

**THE STATE-OF-THE-ART TECH SAVING LIVES IN THE FIELD**

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# **REVOLUTIONIZING DEFENCE AND SECURITY**

# WITH GAME-CHANGING TECH

**(TSX-V:KWE | OTC:KWEMF)**

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# DEFENCE AND SECURITY PRODUCTS DESIGNED TO SAVE LIVES

The phrase 'game-changing' is often used in the world of technology.

It's understandable.

Working at the forefront of digital innovation, you're bound to come across a whole host of revolutionary breakthroughs.

And when you begin to read more about what **KWESST Micro Systems** ([TSX-V:KWE](#) | [OTC:KWEMF](#)) is doing with its own suite of technology products, you will regularly see this phrase come up.

But in this case, there's good reason for that. In fact, when it comes to the work **KWESST** is doing, it isn't only game-changing...

*It could be life-changing.*

You see, from its unique miniaturization technology, helping soldiers on the ground better defend both themselves and us...

To the low energy cartridge technology it purchased just this month to revolutionize a non-lethal weaponry market worth more than C\$5 billion worldwide...

**KWESST is meeting the real and urgent demands of both the military and the general public.**





Unlike many of its competitors, **KWESST** isn't just developing experimental products in the hope they might one day be adopted...

**It's creating practical products for immediate use.**

And, as you'll discover, there's another extremely exciting aspect to this offering.

As well as having an almost unrivalled advantage when it comes to technology, **KWESST** also boasts well-established commercial relationships with militaries, security players, and enormous corporations called OEMs (Original Equipment Manufacturers).

It's all thanks to the vast experience of its management team and engineers—who combine more than 150 years of technological knowhow—driving the company forward.

And it's why, right now, this under-the-radar Canadian company represents one of the most exciting investment opportunities in the defence and security space. With an estimated pipeline of over \$93 million in sales opportunities—which it has already begun to convert—it won't be long before **KWESST** moves into the sights of mainstream investors.

Especially with the company just this month listing on the OTC exchange, opening it up to a US market hungry to back firms bolstering defence and security forces both in America and its ally nations.

**With so many irons in the fire, KWESST is set up perfectly to grow into the micro technology leader it has long been destined to become.**





# REVOLUTIONIZING THE MARKET FOR NON-LETHAL WEAPONS

Just this month, **KWESST** confirmed its entry into the market for non-lethal weaponry.

Quite frankly, the need for new technology in this space has never been higher.

You've only got to look at the post-US election protests, the recent clashes over Black Lives Matter, and the anti-extradition marches in Hong Kong to see civil tensions are escalating globally.

The fact is, unrest is set to continue.

With growing distrust between the US, Russia, and China remaining, and much of the wider world split on an almost ideological level, many global issues stand unresolved.

On the ground, this is presenting an immediate and urgent challenge to the police and the military.

Often, these forces are not equipped effectively to deal with these domestic threats in a peaceful manner. Many of the weapons that are termed "*non-lethal*" – such as tasers, rubber bullets and traditional air-powered guns – can cause more problems than they were intended to solve.

They can still be extremely dangerous, even lethal, and you only have to look at the headlines from the past 12 months to see that the risk of harm remains far too high.

A different type of weapon system is needed to help the police and military do their job safely and effectively.

The team behind **KWESST** understands this only too well.





It's why the firm has acquired a genuinely non-lethal technology that could transform the way challenging—and often controversial—domestic situations are managed.

**And in doing so, it has created one of the most exciting investment opportunities in the security and defence market today.**

This new technology is called a low-energy cartridge system, or LEC, and it was originally developed by an Ottawa-based tech firm called DEFSEC owned by **KWESST's** executive chairman David Luxton.

Throughout his years in the private sector, Luxton has consistently led the way in non-lethal munitions systems.

He founded Simunition, the dominant non-lethal simulated munitions company globally for military and law enforcement training. He was also former executive chairman and CEO of United Tactical Systems – the world leader in non-lethal systems for public order and personal protection.

And now, using Luxton's latest ground-breaking LEC technology, **KWESST** will be able to offer a breakthrough in versatile and reliable cartridge-based non-lethal defence.

LEC is centred around polymer projectiles that fire from a dedicated non-firearm device. The calibration of energy dynamics between the firing platform, the energy in the cartridge, and the projectile's velocity combine to ensure reliable functioning of the firing platform and as well as truly non-lethal effects.



Aside from the social benefits, LEC stands to be a huge source of income for **KWESST**. As it stands, the markets for non-lethal weapons and firearms are valued at around a combined C\$5.3 billion.

Military and law enforcement training contribute to that figure, as does personal defence. But by far, the two biggest contributors are cartridge-based systems and – perhaps surprisingly – high-action gaming.

**KWESST** is now readying itself to roll out LEC to all areas of the market.

And crucially, when it does, as well as providing a low-energy alternative to currently flawed weapon systems, it'll be doing so at a lower cost too.

It means its new offering not only meets a desperate and present need, but it does so in a much more affordable way.

It's little wonder many people are already very excited about what **KWESST** is doing.

Even with a modest 2% share of the existing (and growing) non-lethal market, the firm could be looking at annual revenues of over \$100 million.

When you consider how transformative that could be to a company of **KWESST's** current size, you begin to realise just how smart an investment in this future tech-giant could be.





# THE STATE-OF-THE-ART TECH SAVING LIVES IN THE FIELD

**KWESST may have just moved into the market for non-lethal technologies, but its core focus remains on an equally pressing issue. That of protecting our soldiers on the ground around the world.**

You see, the face of global conflict is evolving at an alarming rate.

Bad actors and enemy combatants are arming themselves with increasingly sophisticated and powerful technologies. Staying ahead of the competition has never been more important.

This is why global military spending [hit a record high of \\$1.92 trillion](#) in 2019. And with cash pouring into the discovery and development of new ways to counter high-tech threats, huge advances are being made.

But one area remains an enormous challenge for militaries the world over.

*Ground forces.*

The traditional weapons and systems long relied on by soldiers in the field are just not cut out for today's ultra-modern warfare.

However, these individuals are the ones most at risk, taking 90% or more of the casualties in any conflict.

Demand for innovative, cutting-edge technology maximizing both the safety and effectiveness of our first lines of defence is unprecedented.

And at its heart are what are known as *"Future Soldier Systems"*.

NATO and its allies have committed themselves to a future where troops receive shared, real-time situational awareness information from numerous location systems and weapons in the air and on the ground. This allows them to neutralize and evade threats with unparalleled speed and precision.

Bottom line is, Future Soldier Systems could mark the difference between life and death for soldiers. This is why the market is soaring, on track to reach a massive US\$14.4 billion by 2023. Today, the private companies with the experience, core technology, and practical products needed to make networked soldier systems a reality stand to profit most.

And **KWESST** is leading the pack.



# KWESST'S CRITICAL FIRST-MOVER ADVANTAGE

KWESST has stolen a march on its Future Soldiers Systems peers because it has been developing its products behind the scenes for decades.

How?

Well, it's largely down to founder and chief executive, Jeff MacLeod.

After 20 years in the Canadian army, MacLeod moved to the private sector. Here, he worked as General Manager of Colt Canada –the chief supplier of firearms to the nation's military– and developed small arms and soldier system expertise.

Drawing on his work and his own military experience, it quickly became clear to MacLeod that combat was changing. At the core of this, he saw an emerging need for troops on the ground to access more advanced technology.

He tried to tell the Canadian military, even writing them a list of ten technologies worthy of prioritization. Now, some 15 years later, those technologies are being requested by customers throughout the world, and **KWESST** is there to deliver.

In the meantime, MacLeod doubled down on his convictions.

He assembled a team of military technologists with more than 150 years of combined experience and expertise at large defence companies and began to develop state-of-the-art networked technology systems. And in 2017, he upped the ante when he founded **KWESST**, with a team of the most experienced engineers in this field.

This immediately gave the firm a leg-up on the competition – rather than starting fresh they immediately continued the valuable work they had been doing in this field for years.





# BRINGING HOLLYWOOD FANTASY TO THE BATTLEFIELD

At first glance, **KWESST's** core offering for the military market sounds like something out of a computer game or even a blockbuster movie.

But this is reality.

The organization is taking Hollywood fantasy and bringing it to battlefields around the world.

It starts with **KWESST's** Micro Integrated Systems and Software Technology, also known as MISST.

Essentially, MISST is the power under the hood – the company's "*Intel Inside*".

Military equipment such as ships, aircraft, and tanks have long contained highly-sophisticated guidance and situational awareness systems.

These provide a clear picture of surroundings and enemy locations for crews to evade and neutralize threats with maximum precision and speed.

Of course, this same information would be invaluable to soldiers on the ground, too. But the size and complexity of these systems long meant these systems couldn't be connected and provided to soldiers and their weapons systems in real-time.

Thanks to MISST, they now can be.

The technology shrinks, or "*miniaturizes*", these systems down to the size of a thumbnail and connects them to create one intelligent shared networked system.





MISST then powers the second part of **KWESST's** offering: the Tactical Awareness and Situational Control System (TASCS).

TASCS is an app that streams and displays systems information to groups of soldiers on their smart devices to provide a detailed shared picture of their environment. It means they are highly aware of their surroundings and imminent threats – just think of the maps in video games like Call of Duty that allow players to see their fellow team members, weapons, and enemies.

*TASCS takes ground troops out of the dark, giving them the information they need to make instantaneous life-saving decisions.*

Going even further, TASCS can even be integrated with soldiers' ground weapons using **KWESST's** Integrated Fires Module – or "TASCS IFM". This is an adaptor that can be snapped on to any weapon – mortars, grenade launchers or even heavy machine guns – at low cost and without the need for complex modifications.

TASCS IFM streams situational awareness information directly to soldiers' ground weapons systems, improving their accuracy, effectiveness, and response times. Likewise, TASCS can also tell fellow soldiers where these weapons are and where they are pointed.

**Put simply, it turns "dumb weapons" into "smart weapons".**

## TASCS Indirect Fires Module (IFM)







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To reduce all of these systems and weapons into connected thumbnails that soldiers can view and interact with together intuitively from a screen in their hands is a real game-changer. It's a huge tick in the box for customers. Nothing like this has existed before, and it is rewriting the book when it comes to soldier safety and effectiveness.

”

**JEFF MACLEOD**

Chief Executive of KWESST



# A TEAM OF INFLUENTIAL MILITARY TECH PIONEERS

**Technology is key to success in the Future Soldier Systems market, and KWESST very much ticks the box here.**

But equally important are relationships with contractors who provide technology to major end users like the military.

You see, militaries do not have the capacity or time to implement disparate tech solutions from many small providers. Instead, they engage with Original Equipment Manufacturers – or OEMs – who provide them with an all-encompassing platform that meets all of their tech needs.

Integration onto such OEM platforms holds the key to massive revenues for smaller military tech providers.

The good news?

**Once again, KWESST is streets ahead.**

It already boasts extremely strong relationships with OEMs thanks to its management team's long careers spent delivering hundreds of millions of dollars of military and homeland security contracts. Of course, there's MacLeod.

But there's also executive chairman David Luxton, a recognized defence and security entrepreneur. Alongside his achievements in the non-lethal technology sector, Luxton led the build-out of globally-renowned counter-IED technology leader Allen-Vanguard.

Likewise, head of US market development Jeff Dunn is the founder of SageGuild, specializing in business development, rapid prototyping, and proof of concept initiatives for tech manufacturers.



# STEALING A MARCH WITH CRITICAL TECH PARTNERSHIPS

**KWESST's management team and international network of representatives and agents have already made strong progress with military contractors.**

The firm has entered "formal teaming agreement" with ManTech International, which has more than US\$20 billion worth of technical support contracts with the US Department of Defence. This behemoth is now working alongside **KWESST** to flow U.S. military contracts to the Company for TASCs.

**KWESST** also holds a formal teaming agreement with AeroVironment, the leading tactical drone provider to the US military. Together, the partners have developed an enhancement for a U.S. military customer that permits AeroVironment's drones to stream situational awareness and targeting information to soldiers and their ground weapons systems, vastly improving accuracy and effectiveness and transforming traditional platforms like the 81mm mortar into smart networked systems.





These kinds of teaming agreements led to **KWESST** winning an extended C\$1.1 million follow-on order from this military customer in December 2020 to use TASCs IFM in military exercises.

This was a key milestone, but it only marks the start of a much larger opportunity.

The market for military mortars is estimated to be worth some \$400 million, and **KWESST's** early success has already attracted interest and requests for proposals from numerous NATO forces, which are now in progress.

Meanwhile, **KWESST** was also [recently upgraded](#) to "Partner" status by Samsung USA after being sponsored to integrate TASCs into the US military's "ATAK" Battlefield Management Application. **KWESST** will now employ TASCs and TASCs IFM into a Samsung tactical smartphones, used by military and homeland security in the US and internationally.

Given Samsung's leading position in the Future Soldier Systems market, the deal marks a huge vote of confidence.

**A mortar equipped with KWESST's TASCs IFM capabilities**





# CUTTING-EDGE PRODUCTS TO MEET URGENT MILITARY NEEDS

**KWESST's** strong foothold with world-leading OEMs isn't the only area where management experience adds major shareholder value.

Decades of success have also granted McLeod and his team influence over and access to Future Soldier System technologies' end-users.

These military and special forces are the key opinion makers in military technology. Think of departments like the US Marine Corps, US Special Operations Command, and the US Department of Defence.

Their frontline experience means they know exactly where the limitations of current technology lie, which gives them the knowledge and power to

command solutions and set new military tech standards.

**KWESST** collaborates with these bodies to identify such areas of urgent need. And with this, it can then adapt its own technology and expand its own capabilities to create products that resolve them.

The real beauty here is that **KWESST** has another sure-fire way of engaging OEMs.

End-user demand is established from the offset, so **KWESST's** products provide contractors with a simple way of filling capability gaps in their current offering to add significant value.

This is technology built to a purpose rather than technology built and looking for a purpose.





Just take a look at some of the products **KWESST** has designed with no known equivalent in markets potentially worth hundreds of millions of dollars.

## COUNTER DRONE SYSTEM



Small drones being weaponized by enemies and used for surveillance have become a serious problem for ground troops. **KWESST** has developed a micro drone controlled by soldiers that knock these out of the sky.

**KWESST** has used MISST to create a miniaturized sensor that fits into the installed base of weapons and counts the number and type of shots fired. Despite reducing maintenance costs and keeping weapons in top condition, such a viable economic product like this has not existed until now!

## SHOT COUNTER





# ELECTRONIC DECOYS



More and more enemies are tracking troops by identifying the electronic signals given off by their electronic devices. **KWESST's** technology protects friendly forces by giving off spoof signals that draw adversaries out to fake targets.

Another growing threat are ground laser weapons that can destroy optics like the human eye. **KWESST** has developed a system that warns when these lasers are present and provides undetectable protection and can also pinpoint the laser weapon location.

# GROUND LASER DEFENCE



## Personal alert version

Warns of laser presence



## Vehicle mounted version

360° detection and locates laser source



## Dismounted squad version

Warns, and locates laser source





“

At our heart is an IP portfolio of unique technologies with multiple applications. This is critical because it means we have many ways to sell. Many think that defence is just one industry but it's many customers within many markets each worth hundreds of millions of dollars.

”

**DAVID LUXTON**

Executive Chairman of KWESST



# KWESST'S TRANSFORMATIONAL SALES OPPORTUNITY PIPELINE

The face of **KWESST** transformed in 2020. Not only did the firm establish a core stable of formal teaming agreements for TASCs, but these relationships started to bear financial fruit.

Year-on-year, the firm's revenues spiked by 492% while its gross profits grew by 459%.

But where last year was all about staking claim and influence and positioning to meet critical needs in the global defence and security space, 2021 is all about sales conversion.

After all, this year will see **KWESST** continue the roll-out of TASCs, launch a new suite of military products, and enter the personal non-lethal systems space with its LEC technology.

This is seriously exciting for early investors.

**All-in, KWESST is sitting on an estimated sales opportunity pipeline worth more than \$93 million. And this figure is growing with every day.**

“

This year is all about integration, integration, integration. As we become more embedded into the ecosystem of the military around this area of the modern network soldier and in defence around non-lethal technology, we have more and more potential revenue streams – each of which could be vast.

”

**DAVID LUXTON**  
Executive Chairman of KWESST





Other companies of **KWESST's** size may struggle to keep up with demand in the face of such rapid growth.

But **KWESST** is once again a step ahead.

First, the company boasts a strong balance sheet, raising more than \$5 million in 2020.

Second, its management team's many years of collective experience have taught them that the real money is in the technology itself.

**KWESST** is not interested in pumping endless cash into building and operating factories. Instead, it runs an outsourced manufacturing model.

## **The outcome is simple.**

With third parties producing **KWESST's** products on its behalf, CAPEX remains low as orders grow. This leaves revenues and profits free to increase at the quickest and most efficient rate possible.



# OPENING KWESST UP TO AN ARMY OF NEW INVESTORS

The outlook for **KWESST's** balance sheet is extremely positive. But the firm has also just announced a development that could be immediately transformational for its valuation.

It has entered the US market, listing on the OTCQB exchange and trading under the symbol KWEMF.

And in a world of escalating conflict, both foreign and domestic, demand among American investors for stocks providing technological advances that can help in these battles is at an all-time high.

In short, the spotlight is well-and-truly posed to shine on this under-the-radar company.

“

From my own experience, I have seen that the US market eats up stories like this. Now we are US-listed, we believe our shareholder base could increase dramatically, both because of the scale of America's market and the greater appetite for this kind of stock.

”

**DAVID LUXTON**

Executive Chairman of KWESST





You only have to look at **KWESST's** US competitors to see this trend in action...

Non-lethal taser and combat vest firm Axon Enterprises (NASDAQ:AAXN) has more than doubled in value over the past year to become a \$11 billion company.

Ammunitions tech player Ammo Munitions (NASDAQ:POWW) has seen its share price increase steadily from \$1.20 to \$7.36 over 12 months.

And self-defence competitor Byrna Technologies (CSE:BYRN, OTCQB:BYRN) has grown by 555% in a year to reach a \$278 million market cap.

The list goes on, but the point remains...

US investors inherently understand the importance of the defence and military markets.

**As KWESST's unique products and escalating revenues attract and replicate the US investor interest enjoyed by its peers, its share price is poised to explode.**



# TEN REASONS TO INVEST:

**1** Leading position in the rapidly-growing Future Soldier Systems market, saving the lives of troops on the ground.

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**2** Recently acquired LEC technology set to revolutionise the C\$5.3 billion non-lethal weaponry sector.

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**3** Core TASCs product taking Hollywood fantasy to the battlefield to **help save soldiers' lives**.

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**4** **Access to end-users** allows products to be designed to meet today's urgent needs.

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**5** Led by a team of influential **military tech pioneers** with unparalleled industry relations.

**6** **Growing sales opportunity pipeline** worth more than \$93 million.

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**7** Recent OTC listing opens firm up to a **huge American market** hungry to invest in defence and security stocks.

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**8** Pipeline of military tech products **set to disrupt** multiple multi-million-dollar defence markets.

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**9** Outsourced manufacturing model keeps capex low so revenues and **profits can soar**.

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**10** Primed for a **major re-rate**, with peer firms soaring to multiples of **KWESST's** current market cap.



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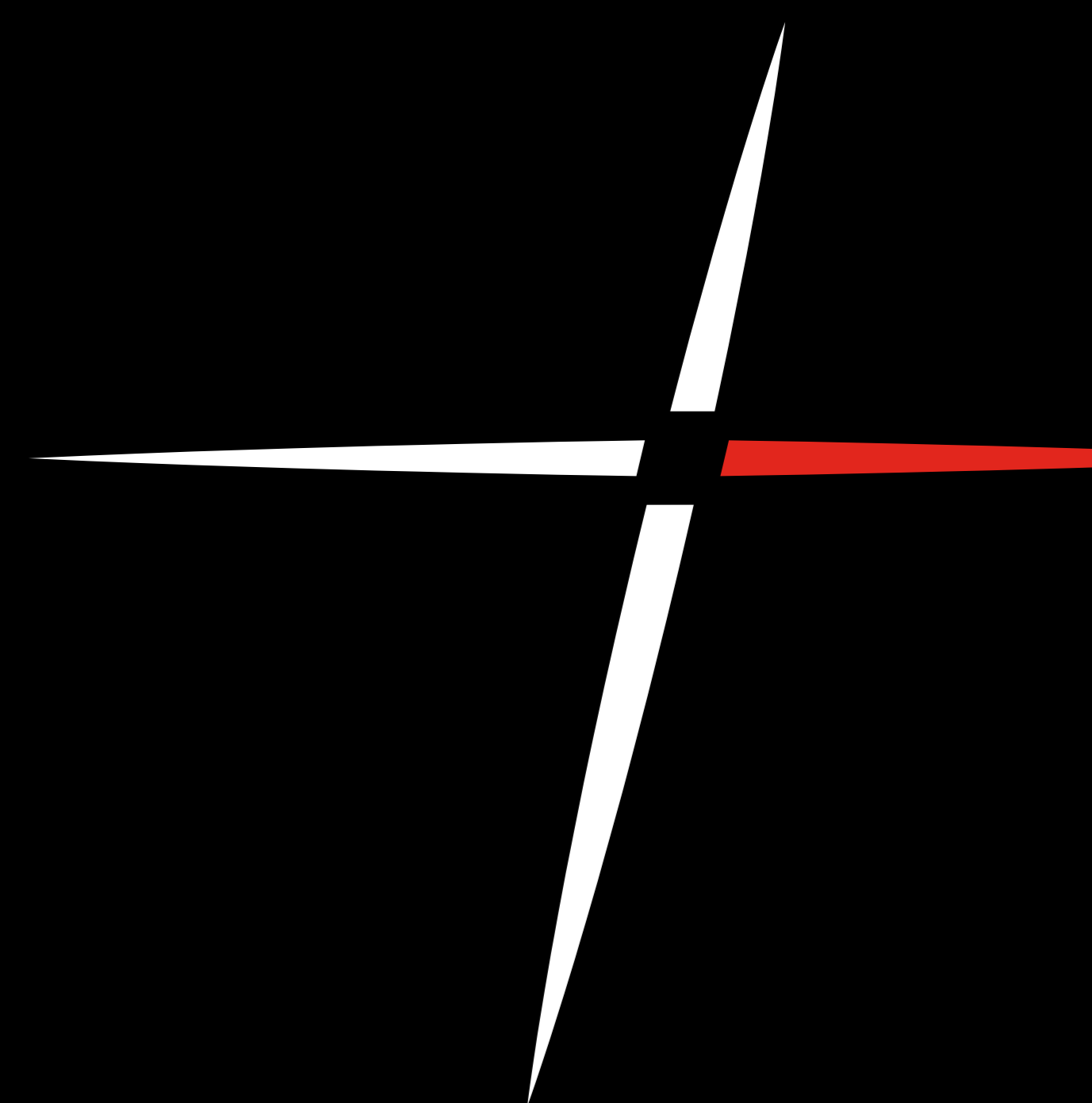
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