

# **dynaCERT expands into the FreightTech industry with new software offering**

**Decision to enter the FreightTech industry seen as an “evolution of services that fit very naturally with dynaCERT”**

dynaCERT Inc. (TSX: DYA | OTCQX: DYFSF | FRA: DMJ) is best known for their Carbon Emission Reduction Technology (CERT) for use with diesel engines. Their flagship product is HydraGEN™, an electrolysis unit that produces H<sub>2</sub> and O<sub>2</sub> gases to optimize the diesel fuel burn, resulting in a 6-19% increase in fuel economy and a 50%+ reduction in emissions.

With most fleet and logistics companies now using software to monitor their fleet’s activities and performance, dynaCERT has added a new service option called HydraLytics™ to its proprietary suite of FreightTech software applications. The company sees this as a supplementary evolution of services that fit very naturally with *dynaCERT*’s fuel-saving and emission-saving know-how. HydraLytics™ not only monitors the standard variables but offers much more, especially in relation to fuel economy, driver performance, and greenhouse gas emissions monitoring. The new FreightTech solution reports the data in a simple and understandable mobile application, and provides recommendations for important fleet optimization such as fleet management, route planning, driver safety, and load management.

**HydraLytics™ Telematics system is a win-win for both fleet operators and dynaCERT**

dynaCERT’s HydraLytics™ measures fuel savings in real time. While it is designed to work with dynaCERT’s HydraGEN™, it will be available to all potential customers and not restricted to just HydraGEN™ users. In an announcement this

week dynaCERT explains how, in combination with dynaCERT's software developer Corsario Ltd. and its marketing arm GP LogiX Inc., it plans to greatly expand the scope of applications to respond to the growing industry needs of logistics companies, and the broader trucking management software ecosystem.

The new addition of HydraLytics™ is a big plus for fleet operators. It means they can better monitor more variables, especially those in relation to fuel efficiency and emissions. It is also a big win for dynaCERT, as HydraLytics™ users can see for themselves the value proposition of dynaCERT's products such as HydraGEN™. It also means a subscription service revenue stream for dynaCERT.

**HydraLytics™**

## For End-User Verification

- With dynaCERT's HydraLytics™ Telematics system, end-users can view in "real time":
  - Visualize on their computers & phones:
    - Day-to day fuel savings
    - Reductions in Greenhouse Gas Emissions
  - Compare:
    - Fleet performance
    - Driver performance
- Not only is this convincing for all end-users, such as truck fleets, but it can be audited and does not rely on prior independent third-party validation
- HydraLytics™ proves to users the value proposition of DYA products



### Source

Usually the biggest expense for fleet operators is fuel and labor. dynaCERT's HydraLytics™ allows operators to better monitor both fleet fuel efficiency and driver performance. Monitoring can be done live with real time data on either a PC or smartphone.

"The delivery of our solution is through a managed service,

where, not only is the raw data available to the user, but the software monitors industry-based Key Performance Indicators comparing real time data streams to industry averages and reporting areas of deficiency”, says dynaCERT. “Our FreightTech solution reports the data in an easy to use and easy to understand mobile application as well as providing recommendations on numerous matters such as fleet management, route planning, driver safety, and load management.”

Marketing of HydraLytica™ by GP LogiX Inc. is already gaining traction with a number of companies already utilizing the software platform. These include Day & Ross, Ottaway Motor Carriers, Drisco Carriers (based in the USA) and Stevens Brothers Trucking (based in the USA).

### **Several new deals for HydraGEN™**

In the past two months dynaCERT has continued to successfully commercialize their HydraGEN™ technology. This includes:

- September 8, 2020 – A deal to equip diesel powered vehicles of the City of Woodstock (Ontario) with Carbon Emission Reduction Technology.
- August 31, 2020 – A JV with Alltrucks GmbH & Co. KG. Alltrucks intends to introduce and promote marketing, installation and servicing of dynaCERT’s HydraGEN™ product line to the established network of Alltrucks. Alltrucks offers a Pan-European workshop concept for maintaining and repairing commercial vehicles of all types and brands. Alltrucks has one of the largest workshop networks in Europe with 700 workshops in 12 countries.
- August 20, 2020 – dynaCERT receives purchase order to complement COVID-19 safety package for trucking industry.

dynaCERT also continues to commercialize their products with 25+ dealers globally, and is currently improving and expanding

their manufacturing facility to triple capacity.

## **dynaCERT's global business model**



# Global Business Model

\$60,000,000 of R&D and other expenditures over 16 years	Major Cap-Ex already expended
DYA sells assembled product	Product assembled by DYA in Toronto eventually Mexico, Germany, India
DYA's cost of production	50% of wholesale price
DYA profit margin	100%
Fast ROI price per unit (wholesale)	USD \$5,000
Low DYA overhead	
Global dealer network	Ensures local sales & service

### Source

With about one billion diesel engines on the road, dynaCERT continues to evolve and grow new products that are both effective and in demand for the diesel trucking industry as it moves forward into a greener and more energy efficient future.

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**Carbon emission reduction technology dynaCERT stock surges ~85% in July on more**

# good news

dynaCERT Inc. (TSXV: DYA | OTCQB: DYFSF) has been on a tear the past month, up ~85% in the month of July. dynaCERT manufactures, distributes, and installs Carbon Emission Reduction Technology for use in internal combustion engines. Their flagship product HydraGEN™, uses simple electrolysis to produce hydrogen and oxygen on demand and supplies these through the air intake to optimize the burn resulting in an average of 10-15% increase in fuel economy, but more importantly, emissions can be reduced by over 50%.

## **dynaCERT launches HydraLytica**

In a recent news, dynaCERT launched its new vehicle Telematics device software called HydraLytica™. The software will enable easy access to fuel savings and carbon emission reduction reports from diesel-powered vehicles and machinery equipped with the Company's HydraGEN™ Technology. The software will read data directly from a truck's onboard diagnostic port (OBD) and relay information to dynaCERT's cloud server remotely through the Company's patented Smart ECU which is integrated into the HydraGEN™ Technology units. HydraLytica™ will determine fuel consumption, distance traveled, and will calculate fuel savings and reductions of polluting emissions in kilograms of CO2 equivalent. Users of the HydraGEN™ Technology will now have documented proof and will remove doubts to the market as the software does not rely on human interpretation that may possibly be biased.

## **An award-winning technology**

Through their innovative technology dynaCERT has recently received the 2019 prize for energy solutions in the business to business category at the German Innovation Awards competition and have also received the Gold Certificate Award from the European Society for Quality Research also in

Germany.

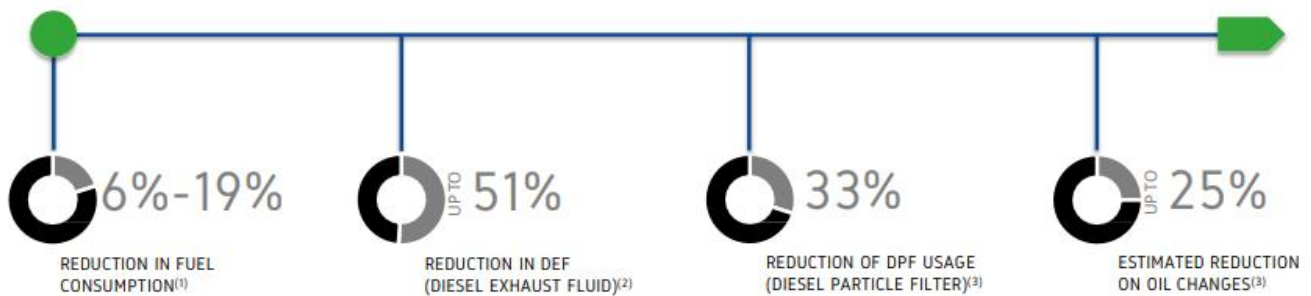
Jim Payne, CEO and President of dynaCERT Inc. comments on HydraGEN™– “There are no real competitors close to where we are with our technology. What we actually do is we produce pure hydrogen and pure oxygen on-demand through a very unique electrolysis system. More importantly, our system is so fully computerized, it is like a smartphone, it is learning all the time.”

## ECONOMIC BENEFITS



### Lower Consumption and Maintenance

The following results have been acquired from accredited third party verification performed by PIT Group in Montreal, Quebec and performance testing at Continental EMITEC, Germany.



## KarbonKleen Inc. agreement offers dynaCERT's dealers a financing alternative

dynaCERT has also recently entered into a compelling financing alternative for dealers of its HydraGEN™ Technology. Now clients will be able to subscribe to the Company's HG145 line of products on a monthly payment basis. Canadian based KarbonKleen Inc. has indicated it will offer dynaCERT's Dealers a financing alternative, under specified terms and conditions, under KarbonKleen's new guaranteed pay-per-month program. The guarantee is offered under a 2 year minimum deal if their registered trucks drive at least 5000 miles (8,047 km) per month, which will be measured by dynaCERT's new telemetry system, HydraLytics™.

KarbonKleen is so confident in the technology that it has indicated it will refund the subscription cost if fuel savings are not more than the actual subscription cost. By doing this they are offering users risk-free guaranteed results. Most often the hindrance in technology advancement in the trucking industry is the capital costs involved. KarbonKleen have overcome this obstacle very elegantly by eliminating most of the risk for the end user with a money-back guarantee and offering a faster return of investment.

Jim Payne, CEO stated: "The opportunity of users of dynaCERT's HydraGEN™ Technology to avail themselves of monthly payments, which can be offset by fuel savings, is a huge benefit to our clients and Dealers."

### **A truck promoting dynaCERT's HydraGEN™ Technology**



The potential for dynaCERT and its HydraGEN™ technology is very significant as they have recently signed a deal with a Mexican trucking company for an initial one hundred HydraGEN™ units. The test units are expected to be the precedent for a potentially larger market in Mexico of up to 1 million HydraGEN units.

Speaking of deals progressing, dynaCERT and their dealer H2 Tek are 'advancing favourably' several important mining initiatives. With purchase orders accepted by dynaCERT, H2 Tek is already deploying dynaCERT's HydraGEN™ Technology with installations at two large mining companies operating in South America. Stay tuned for further announcements.

With up to 1 million potential sales in Mexico and a global demand to reduce greenhouse gases, dynaCERT's fuel-saving and emissions reduction technology could be the thing the transport industry is looking for. No wonder their market value is rising so fast.