Everything is about to change.

UrtheCast is launching the world’s first ever high definition, streaming video platform of planet Earth.

Presentation August 2013
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With respect to forward-looking statements listed above and contained in this Presentation, UrtheCast has made assumptions regarding, among other things: the continuing evaluation of UrtheCast’s strategic plan; operating margins, revenues and expenses; government priorities and funding levels; liquidity and resources to fund ongoing operations; the availability of skilled personnel; the legislative and regulatory environment; and the ability to obtain additional financing on satisfactory terms. In addition, with respect to the proforma financial information included in this Presentation, UrtheCast has made assumptions regarding, among other things: the conversion of a percentage of letters of intent into revenue generating contracts; advertising revenue based on unique website visitors and related page views; exclusive video content and application sales revenues and related costs and taxes of sales; and general and administration costs. UrtheCast’s actual results could differ materially from those anticipated in these forward-looking statements as a result of the risk factors set forth below and elsewhere in this Presentation and in the joint management information circular of UrtheCast and Longford Energy Inc. (“Longford”) (the “Circular”), which is expected to available under Longford’s SEDAR profile at www.sedar.com on or about May 2013. These risk factors, include, among others: changes in government priorities, funding levels, contracts and regulations; failure of systems to meet performance requirements; satellite failure; dependency on electronic systems including data corruption; failure to maintain technological advances and market positions; inadequate protection of UrtheCast’s intellectual property rights; exposure to foreign currency fluctuations; changes in economic and political conditions; inability of suppliers or subcontractors to effect technology transfer; failure to maintain business alliances; uncertainty in financing arrangements; insufficient insurance against material claims or losses; our status and stage of development; and general industry conditions. You are urged to review the Circular for a further description of these and other risk factors relating to UrtheCast and its business and for a further description of the business of UrtheCast. Please note that in the information related to Longford and the company resulting from the completion of the reverse take-over of Longford, which is included in the Circular is not incorporated by reference into the Presentation. UrtheCast’s plans and results could differ materially from those anticipated in these forward-looking statements as a result of these risk factors set forth above and in the Circular. This Presentation also contains information and/or statements derived from third party sources. UrtheCast nor any of its respective directors, officers or agents has verified the accuracy or completion of the information or statements contained herein which are made or derived from third party sources. Such third party sources may have failed to identify events or facts which may have occurred or which may affect the significance or accuracy of any such information or statements. UrtheCast has no means of verifying the accuracy or completeness of such information or statements made by or derived from third party sources or whether there has been any failure by such sources to identify events that may have occurred or may affect the significance or accuracy of any information or statements.
Introductions

Scott Larson – Chief Executive Officer
- Entrepreneurial and investment banking experience
- Advised approximately 75+ companies on their corporate finance strategies and capital raising process
- Founded/managed an online financial portal

Wade Larson – President & Chief Operating Officer
- Approximately 17+ years of space sector experience at the Canadian Space Agency and at MDA

Issa Nakhleh – Chief Financial Officer
- Finance and administration professional experience
- Approximately 15+ years experience as a CFO of technology and medical device companies

Jeff Rath – Corporate Finance
- Finance and capital market experience
- Approximately 17+ years in technology equity research (Remote Sensing and Digital Media) and technology corporate/commercial banking
Company Summary

• Disruptive business opportunity to create new category of Earth Observation imagery and applications

• Exclusive right to install and operate 2 cameras on the Russian module of the International Space Station (ISS)

• Expected to launch and install cameras in Q4 2013 and “go-live” in Q1 2014

• Based in Vancouver, Canada
Investment Highlights

- Exclusive strategic partnerships for Earth observation platform on the ISS
- Only space-based video drives premium quality imagery offering
- Disruptive cost structure enables low-cost imagery and compelling economics
- Established Earth Observation market with revenue visibility
- Emerging media / web market opportunities
Established Camera Technology

- 2 cameras will be installed on the ISS
  - Medium resolution camera (MRC) 5 meter resolution
  - High Definition (HD) video camera (HRC) 1 meter resolution

- Rutherford Appleton Labs (RAL), in UK and MacDonald Dettwiler & Associates (MDA) are developing and building the cameras

- Both cameras once installed are serviceable unlike satellite suppliers resulting in longer asset life

International Space Station (ISS)

- Completely unique space platform with ~$100Bn invested to-date

- Five country participation: Russia, USA, Japan, EU, & Canada

- Unique orbital path and lower altitude than observation satellites (typically 500 km – 700 km)

Cameras to be Mounted Here
Revolutionary Space Based Earth Observation Video System

Point & Shoot – When a world event unfolds, or a data partner makes a preferential tasking request, UrtheCast’s HD video camera is designed to be capable of capturing up to a 90 second full motion HD video with an approximate 1.1 meter resolution from space.

UrtheCast medium resolution camera provides a 5 meter resolution video image from directly above the target.
Overview

• An exclusive ten-year partnership approved by the Russian Federal Space Agency to deploy and operate 2 cameras on the ISS

Contribution

• UrtheCast provides video cameras

• RSC Energia is providing the launch, installation, power, downlink, and maintenance for no cost to the company

Data Rights

• UrtheCast retains all commercial rights to the data including Russian data

• Energia has non commercial rights to the Russian data
Combination of Established and New Market Opportunities

Traditional Market
Earth Observation Data

- Typical Customers
  - Military / Governments / Intelligence
  - Commercial
  - Emerging web

New Potential Markets

- Media Video Sales
  - Unique and timely coverage of global events
  - Sample potential customers: Discovery, CNN, BBC, Fox, Al Jazeera, etc.

- Web/OTT Video. Opportunity to bring ‘near realtime’ video and images directly to consumers
- Constantly updating imagery
Earth Observation is an Established Growing Market

$2 Billion Market Opportunity Annually

- Global commercial satellite based data market estimated at $2.0 billion in 2012

- Worldwide market for civil and commercial remote sensing satellite data growing at 12% CAGR

- Very high barriers to entry due to high upfront investment and significant technological requirements
Disruptive Cost Structure

Typical Earth Observation Satellite

High Res satellite cost approximately $100-$500 million and take 3.5–4 years to build.

High capital costs combined with short asset life limit Total Addressable Market (TAM).

UrtheCast’s business model requires significantly less capital and lower operating costs, allowing for greater price flexibility and expansion of TAM.

Cost and time advantage.
UrtheCast vs. Satellite Earth Observation

The following is a comparative chart outlining the advantages that UrtheCast believes its proposed business model is expected to have over traditional satellite business models:

<table>
<thead>
<tr>
<th>Satellite Based Model</th>
<th>UrtheCast Model</th>
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<tbody>
<tr>
<td>High Capex</td>
<td>Lower Upfront Capex</td>
</tr>
<tr>
<td></td>
<td>(Shorter Build Time, leverage existing ISS)</td>
</tr>
<tr>
<td>Short Asset Life</td>
<td>Longer Asset Life</td>
</tr>
<tr>
<td>(5-8 years)</td>
<td>(Serviceable)</td>
</tr>
<tr>
<td>Power Constraints</td>
<td>Unconstrained Power</td>
</tr>
<tr>
<td>(Limit Image Types)</td>
<td>(High collection capabilities, Enable Video, Night Imagery, etc.)</td>
</tr>
<tr>
<td><strong>All</strong> Sun-Synchronous Orbit (all the same)</td>
<td>Complementary Orbit with Higher Revisit Rates</td>
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<tr>
<td></td>
<td>(Over most heavily populated latitudes)</td>
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Commercial Markets growing between approximately 50-100% per year:

**News & Media:** enhanced reporting of natural disasters & global conflicts

**Mining / Oil:** pipeline monitoring, site selection, etc.

**Insurance:** damage assessment, fraud detection, etc.

**Agriculture & Commodities:** timely crop intelligence

**Telecom & Utilities:** infrastructure management

**Environment:** forestry monitoring and environmental assessment

**Real Estate & Construction:** project management & planning
UrtheCast video earth observation is expected to deliver:

1. **A dynamic up-to-date world map** to be refreshed every few hours.

2. **Videos streamed near-live from the ISS**; users to be able to search videos by location, category, subject, etc.

3. **A real-time social layer** to be integrated with social media platforms like Facebook and Twitter.

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1. Our web platform remains in Beta
UrtheCast Management

Scott Larson
Director and CEO
- Entrepreneurial and investment banking experience
- Advised approximately 75+ companies on their corporate finance strategies and capital raising process
- Founded/managed an online financial portal

George Tyc, PhD
Co-Founder and Chief Technology Officer
- Approximately 25 years of space industry experience
- Prior roles: Earth Observation Satellite Technical Director at MDA, Chief Engineer for RapidEye

Issa Nakhleh
Chief Financial Officer
- Approximately 15+ years experience as a CFO of technology and medical device companies

Jeff Rath
Corporate Finance
- Approximately 17+ years in technology equity research and technology corporate/commercial banking

Wade Larson
Director, President & COO
- Approximately 17+ years of space sector experience at the Canadian Space Agency and at MDA

Serguei Bedziouk, PhD
Vice President, Russian Operations
- Approximately 18+ years experience in contract negotiations with the Russian Space Centre
- Approximately 12 years experience with the Canadian Space Agency
- Approximately 11 years experience with Energia in Russia

Alfred Law
Vice President, International Business
- Approximately 25 years of experience in earth observation at MDA

Dan Lopez
Director of Web Technology
- Entrepreneur and architect who has advised a wide variety of web business applications
- Prior role: director of Technology at JUXT, Web Architect at the Linux Foundation
Board of Directors

Ian W. Delaney, Chairman
- 30+ years of public market experience
- Currently Chairman, former CEO of Sherritt International
- Former management positions with Viridian Inc, The Horsham Corporation, Merrill Lynch Canada

Scott Larson, Director & CEO
- Entrepreneurial and investment banking experience
- Advised approximately 75+ companies on their corporate finance strategies and capital raising process
- Founded/managed an online financial portal

William (Mac) Evans, Director
- Approximately 35+ years of science-based experience at the Federal Government
- Approximately 10 years as President of the Canadian Space Agency

Tye W. Burt, Director
- 16-year career in corporate finance and M&A with significant investment/operating experience in Russia
- Current role: director of ArcelorMittal
- Prior roles: CEO of Kinross Gold, director of Barrick Gold, the Ontario Financing Authority and MDA

Wade Larson, Director, President & COO
- Approximately 17+ years of space sector experience at the Canadian Space Agency and at MDA

Scott Larson, Director & CEO
- Entrepreneurial and investment banking experience
- Advised approximately 75+ companies on their corporate finance strategies and capital raising process
- Founded/managed an online financial portal

Peter Roberts, Director
- Extensive experience in directorship and audit committee roles
- Currently serves as a director and chair of the audit committee of Cardiome Pharma Corp. and Avanti Mining Inc., and as a director of the Canadian Public Accountability Board

Dale Johnson, Director
- Approximately 40+ years of experience in corporate leadership
- Prior roles: Founder member/Principal of Tri Ocean Engineering, Founder/CEO of Alpeco, and President Asia of Neovia Financial Plc

William (Mac) Evans, Director
- Approximately 35+ years of science-based experience at the Federal Government
- Approximately 10 years as President of the Canadian Space Agency
Investment Highlights

• Exclusive strategic partnerships for Earth observation platform on the ISS

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