





# THE PROBLEM: AIR POLLUTION



- By 2050, 6 million people will die per year due to air pollution
  - The number of people who die in America every year due to air pollution is above 50,000
  - Air pollution in India is estimated to cause 527,700 deaths every year
  - In China, An estimated 750,000 people die prematurely due to air pollution
  - 65% of the deaths in Asia and 25% deaths in India are due to air pollution
  - 70% of the air pollution in Chinese cities is from tailpipe emission
  - Deaths caused by air pollution cost the European Union €161 billion
  - 2 million cars in Manila, Philippines cause 80% of air pollution
- Toxic air pollution / GHG emissions pose a greater threat to children, due to their smaller physical size and lung capacity



# THE PROBLEM: AIR POLLUTION (cont'd)



— Inhaling air pollution takes away at least 1-2 years of a typical human life

- Pollutants that are released into the air, as opposed to land and water pollutants, are the most harmful to humans
- During heavy traffic jam, toxic emissions outside can seep into your car, making the air inside your car 10 times more polluted than typical city air
- 80% of lung diseases are caused due to pollution from other cars, buses, trucks and other vehicles
- Air pollution that causes smog affects dolphins and makes them suffer from black lung diseases

— More than 17.7 million people in the U.S. live in counties where the outdoor air failed all three air quality tests

— Nearly 24 million people (7.6%) in the U.S. live in counties with unhealthy year-round levels of particulate

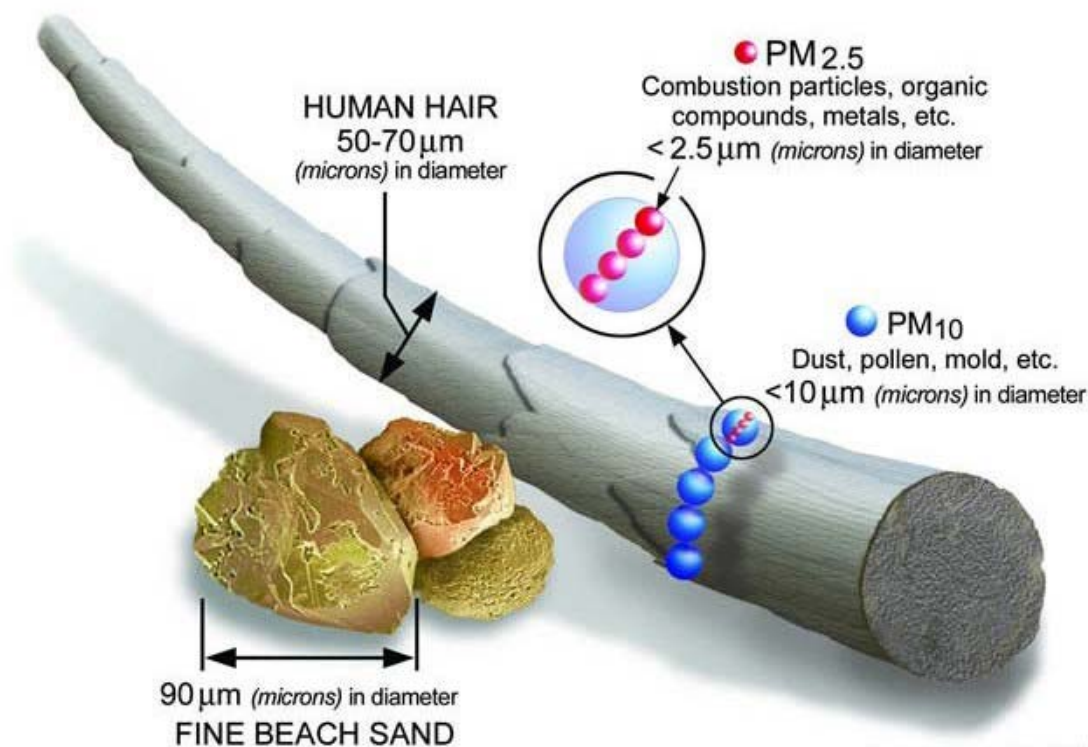


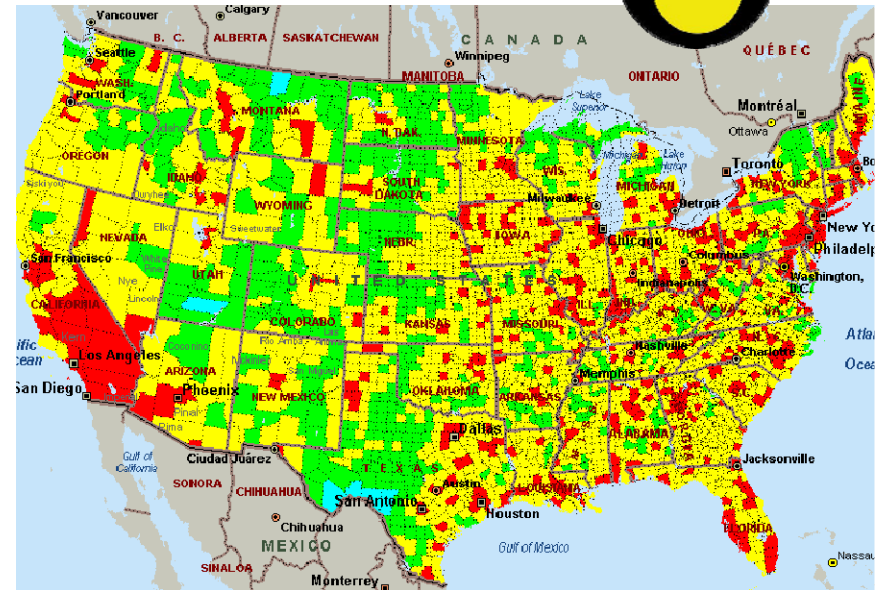
Image courtesy of the U.S. EPA

# THE PROBLEM: AIR POLLUTION (more data)



— More than 16,000 Americans die from lung cancer every year, even though they've never smoked!

- The American Lung Association lists 7 California cities among the top 15 most polluted in the nation
- Incidents of asthma have increased by 75% in the United States since 1980
- Los Angeles still ranks as the dirtiest city by ozone in the entire country. There are 10 Californian counties that rank within the top 25 counties in the US for most polluted by short-term particulate pollution
- It costs the US \$3 billion per year in economic losses from health complications caused by air pollution in the Central Valley alone
- Air pollution is responsible for one million school absences annually in California
- Children living in highly polluted areas breathe at 80% or less of their lung capacity



Source: List of Most Polluted US Cities:

<http://www.stateoftheair.org/2015/city-rankings/most-polluted-cities.html>



# THE PROBLEM: AIR POLLUTION (more data)



— Annually, 3.3 million people worldwide die prematurely from the effects of air pollution

- This number will double by 2050 to 6.6 million if emission-continue to rise, according to a team of scientists at the Max Planck Institute for Chemistry in Mainz

— In 2010, 75% of the premature mortality deaths by air pollution occurred in Asia—with a total of 1.4 million people per year in China and an additional 650,000 people in India

— In another 10 years, Delhi will record the world's largest number of premature deaths due to air pollution among all mega cities in the world

- By 2025, it is anticipated that nearly 32,000 people in Delhi will die solely from inhaling polluted air

— Kolkata will see its number of premature deaths spike between 2025 and 2050 and will record 54,800 deaths per year due to air pollution. That is more than Delhi, which will record 52,000 deaths annually

- Together, these two Indian cities topped the list of premature deaths due to harmful particles like PM2.5 and O3 in the air

## NUMBER OF DEATHS DUE TO AIR POLLUTION

### INDIAN CITIES

	2010	2025	2050
DELHI	19700	31100	52000
MUMBAI	10200	17400	33100
KOLKATA	13500	26600	54800

### INTERNATIONAL CITIES

LONDON	2800	3400	4200
PARIS	3100	3800	4600
MOSCOW	8600	10800	11700
ISTANBUL	5600	8500	13200
KARACHI	7300	11400	17900
DHAKA	13100	26400	49900
BEIJING	13700	17300	17700
SHANGHAI	14900	18900	19400
LOS ANGELES	4100	5200	7000
NEW YORK	3200	4200	5200

Premature mortality by PM2.5 and O3 related diseases in 2010 in countries

### WORST COUNTRIES

COUNTRY	DEATHS IN 2010
CHINA	1357353
INDIA	644993
PAKISTAN	110571
BANGLADESH	91923
NIGERIA	89023
RUSSIA	67152
USA	54905

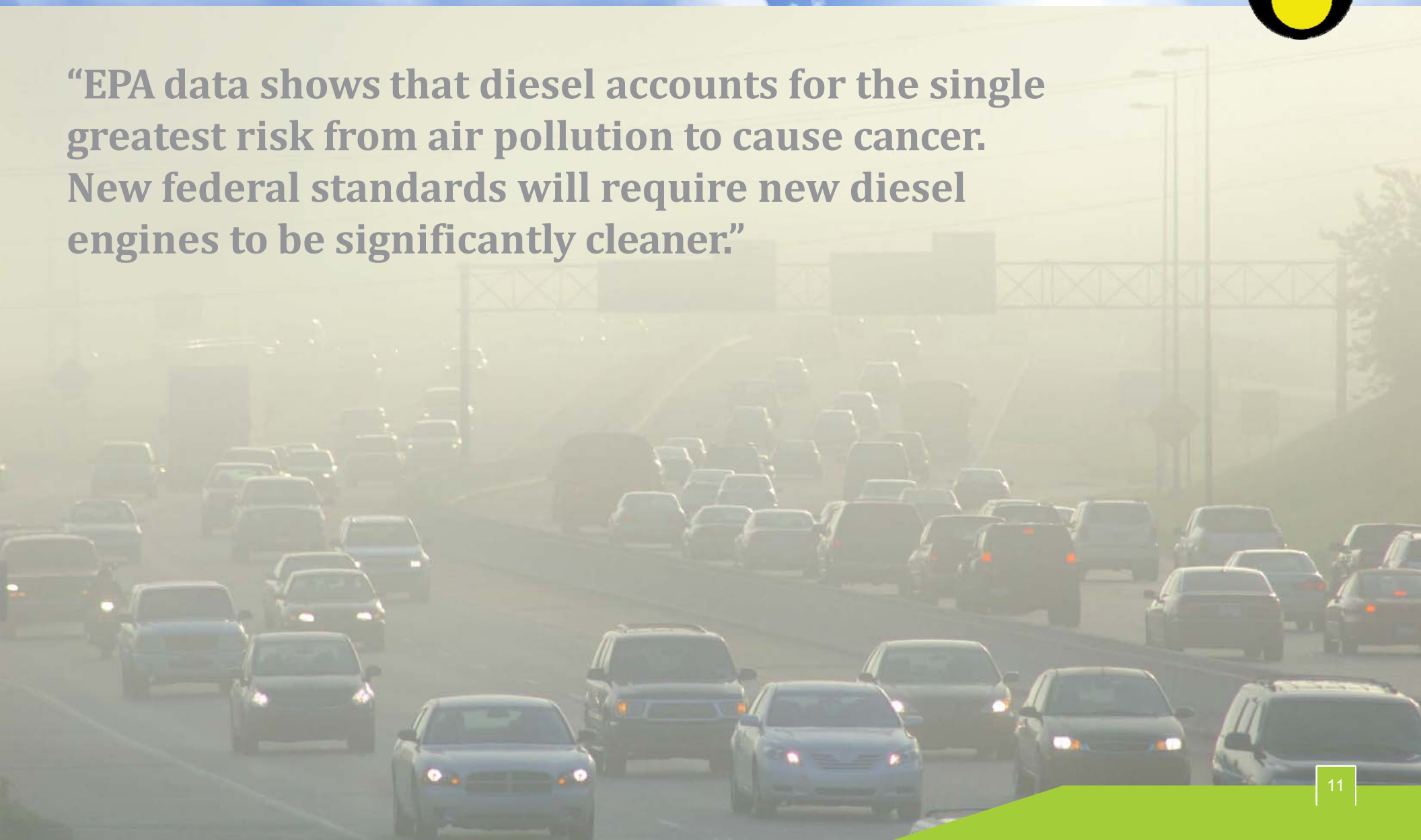


Source: *The Times of India* "Delhi will record world's largest number of premature deaths due to air pollution," February 16, 2016

# EPA WARNING



“EPA data shows that diesel accounts for the single greatest risk from air pollution to cause cancer. New federal standards will require new diesel engines to be significantly cleaner.”



# THE SOLUTION: ECO-FUEL SAVER



## THE TOP 30 THINGS THAT ECO-FUEL SAVER DOES:

1. Reduces nitrous oxides (NO<sub>x</sub>) up to 80%
2. Reduces diesel particulate matter (PM) up to 85%
3. Reduces hydrocarbons (HC) up to 80%
4. Reduces carbon monoxide (CO) up to 80%
5. Reduces carbon dioxide (CO<sub>2</sub>) up to 20%
6. Increases fuel efficiency up to 30% (fuel efficiency varies; depends on age of vehicle, model, engine type, etc.)
7. Reduces volatile organic compounds (VOC's)
8. Reduces greenhouse gases (GHG's)
9. Reduce exhaust gas temperature
10. Reduces engine operating temperature
11. Can be used in all engines, regardless of size or horsepower
12. Works in gasoline and diesel fuel (even Bunker C, natural gas and coal)
13. Just 30 mL (1 ounce) treats an incredible 60 liters (15 gallons) of fuel
14. Will not harm or damage engine or engine components
15. Will not change the chemical structure of gasoline or diesel fuel. Eco-Fuel Saver changes the PHYSICAL structure of the fuel; breaking down the long hydrocarbon bonds into smaller bonds for a cleaner, more complete combustion of the fuel





# THE SOLUTION: ECO-FUEL SAVER (cont'd)



16. Will not void any engine warranty
17. Acts like a cetane enhancer in diesel without lowering the BTU's or energy content of the fuel
18. Acts like a high octane fuel additive in gasoline and completely eliminates the need to use mid-grade or premium gasoline
19. Keeps engine cylinders, valves, spark plugs, fuel injectors, and other engine components virtually carbon free
20. Increases horsepower up to 7%
21. Increases torque up to 8%
22. Keeps engine oil cleaner, longer
23. Keeps oil filter cleaner, longer
24. Keeps diesel particulate filter (DPF) cleaner, longer
25. Makes diesel exhaust fluid (DEF/urea) last longer due to less NOx formation
26. Helps reduce the harmful effects of ethanol in gasoline or diesel fuel
27. Increases available energy of gasoline and diesel fuel containing ethanol
28. Stabilizes fuel, repels water, and extends the lifespan of fuel
29. Saves you money on fuel, engine parts and reduces engine maintenance costs
30. Is a phenomenal product for the environment and human health problems caused by petroleum emissions





# THE PRODUCTS



“Saving the Planet,” is a hundred billion dollar industry.

— Rick Titus, Automotive Journalist and a Racing Champion



# PRODUCT TESTING: ECO-FUEL SAVER



Organization	Model	Year	Fuel Type	Tests	Result
Tecnologico de Monterrey	VW Jetts Classic GL Team TT, Automatic Transmission, 2.0 L engine displacement	2012	Gasoline	Static tests: cruise engine speed (@2500 +/- 250 rpm) and slow engine speed (idling) Dynamic tests at constantcruise speed (40 km/h)	<ul style="list-style-type: none"> <li>• 21% Increase in fuel economy</li> <li>• 37-42% reduction in CO2 emissions</li> <li>• &gt;84% reduction of CO emissions (static tests)</li> <li>• &gt;79% reduction of NOx emissions</li> </ul>
WAJAX	Power Generators: 200 KW Stamford HCI 404 D1 generator powered by a 2001 60 Series Detroit diesel engine which produces 315 horsepower at 1800 rpms	2001	E-50 and E-40 Blends of Diesel	The test equipment was a Wager 6500 Digital Smoke Meter	<ul style="list-style-type: none"> <li>• Reduced DP emissions by 72%,</li> <li>• HC emissions by 52%</li> <li>• CO2 by 20%, NOx by 28%</li> <li>• CO emissions by 81%</li> </ul>
Automotive Testing and Development Services	2005 Ford Taurus with a six-cylinder engine and approximately 41,000 miles on the odometer	2005	Federal Unleaded Test Fuel	This test sequence was conducted in the laboratory using the Federal Highway Fuel Economy Test driving cycle	<p>The test results show that the test vehicle, with the ECO-FUEL SAVER additive mixed into its' fuel, achieved:</p> <ul style="list-style-type: none"> <li>• 7% reduction in HC</li> <li>• 33% reduction in (CO) emissions</li> <li>• 44% reduction in (NOx) emissions when compared to the results with regular fuel</li> </ul>
Two Feathers Contracting Mining Operations at Graymont Limestone Mine	2004 Kawaswki loader powered by a Cummins ISM 15.0 liter diesel engine	2004	Diesel	The test equipment was a Wager 6500 Digital Smoke Meter. Testing was done at idle rpm of 700, mid range rpm of 1500 rpm, and high range rpm of 2100 rpm	<ul style="list-style-type: none"> <li>• Reduced DP emissions by 41%</li> <li>• HC emissions by 53%</li> <li>• CO2 by 11%</li> <li>• NOx by 32%</li> <li>• CO by 46%.</li> </ul> <p>• In summary, reduced the toxic gas emissions of DP, HC, CO2, and NOx by an average of 35%</p>
Donostia-Bus's (D-Bus) maintenance facility. D-Bus is an active member of the European Union (EU) which actively supports the Copenhagen Treaty	Emission testing was conducted on all 120 of the company's buses. Of the 120 buses in the fleet, 102 were available for testing on both the December and January dates. These buses represent different manufacturers and engine combinations as well as vehicle manufacturer dates from 2001 up to and including the 2012 model year.	2001 - 2012	Diesel	The test equipment was a Wager 6500 Digital Smoke Meter. Testing was done at low speed idle rpm and high range rpm at full throttle	<ul style="list-style-type: none"> <li>• 95% reduction in Diesel Particulate (DP)</li> <li>• 26% reduction in Hydrocarbons (HC)</li> <li>• 10% reduction in CO2 emissions</li> <li>• 53% reduction of CO emissions (static tests)</li> <li>• 20% reduction of NOx emissions</li> </ul>



# MARKET OVERVIEW



— Fuel Additives Market will be worth \$8.6 Billion USD by 2020

- The global fuel additives market is estimated to register a CAGR of 6.9% between 2015 and 2020, to reach USD 8.6 Billion in 2020

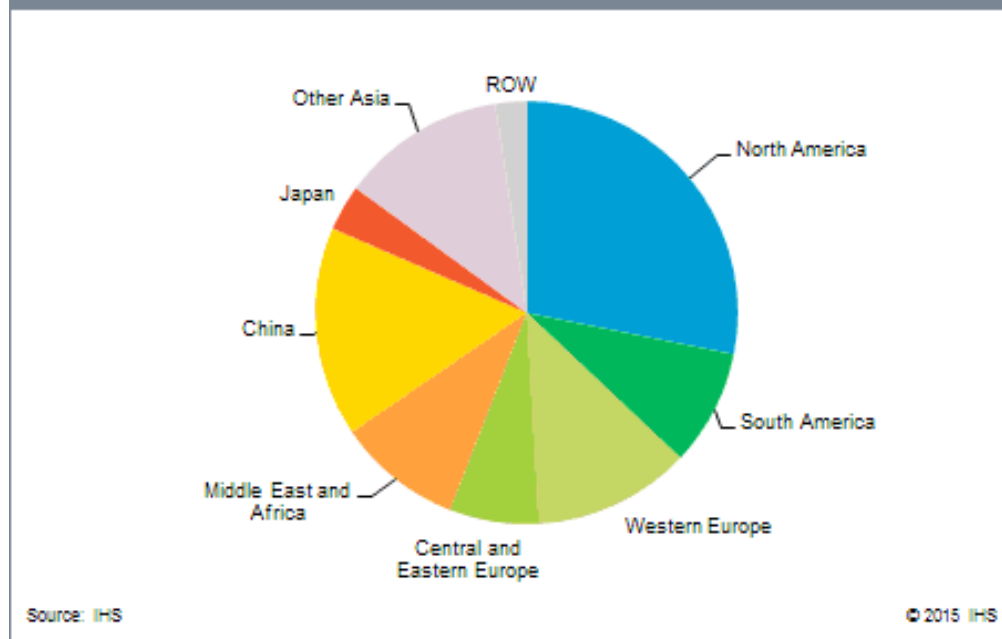
— Asia-Pacific will be the growth engine for the fuel additives market

- Automobile sales in the Asia-Pacific region are continuously increasing, resulting in the demand for more efficient and high performance vehicles. This can and will be achieved in part with the use of fuel additives

— Stringent government regulations will drive the fuel additives market in North America & Europe

- North America and Europe both have stringent fuel emission and environmental regulations in place. These regulations and standards have increased the demand for efficient and cleaner fuel which has increased the use of alternate fuels which includes compressed natural gas (CNG), liquefied petroleum gas (LPG), and bio-fuels.

World Consumption of Lubricating Oil Additives—2015



— ULSD (Ultra Low Sulfur Diesel) will catalyze the demand for fuel additives

- The fuel additives market is witnessing high growth due to the increasing demand for ULSD. ULSD requires the addition of extra fuel additives to enhance fuel performance and to protect engine components. The worldwide increase of vehicles has resulted in the demand for more efficient fuels, which meet new government regulations for emissions. This new regulation is projected to drive the market for fuel additives.

# MARKETING OPPORTUNITY: DIESEL



— Eco-Fuel Saver is poised to pounce on a market opportunity created by Volkswagen’s deceitfulness in emissions testing—Eco-Fuel Saver can HELP solve the problem for Volkswagen as well as the rest of the automobile industry.

## — The Volkswagen Diesel Engine Fiasco\*

Volkswagen has admitted that it rigged 11 million diesel vehicles worldwide, including around 500,000 cars sold in the U.S., with software that allows the vehicles to pass federal and state clear air emissions standards in a laboratory setting, but to emit pollutants at levels that exceed these standards when the vehicles are being driven on the road.

On the strength of claims that its 2.0L TDI Clean Diesel engine is a “fantastic power train” that provides “very good fuel economy” and “puts out 25% less greenhouse gas emissions than what a gasoline engine would,” Volkswagen has captured a commanding share of the U.S. automotive diesel market. But as multiple media outlets have reported, the VW clean diesel cars are not as environmentally-friendly as advertised because outside of the lab, they produce up to 40 times the legal limit of nitrogen oxides (NOx).

Volkswagen was able to cheat on government emissions tests by engineering software in its diesel vehicles known as “defeat devices” that can detect when they are being tested and correspondingly reduce NOx emissions during the test period. When the cars are not being tested, however, the software is not activated and emissions soar. VW has been engaged in this fraud for more than seven years.

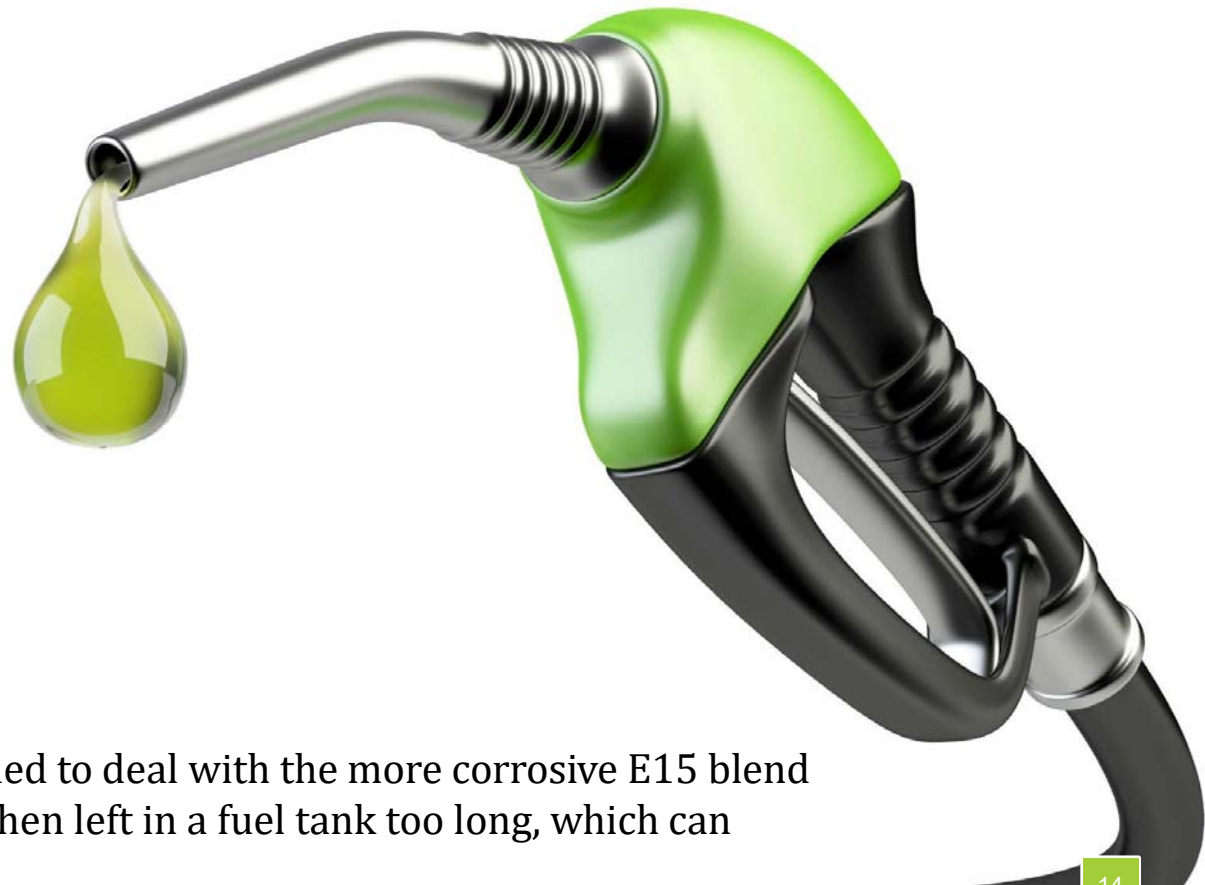




# MARKETING OPPORTUNITY: GASOLINE



- Gasoline blended with 15 percent ethanol creates a huge opportunity for Eco-Fuel's gasoline solutions
  - E15 is shorthand for gasoline blended with 15 percent ethanol. Ethanol is fairly corrosive to rubber and certain metals, so it can cause damage to vital engine components
  - Ethanol also attracts and bonds with water from the air, and that water can separate out inside the tank due to phase separation
  - If your vehicle sits for long periods between use, the moisture settles to the bottom of the tank and can potentially clog in-tank pumps and filters
  - Damage is also possible in fuel lines, injectors seals, gaskets, and valve seats as well as carburetors on older engines
- Generally, small engines are not designed to deal with the more corrosive E15 blend because ethanol forms a brown goo when left in a fuel tank too long, which can clog fuel-system components

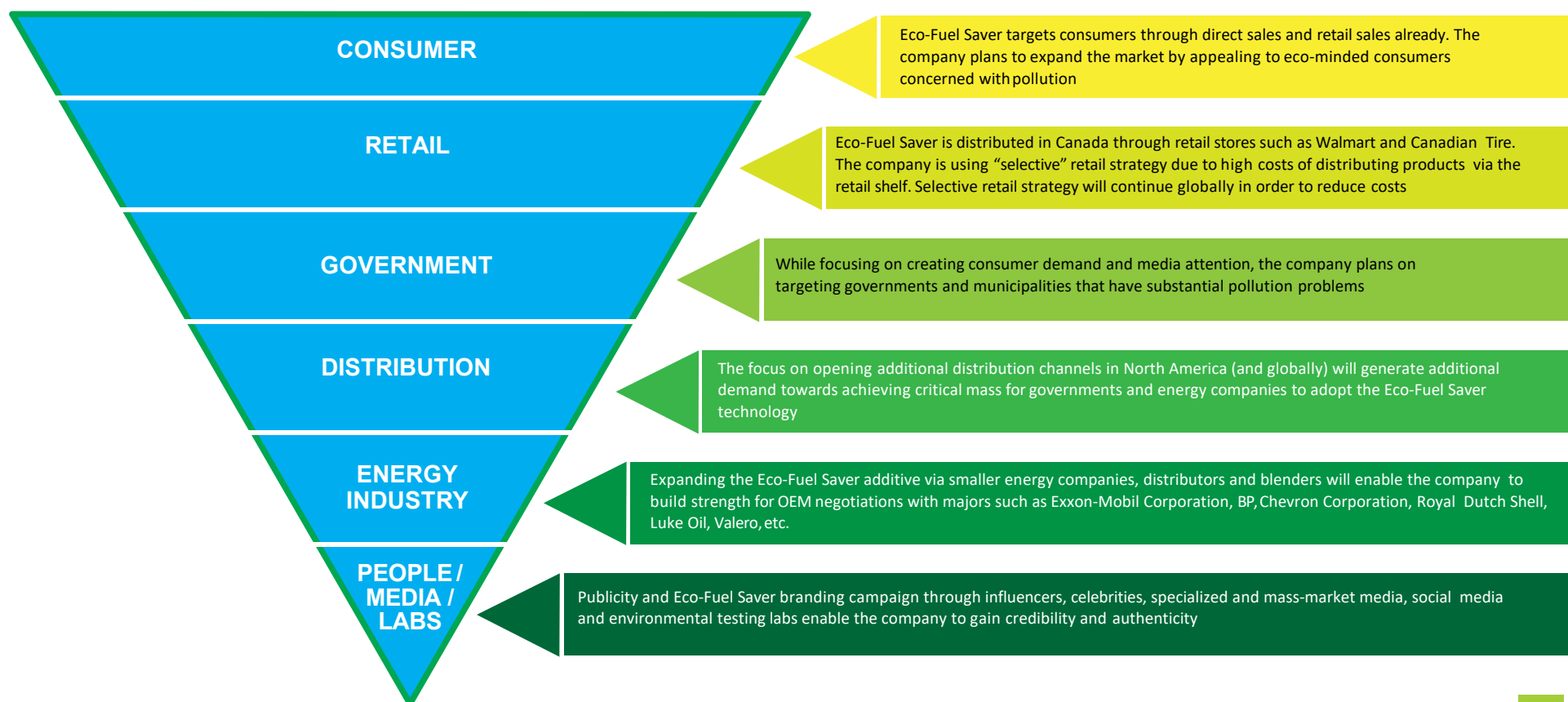


# TARGET MARKET



## — BUILDING MARKET MOMENTUM BY FOCUSING ON HITTING CRITICAL MASS MARKET TARGET POINTS

- In order to achieve critical marketing mass, Eco-Fuel plans to target specific sectors that do not require approved government regulations or extended sales cycles with energy companies—in order to force the demand at the energy company or government level to include the product at the OEM or mandate level





# MARKETING: RETAIL





# MARKETING: SPONSORSHIPS

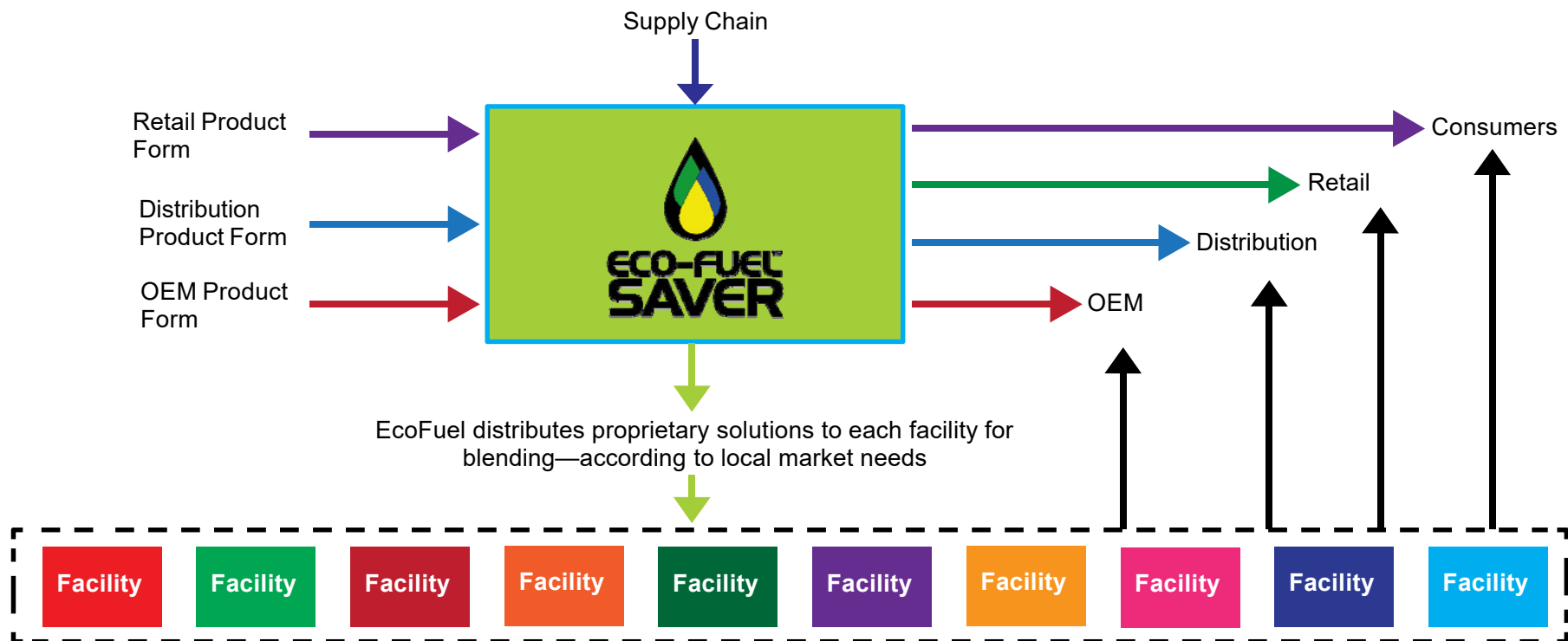


# BUSINESS MODEL



Eco-Fuel Saver utilizes a multi-channel, multi-product strategy to target different customers in the entire value chain. The company incorporates distribution and marketing strategies and tactics to drive forward the ultimate goal of blending its technology at the refinery level in order to accelerate the process of reducing pollution on the global level.

The company is cognizant that each country must be considered independently in achieving the ultimate goal of reducing emissions. In some countries, the business model will be driven from the top-down, government-driven focus and regulations; in other countries, the business model and strategy will be driven by bottom-up customer-driven strategies to generate the market momentum to encourage the local market to adopt regulations that favor the usage of the Eco-Fuel Saver technologies and products.





# COMPANY OVERVIEW



## COMPANY DESCRIPTION

International Eco-Fuel Saver Inc. was incorporated in 2013 in California. For decades, countries around the world have been looking for ways to drastically reduce emissions from the combustion of gasoline, diesel, coal and natural gas. Eco Fuel Saver is the **GLOBAL** answer to dramatically and immediately decrease emissions and greenhouse gases in all internal combustion engines. Emission reductions range from 10-20% in newer engine applications to 80% in some older engine applications; fuel efficiency increased up to 30%, depending on the age of vehicle, model, engine type, etc.

## THE PRODUCTS

The company develops chemical additives for hydrocarbon fuels (gasoline, diesel, kerosene, liquid propane gas, bunker, etc.) that increase fuel combustion performance and efficiency, and lubricant additives within power systems that help combust hydrocarbon fuels more completely. The chemical formulations for these additives are customized for the application, allowing high performance for each specialized application. The company's primary products, known as Eco-Fuel Saver, M-69 EFS Combust and Xtreme lube, introduce combustion efficiencies into hydrocarbon fuels that help reduce GHG emissions.

Eco-Fuel Saver's unique ability to restructure hydrocarbon molecular chains dramatically reduces ALL TOXIC PETROLEUM EMISSIONS. This includes the major pollutants of nitrogen oxides (NOX), diesel particulate matter (PM), hydrocarbons (HC), carbon monoxide (CO) and carbon dioxide (CO2).



# MANAGEMENT TEAM



**Rique Ford, Founder, and CEO**

Rique Ford is the founder and CEO of **International Eco Fuels, Inc.** (“IEF”), a company “fueled” by his passion for Environmental Stewardship. From his childhood, Mr. Ford had a desire to “save the planet” from those who were “blind” to the harm that toxic products and harmful actions were causing the planet. Mr. Ford has always lived his life with purpose. Even though he had the luxury of retiring prior to the age of forty due to his business and financial success, he was always motivated to make a difference.

His **Vision** became focused on both the health of humanity worldwide and the well-being of our planet and a few years after retiring he chose to start **International Eco Fuels, Inc.** His **Mission** was to save millions of lives by significantly reducing global air pollution and hazardous toxic chemicals from the atmosphere, waterways and habitats while restoring earth’s ecological balance and environment before permanent and irreplaceable damage occurs.

Mr. Ford has grown and built **IEF** into a global leader in chemical nanotechnology engineering, producing proven ecological solutions with the greatest level of effectiveness, while maintaining the highest standards in international eco-friendly environmental safety and certifications..



**Steve Stander, Chief Marketing Officer**

Mr. Stander’s career in the automotive industry spans four decades. He owned and operated two high-profile race shops in the 1980s, along with a wholesale distribution company which was key in opening new markets in the automobile performance industry. Steve was the U.S. distributor of the largest and most respected manufacturing company from Japan, called Trust, and the U.S. division was Greddy. This division went on to become one of the premiere suppliers of performance parts and technology for both street and race cars throughout the United States.

Steve played a significant role in the development of the New Jersey Motorsports Park. He was in charge of business development and attracted a number of sponsors. He also developed the drivers club market that has since taken off nationally. Steve became involved in professional motorsports when he joined a highly successful race team (The Racers Group “TRG”) as business development manager, a role that also included attracting sponsorships.

Steve knows performance. He became a believer in International Eco Fuels when he was challenged to do a test using his personal car. He was sold and the rest is history.... now he is famous on You Tube!

# MANAGEMENT TEAM (cont'd)



**Roy R. Macaluso, Esq., Chief Legal Officer**

Mr. Macaluso is sole partner in the firm Fusco & Macaluso, LLC with five offices throughout the New York and New Jersey region representing many high-profile clients including Mike Tyson, Chuck Wepner, Al Cole and several players from the New York Jets. Additionally, Roy handles legal matters for the auto manufacturer, Lamborghini.

Roy, an avid car enthusiast, organizes exotic car rallies throughout the country. It was this passion for cars that led him to International Eco Fuels. His expert legal mind, experience in international contractual agreements, and wisdom provides a strong foundation for the IEF “team.” Mr. Macaluso is active in his community where he participates in and chairs fundraisers for The Trinity Academy, Mt. St. Dominic Academy, Notre Dame Parish and the American Cancer Society and the West Brook Stables charity for Children with Special Needs. In 2011 The Italian Tribune named him New Jersey’s Italian American Man of the Year.



**Richard Craig, Director of Research, Development, and Certification**

Mr. Craig, Director of Global Research and Development, has been the “catalyst” that has transformed International Eco Fuels’ Vision and Mission into a global leader in engineering environmentally friendly additives, lubricants and cleaners. Known for his encyclopedia of knowledge, Richard developed both the proof of concept program and the uniform testing protocols and control guidelines for all of IEF’s eco-friendly sustainable solutions products and its custom engineered products.

Mr. Craig is an expert in quality control procedures, measures and management, and as such manages all of IEF’s R&D Laboratories and testing programs for efficacy, reliability and safety. In addition, Richard manages all the product certification testing and processing through the U.S. and Canadian EPA, as well as all other international laboratories and organizations that regulate, validate and certify chemical products.



# MANAGEMENT TEAM (cont'd)



**Damir Perge, Chief Financial Officer**

Mr. Perge is an experienced and successful entrepreneur, venture capitalist, author, and complexity scientist. He ran a Venture Capital Fund in Silicon Valley, focusing on seed and early stage investment rounds of startup companies, with over 25 startup company successes. Damir founded and publishes Futuredex Magazine, a publication that accompanies Worth Magazine, exclusively targeting private investors and entrepreneurs.

Mr. Perge is also the founder of Entrepreneurdex, a startup studio using complexity science to fund, launch, accelerate and scale startups and growing businesses. He is also Co-Founder & CEO of Teslaticity. Throughout his career, Damir has raised over \$300 million in capital for various companies and has invested personally more than \$50 million as a venture capitalist in startups and emerging companies. Damir is proud to advise, guide and direct IEF in all its financial matters regarding global ventures, sales, distribution flow, insurance, bonding, and credit instruments.

# INTELLECTUAL PROPERTY



## — U.S. Patent

2012/0180384A1

FUEL ADDITIVE TO INCREASE FUEL EFFICIENCY AND REDUCE EMISSIONS

Inventor: Don Ricardo Oniel Ford  
Assign: International Eco Fuel Saver

## — U.S. Patent Pending

PCT/US12/21930

FUEL ADDITIVE TO INCREASE FUEL EFFICIENCY, INCREASE LUBRICITY, REDUCE EMISSIONS

Inventor: Don Ricardo Oniel Ford  
Assign: International Eco Fuel Saver

## —Trademarks

Eco-Fuel Saver, Super Eco Fuel Saver, Super Eco Fuel Saver HD, PowerFuelM69

Owner: Don Ricardo Oniel Ford  
Assign: International Eco Fuel Saver





# ECO-FUEL SAVER™



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