costa Rica, Nicaragua, Austria, Germany and Ireland
- Clients include Fortune 500 companies, municipalities, government entities, school districts, universities, privately held companies and franchisees of nationally recognizable companies
- Third party and direct project financing packages have been secured in the United States and Latin America to help facilitate larger installations



# Investment Highlights

- Owns proprietary technology
- All business segments operating into extremely large markets with billion dollar cos.
- Experienced and highly motivated management team with a track record of success
- Low corporate burn and conservative cash management
- Clean cap structure and balance sheet
- Exceptionally low management compensation - interests aligned with shareholders
- NASDAQ up listing in process