

# Seeker Technologies, Inc.

## Strategic Overview

*“Compassionate Capitalism on a Global Scale”*



A strategic overview of a commercial organisation the objective of which is to provide an extremely cost effective and safe solution to mapping minefields, saving lives and limbs and allowing the rapid and economic restoration of valuable land for farming, infrastructure and commercial development.

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## Executive Summary

Seeker Technologies, Inc. (Seeker), is uniquely placed to exploit substantial business opportunities in post-conflict and emerging markets across the globe. The group will have a range of Strategic Business Units (SBUs), each able to act as a vanguard in penetrating new markets. Taking the primary role in market penetration will be Mineseeker, which will deploy unique, ground-breaking technology aimed at significantly reducing the cost and increasing the productivity of landmine clearance.

Following closely behind will be SBUs that will target opportunities that can only be identified due to the level of strategic engagement that Mineseeker can achieve. This level of engagement is possible due to the unique nature of the group concept, the ethos of "Compassionate Capitalism", the brand that is developing behind Seeker, and the high-level interest in and endorsement of the group.

Once areas have been freed from the threat of mines, land that was previously worthless can be put to economic use. This could be through agriculture, tourism, oil and gas or other developments. Seeker will participate in the economic benefit of this development, either via the increase in land value or by introducing other SBUs to satisfy business demand.

Substantial returns are possible from this opportunity, with forecast earnings in excess of \$75m by the end of 2015 from the current SBUs only. In addition, the concept of the group is scalable, so a significant uplift on this figure is possible and further SBUs are already in the pipeline such as Airseeker, Threatseeker and Aquaseeker.

## Corporate Ethos

Seeker Technologies, Inc (Seeker) represents a unique business opportunity that has arisen in the right place and at the right time.

The ethos driving Seeker is the creation of business opportunities in post-conflict and developing economies and to, unashamedly, generate profit that will create stunning returns for stakeholders. Equally importantly, the business will create local wealth and jobs in the community, thereby eradicating the need for aid in those areas. To achieve these goals the business must be focused and profit driven with a clear and unshakable ethos of "Compassionate Capitalism".

The need for this business model has attracted wide support from high profile personalities, the international media and several leading political groups and governments. As well as a recent BBC documentary, Discovery and CNN are also interested in profiling the business. While the world economic position is testing many governments, there is a move and a necessity to preserve funding, ease the burden of taxation and generate profit in developed economies in order to compensate for increased levels of welfare and public spending as populations grow larger and older.

At the same time international aid budgets are being questioned and often reduced. Even though the conscience of the capitalist to promote corporate social responsibility remains in place, it is not affordable. Famines, droughts, natural and man-made disasters grow in an order of magnitude as populations explode and it is now recognised that the international aid model does not work. It is destructive and, furthermore, cannot be financed in the current economic climate.

Mineseecker Operations will identify minefields and release liberated land back for cultivation and other productive purposes. The company will do this by the deployment of MIR™, the ground-breaking, unique technology that Mineseecker has developed, which can improve the productivity of current mine clearance methods by a factor of 500, whilst also significantly reducing the current cost. This will provide a viable, less expensive and faster answer to a massive man-made disaster, for which there is ample funding available. Mineseecker will also provide a service to commercial entities, hampered by the existence of minefields, in the exploitation of several market sectors including oil and gas, agriculture and tourism.

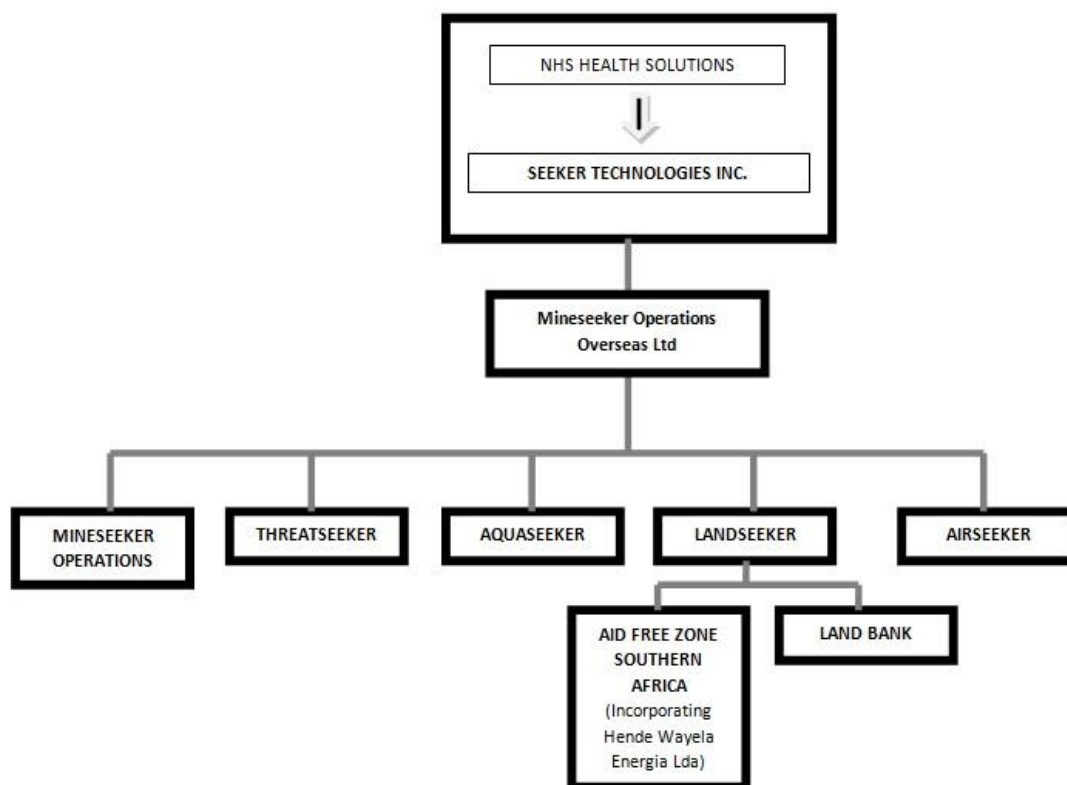
With the interest that the Mineseecker project has generated and the high-profile patrons who have offered their backing, other commercial avenues have since presented themselves. It is in light of these opportunities that the group structure of Seeker Technologies, Inc. (Seeker) was created; to exploit opportunities in post-conflict environments to not only bring benefit in clearing the mine and UXO threat, but also to participate in the economic development of the areas that are cleared. This participation will take the form of land value increase, agricultural rights, development rights and oil and gas or hydrocarbon concessions. Seeker is a commercially-driven company, focussed on maximising profit and shareholder return. All stakeholders will benefit from the success of group projects.

The group seeks to commercialise the unique technical and operational advantages that exist through other strategic business units that have been created. These will exploit opportunities in the same post-conflict and emerging markets, but apply the technology or operational expertise in areas such as aerial survey, threat detection, safe water and sanitation, agricultural development, oil and gas and hydrocarbon concessions and tourism.

A key element that makes the company unique is the small specialist team of proven experts and business leaders, and details of each can be seen at Appendix 1. The senior management team are experienced in general business management, as well as aviation, landmine detection, finance, marketing and brand building. These attributes are key factors in realising the development and growth of this international business.

## Current Structure

Seeker Technologies, Inc. is trading on the US OTC market, under the ticker symbol NHSH. Within the group structure will be the strategic business units that have been created.



Initially the Board of Directors will focus on the development of Mineseeker Operations and Landseeker Aid Free Zone businesses. However, as they evolve each of the five operating companies within the group (Mineseeker, Threatseeker, Aquaseeker, Landseeker and Airseeker) will operate as stand-alone Strategic Business Units (SBUs), each able to function and operate independently or in collaboration with another SBU. During the early stages, the group management team will perform the key roles and responsibilities, until such time that each SBU is large enough to support the recruitment of its own personnel. The SBU can continue to grow within the illustrated group structure, unless that should confine its growth, at which point a spin-off would be considered.

The related nature of each of the SBUs and their obvious focus in emerging or post-conflict markets, means that any of them can act as the “vanguard” for the group when penetrating new markets. This classic market entry strategy means that an initial opportunity for one of the SBUs could lead on to new business for each of the others. A key strategy of Mineseeker has always been to identify areas with a landmine threat, and release available land back to productive use, leading to subsequent opportunities across other business areas. This is best illustrated by the recent successes in Mozambique, where an initial Mineseeker Foundation opportunity has led to even larger business opportunities for Mineseeker Operations and Landseeker.

This structure, along with the ability to deploy and manage the operations of each of the SBUs, is what makes Seeker unique. The Mineseeker solution, and MIR™ in particular, are unique in the mine action industry, and enable market entry at a strategic level. It is this strategic-level engagement that enables the business to identify other opportunities in these markets, which other SBUs can then maximise. As each business develops in new markets, growing logistics, administrative and other back-office functions can be shared, thereby increasing the profitability of each SBU and the group as a whole.

## **Strategic Business Units**

### **Mineseeker Operations**

Mineseeker Operations (Mineseeker) provides an opportunity to further develop a major brand promoting unique technology that can detect surface and sub-surface objects while mapping an area, providing a visual overlay of the graphic images. The Mineseeker solution is unique and offers huge benefits of cost and time over existing methods. Mineseeker technology is a fusion of multi-spectral images and radar (MIR™) which have been developed and extensively trialled in field conditions.

Over 80% of all land designated as mined is clear. However, the potential presence of landmines is enough to make land unusable and inaccessible to people, and unavailable for economic use. Mineseeker is a company established to develop and launch an aerial surveying and mapping service, to provide minefield large area reduction, allowing for the rapid release of the up to 95% of wrongly designated areas, and then to develop the released land for the benefit of the local population and other stakeholders.

There are an estimated 200,000-800,000km<sup>2</sup> of land in over 70 countries designated as affected by landmines and unexploded extraneous remnants of warfare (collectively known as unexploded ordnance (UXO) and explosive remnants of war (ERW)). The United Nations (UN) estimates there to be more than 100 million landmines buried or on the surface of the planet, and that it will take more than 500 years and \$50 billion to get rid of them all.

Millions of people are affected by the proliferation of UXO with valuable agricultural land unavailable for food production, clean water inaccessible, roads and footpaths rendered impassable. During periods of heavy rainfall plastic landmines, in particular, are liable to float away in the floods and relocate in unknown areas. Lack of available food and water and supplies are just two of the many adverse consequences of landmines that can lead to other disasters, including famine and aid-dependency.

Up to 25,000 people every year are killed or maimed by UXO. It affects the lives of whole families, with women and children frequent victims. Death robs families of breadwinners and carers, whilst the injured become a burden for others, losing their dignity through dependence and an inability to work. This adds to the demands on already overstretched aid programmes.

This humanitarian disaster is recognised by the world community, with international treaties to stop the proliferation and continued use of landmines and cluster munitions, and to clear existing problems, being widely agreed.

In 2001, The Mineseeker Foundation ([www.mineseeker.org](http://www.mineseeker.org)), a not-for-profit organisation, was created to promote technology to speed up and make safer the work of humanitarian demining. Patrons include founder patron Nelson Mandela, Queen Noor of Jordan, Sir Richard Branson, John Paul DeJoria, Lord Richard Attenborough and the actor Brad Pitt. Mineseeker Foundation broke new ground in demonstrating a prototype mine mapping solution in Kosovo, using an airship and a Ground Penetrating Synthetic Aperture Radar system (GPSAR) developed by the British Ministry of Defence.

GPSAR technology has advanced significantly since then, and Mineseeker has developed a unique offering called MIR™ (Multi-spectral Images and Radar), which can be deployed on light aircraft or helicopters at a fraction of the cost and logistical complexity of using airships. It is this new advanced, lightweight, high-speed, rapid deployment technology that Mineseeker recently demonstrated with great success on a field trial in Croatia.



Potential customers include governments, international funding and development agencies, and corporations with a commercial interest in land reclamation. MIR™ is the perfect solution to satisfy

the future requirements of wide area reduction, as it is now clear that demining all suspected areas is not only too time consuming, but also too expensive.

Developed by Mineseeker in conjunction with the UK Ministry of Defence and US defence contractors, the new advanced, lightweight, high-speed, rapid deployment GPSAR technology that Mineseeker will use to create a highly effective, affordable service for locating and mapping UXO, was recently demonstrated successfully in Croatia. In fact, Mineseeker remains the only company to have demonstrated the aerial mapping of minefields to date.

The latest drive within the international mine action community is towards "Wide Area Reduction". This is where a large area of suspected minefield is reduced to an area where the threat is more certain and can therefore be demined more cost effectively. Traditional methods of wide area reduction include intelligence-led (non-technical) surveys, as well as mechanical (technical) surveys. Both these methods have varying degrees of accuracy, safety and completeness, and there is a huge variation in cost. Perhaps the most effective method is a technical survey using the latest mechanical methods. However, this is slow and expensive. Even in the most advantageous environment, 10,000m<sup>2</sup>-15,000m<sup>2</sup> per day is possible, at a cost of \$0.20 per m<sup>2</sup>. This equates to one square kilometre taking up to 100 days and costing in excess of \$200,000. In more typical environments, productivity of 3,000m<sup>2</sup>-5,000m<sup>2</sup> is more likely, with the costs increasing towards \$1 per m<sup>2</sup>.

Once a suspected hazardous area has been reduced to a confirmed mined area, the options available are to cordon and fence the area and leave it alone, or to demine the land using traditional (manual) methods. A skilled deminer working with conventional mine detector and prod can clear around 35m<sup>2</sup> of land each day. At that rate it would take 80 people, working flat out, a year to clear a single square kilometre of land, at a cost of over \$1,000,000.

With just one operational aircraft, Mineseeker's aerial surveying solution will be able to survey and map up to 5km<sup>2</sup>/day - this represents an increase in productivity of over 500 times, compared with the best current method. Land shown to be free of UXO can be released quickly. Clearance operations will take weeks rather than years and even mined land can soon be liberated to agriculture. At this rate, with one aircraft Mineseeker could map 1,250km<sup>2</sup> in a year. Two aircraft could map 2,500km<sup>2</sup> and just 8 aircraft 10,000km<sup>2</sup> in a single year. Depending on the accuracy of the various landmine contamination estimates, the global problem could be eliminated and the thousands of square kilometres of blighted land could be restored in, not 600, but 30 years, with a fleet of just 25 aircraft, at a much lower cost than the UN's current estimates. With an effective mapping service the ability of countries to defer or evade their Mine Ban Treaty obligations could end.

Around \$600 million per annum is earmarked by the United Nations, governmental and non-governmental organisations for funding mine action. These institutions are looking to Mineseeker now to complete the final steps to commercial deployment over the next 6-8 months. Mineseeker is uniquely placed to deliver a cost effective, efficient solution to one of the most economically devastating, man-made problems affecting the world today.

## Landseeker

Millions of people are affected by the proliferation of UXO with valuable agricultural land unavailable for food production, clean water, inaccessible roads and footpaths rendered impassable. During periods of heavy rainfall plastic landmines, in particular, are liable to float away in the floods and relocate in unknown areas. Lack of available food and water and supplies are just two of the many adverse consequences of landmines that can lead to other disasters, including famine and aid-dependency. Using Mineseeker technology increases the land available for the economic benefit of the local population and enables businesses to develop the land for agriculture, tourism, mineral exploration, and construction as applicable.

Landseeker's Aid Free Zones have been established to dramatically change the landscape of the global aid programme by building economically viable communities which do not rely on aid, but rather on support to develop their own businesses by creating a market for products and resources once an area is free from the threat of mines. Aid Free Zone Southern Africa has recently been created, and has acquired the controlling interest in a coconut processing plant in Mozambique.



This presence in Mozambique has enabled negotiations to commence with the government on the rights to a 50,000 hectare block of land in Mozambique, which will ensure the supply of raw materials to the coconut plant. This area cannot currently be safely lived in or developed due to the threat of mines, so the Mineseeker SBU will conduct a survey to assess the actual threat. Once any threat is cleared, Landseeker will secure a 99 year lease on the land, and through Aid Free Zone, will develop the agriculture on the land so that the local population can support themselves, removing them from poverty and reliance on aid.

In addition, this land borders the Indian Ocean coast, and the opportunity to develop tourism is also available to Landseeker, either through a strategic partnership, acquisition or simple disposal of the

99 year lease for this part of the land bank. This business model is now proven and is scalable, and new opportunities have been identified in other countries where we can “lift and drop” the model.

Landseeker is also working with oil and gas companies and national governments to create value by unlocking mineral reserves in Africa and the Middle East, where exploration work is being hampered by unexploded ordnance. This in turn has the capacity to create significant income flow from such initiatives.

Significant value will be added to the group balance sheet by participating in the increase in land value of an area that was previously almost worthless due to mine contamination. Once Mineseeker reduces the threat to a known area, or declares the area free of minefields, the value of that land will increase whether for agricultural or other development, and Landseeker will benefit from that increase in value.