

**PLS**

Providing information,  
marketing & advisory  
services for buyers,  
sellers & capital providers.

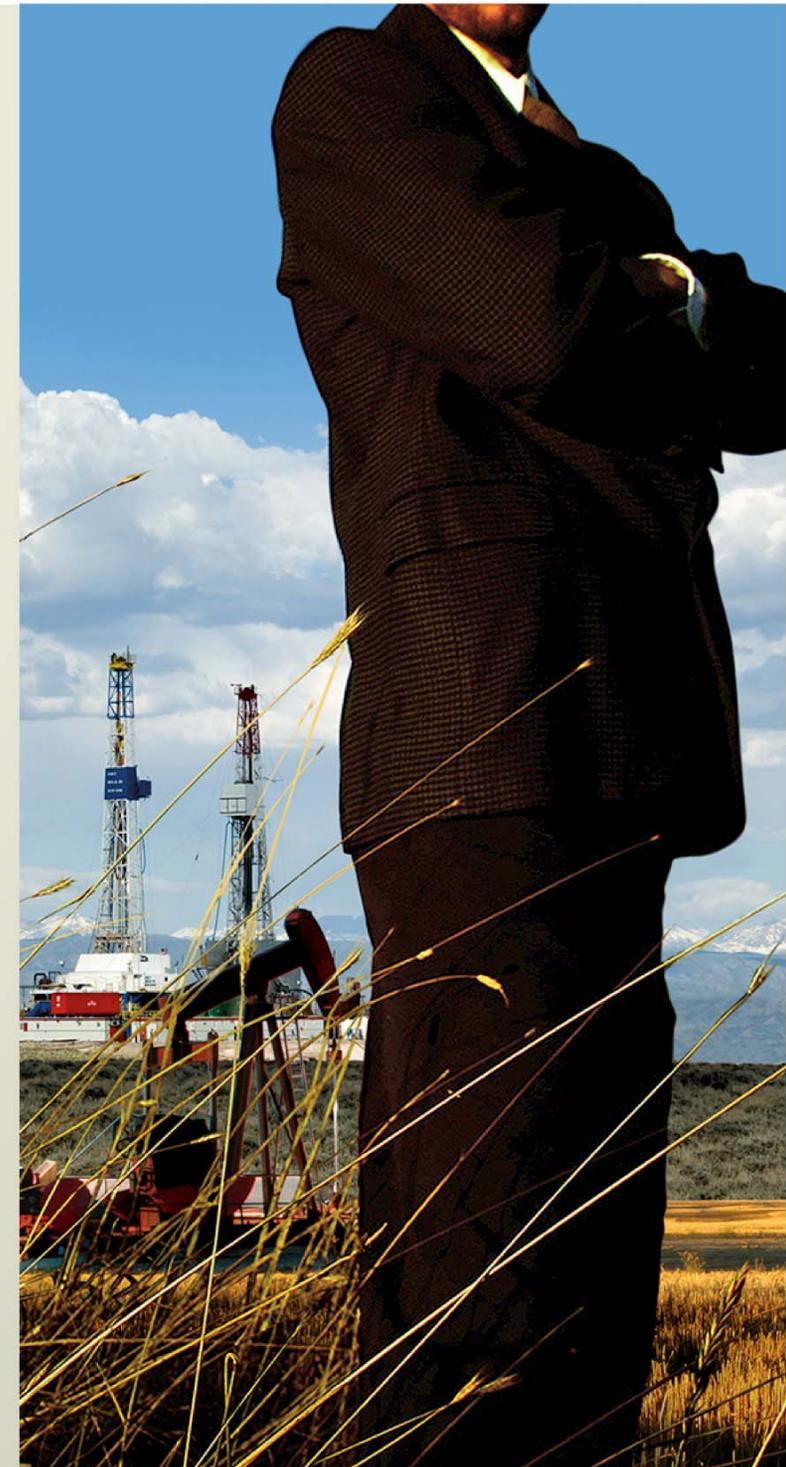
# Business Intelligence & Advisory Services.

PLS provides oil and gas clients the services they need to manage their portfolio, create new business opportunities and facilitate profitable transactions. The product line includes:

- Market Intelligence & Information Services
- Premium & Proprietary Databases
- Conferences, Expositions & Networking Events
- Transaction & Divestment Services
- Advisory & Consulting Services
- Marketing, Media & Advertising

[www.plsx.com](http://www.plsx.com)

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Houston. Dallas/Ft. Worth. Denver. New Orleans. New York. Calgary. Paris. Geneva. London.

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"Opportunity is a reflection of information."

# Business Intelligence

PLS provides buyers, sellers & capital providers critical must-have business intelligence:

- **U.S. National Reports** on A&D, E&P, finance, midstream, oilfield services & product prices
- **U.S. Regionals & Drilling Reports** covers permits, rigs & completions layered with local deals for sale
- **Canadian Reports & International Reports**
- **Unique & Proprietary Databases**
  - Multiple Listings
  - M&A Metrics - transactional comparables & valuations, now with shape files and deal map interface
  - docFinder - powerful search tool for industry presentations, the advanced search option captures numerical data for 21 key industry statistics
  - Capitalize - financings, relationships & associated fees
  - PetroWire - project database & tracking tool
  - PetroScout, The E&P Database - a single access login to critical E&P content
  - Dataportal - a single access login to critical PLS content
  - QuickDecline - quick and easy tool for oil & gas evaluations
  - Corporate Intelligence - private & public database (under development)
  - OwnershipIndex - tracks state oil & gas ownership interests (under development)

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# Deals For Sale!

PLS manages the industry's “multiple listing service” for buyers, sellers and capital providers.

The MLS network includes properties, projects, prospects, farmouts, overrides and minerals for sale listed by sellers or their agents. Buyers also register their buying criteria for inclusion in the MLS database. Overseas, PLS tracks worldwide concessions and license rounds and logs industry activity.

Multiple listings are published in PLS’ industry reports and accessed online 24/7/365 at [www.plsx.com/listings](http://www.plsx.com/listings).

Clients pay an annual subscription fee to participate in the MLS network and it's commission free.

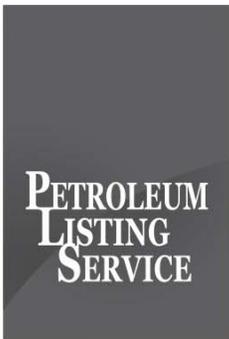
- PLS acquired OpFinder in 2014.

[www.plsx.com](http://www.plsx.com)

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The collage displays the PLS website interface, which includes a search bar, navigation tabs (Home, Scheduler, Log Book, Attachments, Daily Report), and a list of 119 opportunities. A world map shows global listings. Below the map are several pages from 'A&D Transactions' magazine, featuring articles such as 'Baytex offers \$2.3 billion for Eagle Ford player Aurora', 'American Energy Partners doubles Utica position in 3 deals', and 'QEP puts Cana Woodford & Granite Wash up for sale'.





Helping clients stay ahead of prospects, plays and rigs.

# U.S. Regional Drilling Reports

In an industry where the next permit or completion might highlight a developing trend or new play, PLS provides the local intelligence needed to help clients monitor regional drilling activity and new business opportunities.

The Regionals layer local drilling permits, rigs, completions and industry statistics with traditional news coverage and deals for sale.

The Regionals are sold on an individual subscription basis or corporate site license.

- Perfect for operators (business development, exploration, land) and oilfield service organizations.
- Packed full of market intelligence, regional stats & map activity.

[www.plsx.com/regionals](http://www.plsx.com/regionals)



# A Valuable Global Document Search Tool

docFinder plus is a proprietary database and web application that places over 50,000 PowerPoint presentations and more than 1.6 million slides at clients' fingertips. Search by industry term, data type and graphic image.

Clients can search the database for various maps and charts, including plats, isopachs, logs, cross sections and type curves.

This relational database and unique tool saves clients hundreds, if not thousands of man-hours by allowing users to source critical information and graphics in seconds.

- The docFinder database includes archived presentations back to 1998.

**Now with Advanced Search!** Search by frac stage, lateral length, IPs, reserves and other numerical data fields.

[www.plsx.com/docfinder](http://www.plsx.com/docfinder)



Save time sourcing critical market information.





Bringing transparency  
and clarity to an opaque  
marketplace.

# Transactions, Metrics & Comparables

PLS offers the industry's most functional, comprehensive and cost-effective worldwide M&A database covering the U.S., Canadian and International markets.

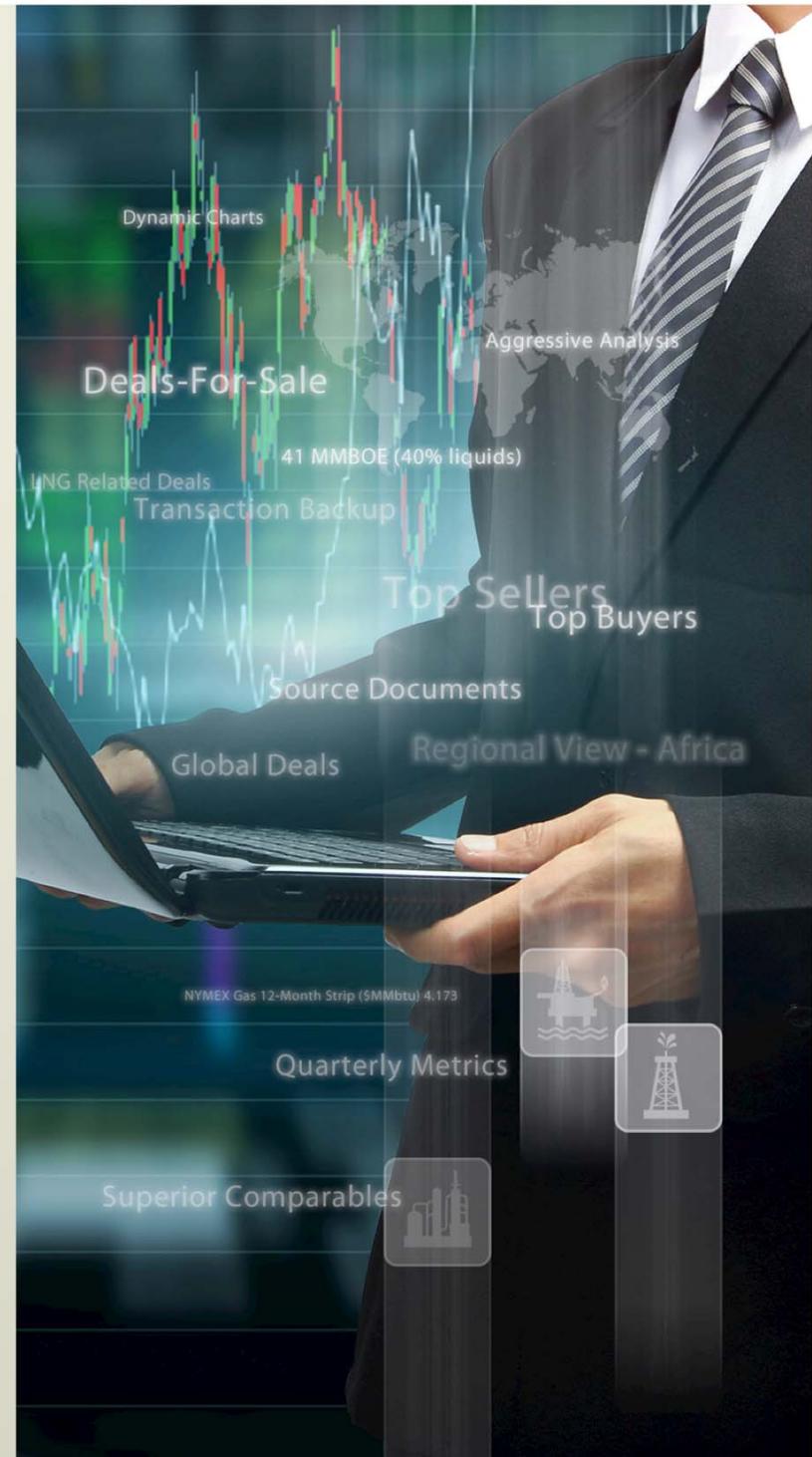
PLS' powerful web-based tool provides critical valuation information on upstream, midstream, downstream and oilfield service deals. The product includes a select subset of the PLS multiple listing database in a Deals For Sale module.

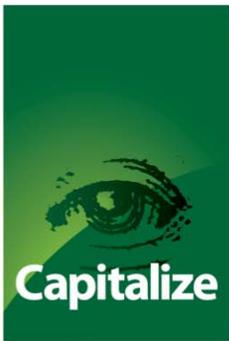
The Global M&A Database is the perfect tool for oil and gas transactional professionals working for operators, oil majors, NOCs, banks, property brokers and advisors.

The PLS Global M&A Database also includes information on power, utilities and LNG sectors.

[www.plsx.com/ma](http://www.plsx.com/ma)

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A database for the oil and gas financial markets.

# Financings, Relationships & Associated Fees

**Capitalize** is a premium database that reports on oil and gas debt and equity offerings while also tracking bank leads, syndicates, account relationships and associated fees.

**Capitalize** saves time and brings clarity to capital markets allowing borrowers and bankers alike to turn information into new business opportunities.

- Lenders use **Capitalize** to compare and contrast financings and fees to enhance client origination, participation and capital allocation
  - Borrowers use **Capitalize** to compare and contrast opportunities for new banking relationships and cost of capital savings
  - Capitalize also tracks private equity investments in energy
- PLS brings transparency to a capital-intensive industry

[www.plsx.com/capitalize](http://www.plsx.com/capitalize)

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Bringing together all of PLS' relevant E&P content into one module.

# The E&P Database

PetroScout is PLS' unique integrated E&P database that allows operators, bankers and oilfield service companies the ability to immediately track critical industry metrics including:

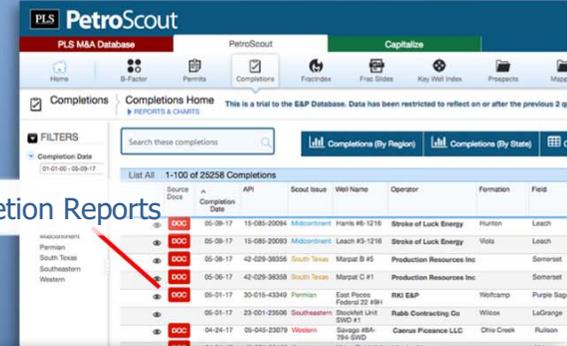
- Prospects For Sale** – Database of exploration deals for sale;
- Permits** – New drilling applications;
- Completions** – Well Information by operator and well name;
- Frac Index** – Searchable by frac job, size, well name and vendors;
- Frac Slides** – Searchable database of frac related industry presentations;
- DrillBits** – Quick abstracts analyzing market activity, capex, field results;
- Key Well Index** – PLS E&P content searchable by numerical data;
- Key Well Slides** – Industry presentations, searchable by numerical data;
- Well Volumes** – Individual well data by operator, lease, IP, cum;
- B-Factors** – Critical database of industry type curves;
- Corporate Intelligence** – Contact database of active E&P management teams, company metrics and key areas;
- MapIndex** – Platform allows quick portfolio & peer land positions.

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[www.plsx.com/ep](http://www.plsx.com/ep)

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New Well Completion Reports



Drilling Permits



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# Global Oil & Gas Activity Tracking

PetroWire is an advanced project-tracking database monitoring activity across the global oil and gas value chain.

This unique tool delivers market intelligence on any prospect, property, play, platform, pipeline or industry project through customized real-time informative alerts and data sheets.

PetroWire covers international, Gulf of Mexico and oil sands activity and will soon include a US onshore module.

Detailed Data Sheets



Complete Project Histories

Other Data Sets

Custom Filters

Georeferencing



Various Viewing Options

Quick Alerts



Corporate  
Intelligence

Finally, a D&B type product  
for the oil and gas industry.

# Corporate Intelligence

A private and public company database that brings clarity  
to an opaque industry.

The CI/X database is a powerful research tool and contact  
database for oil companies, bankers and oilfield service  
organizations.

The proprietary database tracks 20+ different types of  
information and 200+ fields of data on each company.

Under Development.

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The image displays three overlapping screenshots of the Corporate Intelligence web application. The top screenshot shows the profile for Apache Corp (NYSE:APA), including its address (2000 Post Oak Blvd Ste 100, Houston, TX 77056), phone numbers, and website. The middle screenshot shows the main search interface with a search bar and filters for 'Search by Type', 'Search by Size', 'Company Attributes', 'Personal Attributes', and 'Buyer Preferences'. The bottom screenshot shows a search results table for 'midland' with columns for Company, Emp #, Location, Phone, Type, and Size. The table lists various companies such as Adventure Exploration LP, Antelope Energy Co LLC, Apache Corp, Arabella Petroleum Co, Arrington Oil & Gas Inc, Bass Enterprises Production Co, BC Operating Inc, Beach Exploration Inc, Bernard Scott Interests, Berry Petroleum Company, Bold Energy III LLC, Brock Interests, and BTA Oil Producers LLC.

Company	Emp #	Location	Phone	Type	Size
Adventure Exploration LP	<50	4 PO Box 11354 Midland, TX 79702	432-684-8006	Exploration Driven	Private Equity Backed Firm
Antelope Energy Co LLC	<25	11 505 N Big Spring St Ste 303 Midland, TX...	432-686-7744	Exploration Driven	Midsize/Tenured Independent
Antelope Energy Co LLC		505 N Big Spring St Ste 303 Midland, TX...	432-682-8300		
Apache Corp	>50	128 303 Veterans Airpark Ln Ste 3000 Midlan...	432-818-1000	Operator/Service	>\$20 Billion Mega Independents APA
Arabella Petroleum Co	<10	3 500 W Texas Ave Ste 1450 Midland, TX 79701	432-897-4755	Exploration Driven	Private Small Company (<25)
Arrington Oil & Gas Inc	<25	11 PO Box 2071 Midland, TX 79702	432-682-6685	Exploration Driven	Midsize/Tenured Independent
Bass Enterprises Production Co	>50	38 PO Box 2760 Midland, TX 79702	432-683-2277	Traditional Operator	Top 100 Private Company
BC Operating Inc	<25	8 4000 North Big Spring Ste 310 Midland, ...	432-684-9696	Traditional Operator	Private Equity Backed Firm
Beach Exploration Inc	<25	7 800 N Marlenfeld St Ste 200 Midland, TX...	432-683-6226	Traditional Operator	Midsize/Tenured Independent
Bernard Scott Interests	1	Midland, TX		Prospect Generator	Single Proprietary (Individual)
Berry Petroleum Company	>50	20 200 N Loraine Ste 400 Midland, TX 79701	432-221-6200	Traditional Operator	>\$1.0 Billion Independents BRY
Bold Energy III LLC	<50	14 600 N Marlenfeld St Ste 1000 Midland, ...	432-686-1100	Traditional Operator	Private Equity Backed Firm
Brock Interests	2	414 W Texas Ave Ste 210 Midland, TX 79701	432-684-8066	Acquisition Firm	Single Proprietary (Individual)
BTA Oil Producers LLC	<50	14 104 S Pecos Midland, TX 79701	432-682-3753	Exploration Driven	Private Major Outintegrated

Ownership Index

Research oil and gas ownership interests.

# Ownership Index

OI/X is a powerful relational database for operators, landmen, banks and service firms to source oil and gas ownership interests in Texas on a lease basis.

The system allows users to drill down by lease, county, formation and field to access ownership interests on who owns what and where. The database also works in reverse, allowing the user to click from operator to lease to non-operator while delivering complete ownership information per click.

– Who owns what and where.

Under Development.

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Owner	Operator	Lease	Field	County	Type	Interest	Value(\$)
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00
Acme Block Co	Operator Co	Lease #1	Field	County	RI	2.000%	1.00

Sign in

Q Search Our Unique OwnershipIndex

Owner: [ ] Lease (Well): [ ]

Operator: [ ] APN #: [ ]

Texas RROG District: [ ] Type: [ ] Interest %: [ ]

County: [ ] Value: [ ]

Field: [ ] View on Table View on Map

Formation: [ ] Search

Quick Links: Top 100 RI Owners, Top 10 Counties, Heat Map

Owner	Owner's Location	Type	Interest	Value(\$)
City USA WSP LP	C/O Property Tax Dept, PO Box 27570, Houston, TX 77227 770 W	RI	75.000%	\$ 522,563
George Alan Thomas	8524 N Vanhook St, Box 855, Midland, TX 79701 4362	RI	2.000%	\$ 22,957
Donny Thomas Houston	3621 Winlock Rd, Austin, TX 78753 1537	RI	2.838%	\$ 22,957
William Tack Thomas	4331 Versailles Av, Dallas, TX 75220 3010	RI	2.838%	\$ 22,956
Flaming Foundation	500 W 7th St Box 1007, Fort Worth, TX 76102 4700	RI	2.474%	\$ 21,022
Margaret Drake	C/O Frost Bank, PO Box 13926, Arlington, TX 76084 9029	RI	2.124%	\$ 18,495
Thomas Leica Humble Family Tr	C/O Frost Bank, PO Box 13926, Arlington, TX 76084 9029	RI	1.746%	\$ 15,221
Southeastern Univ Tr	C/O J P Morgan Chase Bank, PO Box 2605, Fort Worth, TX 76111 R1	RI	1.250%	\$ 10,874
Martha May Granger	C/O William Henry Granger, 1215 Midland Rd, Southern Pines, NR	RI	1.000%	\$ 8,732
James T Brantley	759 La Cerna St, Cooperville, VA 24629 9787	RI	0.954%	\$ 8,041
Bank Properties Inc	C/O Bank Of America, PO Box 84879, Dallas, TX 75284 0738	RI	0.661%	\$ 5,788
Dallas The Foundation	Compass Bank Inst Inv Bldg, 2001 Kirby St Dr Box 313, Houston RI	RI	0.651%	\$ 5,728
Glass Glen Burns Foundation	8555 N 117th E Ave Ste 105, Okessa, OK 74056 2192	RI	0.452%	\$ 4,193
Sharon Granger Hoyle	4 Invelco Cove, San Antonio, TX 78248 1697	RI	0.466%	\$ 4,065
William Henry Granger Jr	1215 Midland Rd, Southern Pines, NC 28387 3125	RI	0.466%	\$ 4,065
Gimes Dorothy Y Revoc Trust	215 S Saint John Av, Lyons, MO 67554 2638	RI	0.347%	\$ 3,021
Ann Marie Davies	3103 N Trade Blvd, Flagstaff, AZ 86004 3658	RI	0.347%	\$ 3,020
Beno Collins Jr	130A Woodlark Trail Dr Unit A, Bowie, TX 76230 3422	RI	0.347%	\$ 3,020
Charles George Knight	C/O Douglas Armstrong, 3705 Maplewood Av, Wichita Falls, TX 767	RI	0.347%	\$ 3,020
Terrill Farm Proprs Trust	C/O Ruth S Terrell, PO Box 5383, Santa Fe, NM 87502 5383	RI	0.306%	\$ 2,684
Lucida Investments LP	PLS Companies, PO Box 13519, Arlington, TX 76084 0519	RI	0.306%	\$ 2,684
Southeast Petroleum Co LP	PO Box 702377, Dallas, TX 75270 2377	RI	0.274%	\$ 2,363
Reed Marcella W Family Trust	C/O Marcella Reed Trustee, 1005 Las Lomas Av, Pacific Palisades	RI	0.241%	\$ 2,097
Totals:			100%	\$ 740,046

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# A New Centralized Portal to Access Critical Content

DataPortal hosts a number of individual PLS datasets designed to help clients track oil and gas activity.

## FracIndex

Display frac fluid and proppant usage, by region or nationwide. Search by API for granular details and intelligence on vital frac statistics.

## ScoutData

Access published PLS Regional Scout data, including permits and completions, from eight regions across the U.S.

The DataPortal datasets are a perfect complement to **PLS Regional Reports**. Providing access to detailed information on specific drilling rigs, new permits, completions and P&A activity.

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PLS FracIndex

**FracIndex: Access Vital Frac Statistics**

Field	Value
P Key:	05391627-2A5D-459E-AAAC-0AF6DAC1B54F
API Number:	424794328000
Operator Name:	Lewis Energy Group
Projection:	NAD83
Supplier:	Wildcat Minerals
Well Name:	WNH Jr Land Co No. 2H
Latitude:	27.934
Longitude:	-99.288
Total Fluid bbls:	209,031
Total Sand lbs:	14,312,916
TVD:	12,638

PLS ScoutData

**ScoutData: Detailed Data On Prospect, Plays and Rigs**

API	Well Name	Completion Date	Spud Date	Operator	Reserv
42-283-34935	Springer Ranch #5	12/24/14	9/20/2014	Rosetta Reso.	Eagle F
42-311-36289	Bilbo Unit #2H	03/08/15	12/18/2014	EOG Resources	Eagle F
42-311-36260	Golbum Unit #1H	07/13/15	3/8/2015	EOG Resources	Eagle F
42-311-36337	Naylor Jones Unit 26 #1H	07/31/15	12/23/2014	EOG Resources	Eagle F
42-311-36339	Naylor Jones Unit 29 #2H	07/31/15	2/1/2015	EOG Resources	Eagle F
42-123-33598	Oliver B #5H	03/27/15	10/10/2014	Devon Energy	Eagle F
42-255-34414	Moravits Unit #2H	12/28/15	9/3/2015	Gulflex Energy	Eagle F
42-255-34835	Colleen Unit #3H	06/07/16	3/31/2016	EOG Resource	Eagle F
42-479-43250	Fasken Bluebird #38H	08/14/15	3/7/2015	Swift Energy	Eagle F
42-255-34413	Moravits Unit #1H	12/28/15	9/20/2015	Gulflex Energy	Eagle F
42-123-33609	Oliver A #11H	03/24/15	8/15/2014	Devon Energy	Eagle F
42-479-42656	Gates OSD #1619	11/14/14	2/4/2014	Rosetta Reso.	Eagle F
42-255-34567	Lightfoot Unit #9H	11/05/15	8/1/2015	EOG Resourc.	Eagle F
42-479-42655	Gates OSD #1819	11/14/14	2/6/2014	Rosetta Reso.	Eagle F
42-177-33551	Phoenix Unit #4H	07/02/15	2/20/2015	EOG Resourc.	Eagle F
42-255-33718	Walter Unit #3H	07/03/15	12/24/2014	EOG Resourc.	Eagle F
42-255-33690	McCoy Unit #5H	06/27/15	12/10/2014	EOG Resourc.	Eagle F
42-255-34008	Presley Unit #3H	08/24/15	1/24/2015	EOG Resourc.	Eagle F
42-177-33599	Angus Unit #2H	08/10/15	5/10/2015	EOG Resourc.	Eagle F
42-255-34976	Hickok #4H	07/18/16	4/1/2016	EOG Resourc.	Eagle F
42-283-35405	Naylor Jones Unit 38 #1H	08/28/15	6/3/2015	EOG Resourc.	Eagle F
42-255-34588	Fleetwood Unit #8H	12/28/15	8/23/2015	EOG Resourc.	Eagle F
42-479-42766	Gates OSD #1820	11/10/15	6/6/2014	Rosetta Reso.	Eagle F

**Quick Decline**

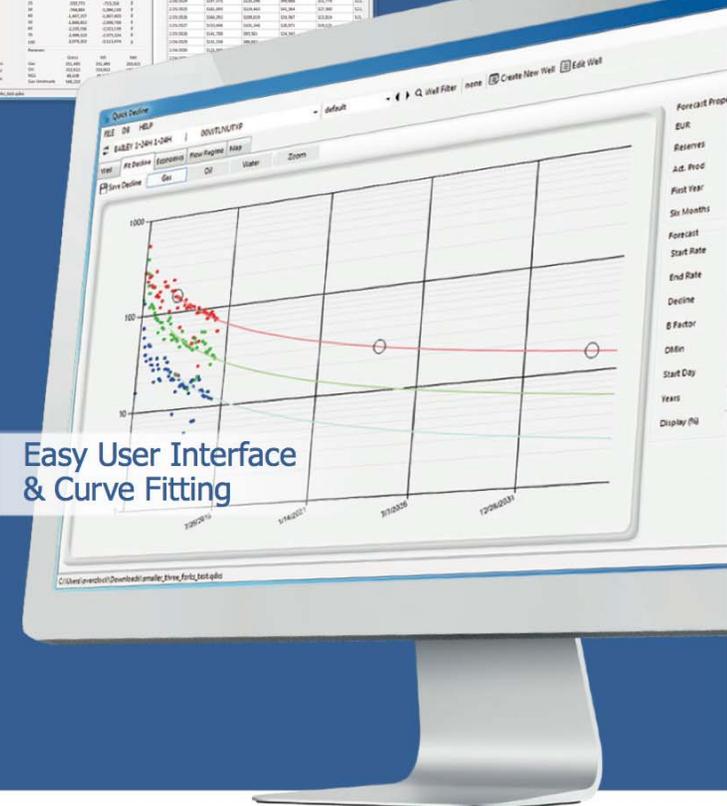
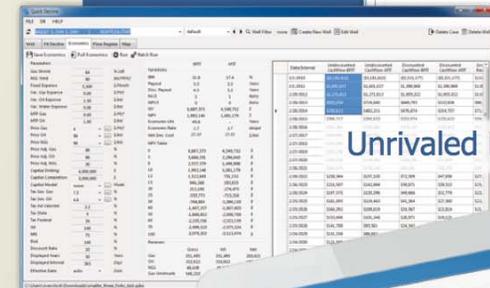
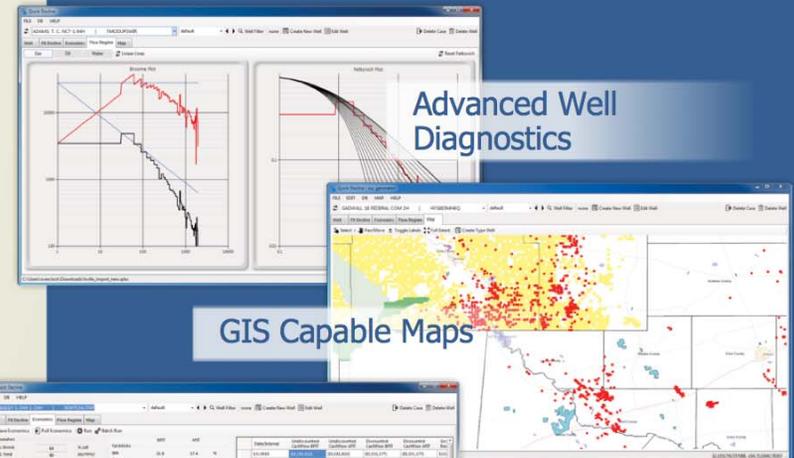
Now anyone can quickly and easily prepare accurate property evaluations.

Quick & Easy

## Quick & Easy

**QuickDecline** is a full-featured oil and gas evaluation software. The tool's ease of use, affordability, quickness and data flexibility makes comprehensive and intelligent evaluations accessible to everyone.

- Easy User Interface & Curve Fitting
- Quick & Easy Economics
- GIS Capable Map
- Batch Economics & Reports
- Import or Connect to Production Data from any Source
- Easily Create or Edit Wells
- Advanced Well Diagnostics
- Type Curve and EUR Generation
- Drill Well Scheduler



[www.plsx.com/quickdecline](http://www.plsx.com/quickdecline)

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# International Reports

PLS publishes critical market information and analysis on the international oil and gas marketplace. Coverage includes the A&D sector (assets for sale); E&P space (prospects) and capital markets (energy finance).

The reports also include select listings for sale from PLS's global multiple listing service.

These reports are available by email or hard copy and can be purchased on either an individual or corporate site license basis.

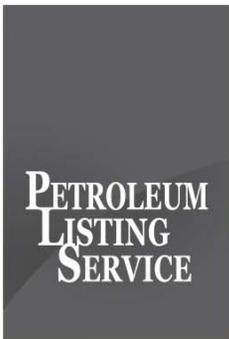
Reports include "Deals For Sale."

www.plsx.com/reports/international

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# Canadian Reports

PLS publishes critical market information and analysis on the Canadian oil and gas marketplace. Coverage includes the A&D sector (assets for sale); E&P space (prospects) and Capital Markets (energy finance).

The reports also include select listings for sale from PLS' global multiple listing service.

These Canadian reports are available by email or hard copy and can be purchased on either an individual or corporate site license basis.

Reports include "Deals For Sale."

[www.plsx.ca/reports](http://www.plsx.ca/reports)



**Canadian Knowledge**  
Visit: [www.plsx.ca/news](http://www.plsx.ca/news)

Cardinal scales back 2016 expectations  
Cardinal Energy Ltd. is already lowering its expectations for holding the line on its production forecast. The company still expects to average 14,600 boe/d, and it is dropping its capital budget forecast to \$1.1 billion. Spending will support the drilling of eight wells, in line with its earlier guidance. The original budget was based on oil prices of \$40/WTI. Should prices continue to decline Cardinal says it has an additional \$15 million from the budget, although that would be a 5-10% reduction in production.

On the production side, Q4 volumes averaged 13,800 boe/d, up sequentially and 27% YOY in part due to the completion of the Bantry area of Alberta. Cardinal picked up 3,000 boe/d of production from Bantry, optimization opportunities at Mitsue, and the low deceleration of production to enable the company to improve capital efficiencies in 2016 via lower services and spending cutbacks. Cardinal only needs to invest 42% of cash flow to hold production flat this year at current strip pricing after taking hedges into account. **Continues On Pg 4**

Keyera brings 3.75 million shares  
One of Canada's largest index funds as it begins to undertake the "most ambitious" history, Keyera Corp. is initiating a \$73.75 a share through a syndicate in the financial. Total gross proceeds of the offering are expected to be \$275 million on full exercise of the option.

Painted Pony targeting growth in 2016  
In one of the low bright spots in an otherwise grim start to the year, Painted Pony Petroleum is predicting Q1 volumes to average 99 MMcf/d, up 10% sequentially and 2% YOY. The company produced 105 MMcf/d for the first 10 days of January, and expects that to more than double over the course of the year. Full-year exit rate of 240 MMcf/d. Full-year volumes are expected to be 2.4 billion cu ft, an exit rate of 138 MMcf/d, up 44% from 2015. It had curtailed 4013 boe/d in 2015, but is expected to spend in 2016.

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Canadian oil industry a net contributor, think tank says  
Hopefully quieting critics that have for years derided the oil industry as a major economic beneficiary of government largesse due to big subsidies and tax breaks, the Montreal-based think tank says the industry is now a net contributor to the economy.

Encana's \$1.46B PrairieSky IPO is Canada's biggest in 14 years  
52 million shares go off at \$28 each, upsized by 20 million shares. Encana's PrairieSky IPO is Canada's biggest in 14 years. The company is offering 52 million shares at \$28 each, up from an original offering of 32 million shares at \$26.50. The IPO is expected to raise \$1.46 billion, up from an original offering of \$850 million. The IPO is expected to raise \$1.46 billion, up from an original offering of \$850 million. The IPO is expected to raise \$1.46 billion, up from an original offering of \$850 million.

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In one of the low bright spots in an otherwise grim start to the year, Painted Pony Petroleum is predicting Q1 volumes to average 99 MMcf/d, up 10% sequentially and 2% YOY. The company produced 105 MMcf/d for the first 10 days of January, and expects that to more than double over the course of the year. Full-year exit rate of 240 MMcf/d. Full-year volumes are expected to be 2.4 billion cu ft, an exit rate of 138 MMcf/d, up 44% from 2015. It had curtailed 4013 boe/d in 2015, but is expected to spend in 2016.

Cardinal scales back 2016 expectations  
Cardinal Energy Ltd. is already lowering its expectations for holding the line on its production forecast. The company still expects to average 14,600 boe/d, and it is dropping its capital budget forecast to \$1.1 billion. Spending will support the drilling of eight wells, in line with its earlier guidance. The original budget was based on oil prices of \$40/WTI. Should prices continue to decline Cardinal says it has an additional \$15 million from the budget, although that would be a 5-10% reduction in production.

On the production side, Q4 volumes averaged 13,800 boe/d, up sequentially and 27% YOY in part due to the completion of the Bantry area of Alberta. Cardinal picked up 3,000 boe/d of production from Bantry, optimization opportunities at Mitsue, and the low deceleration of production to enable the company to improve capital efficiencies in 2016 via lower services and spending cutbacks. Cardinal only needs to invest 42% of cash flow to hold production flat this year at current strip pricing after taking hedges into account. **Continues On Pg 4**

EXPOS

Bringing buyers, sellers  
and capital providers  
together to get deals done.

## Prospecting, Conferencing & Networking

PLS hosts various prospect expos, conferences, luncheons and other business development opportunities for its clients.

In fact, the PLS Dealmakers Prospect & Property Expos are the original forum for buying, selling and funding prospects through expositions.

PLS' regional prospect shows are intimate, must-attend events for active operators, prospect generators and capital market players.

PLS has hosted prospect expos for more than 25 years in Houston, Dallas, Denver, Midland and Calgary.

– “More intimate and focused than NAPE!”

[www.plsx.com/dealmakers](http://www.plsx.com/dealmakers)

PLS

PLS also hosts other oil & gas industry events.

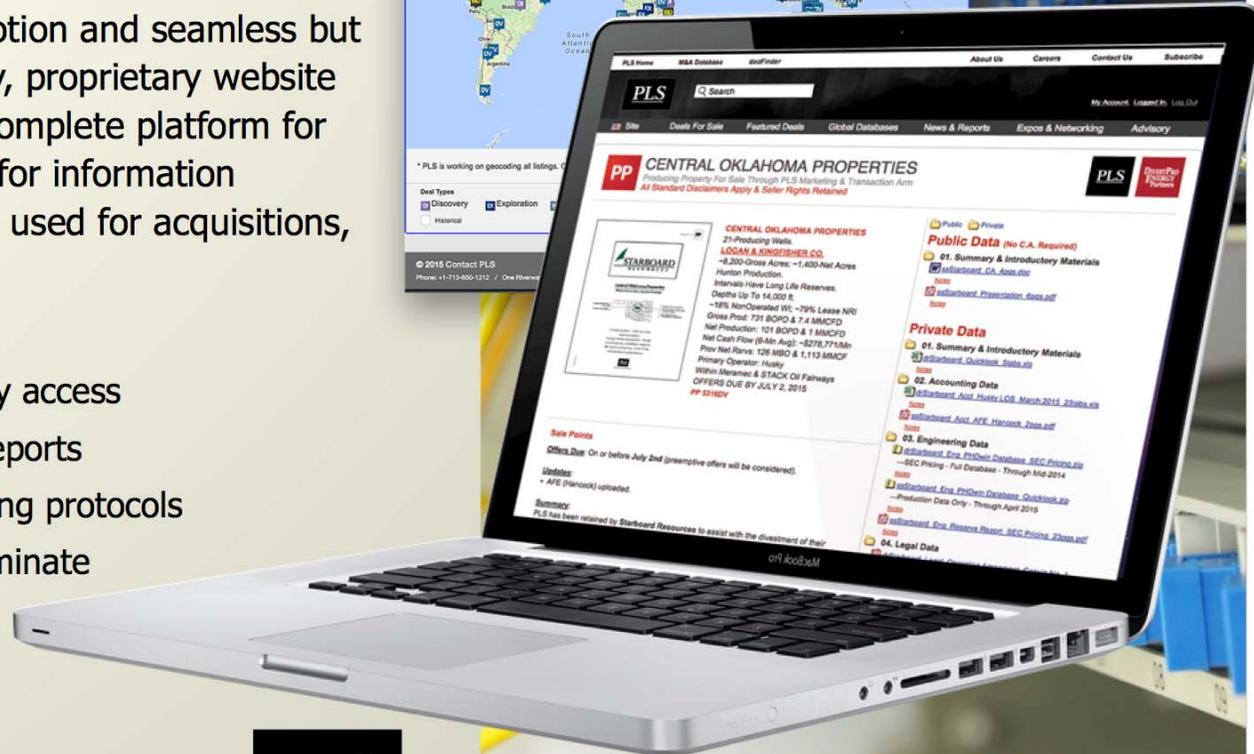


Display your deals  
to a global audience.

# Virtual Data Rooms

PLS offers custom-designed internet data rooms for sellers seeking project listings, digital promotion and seamless but secure buyer access. PLS' technology, proprietary website and buyer-tracking service offers a complete platform for clients requiring an electronic portal for information exchange. Virtual data rooms can be used for acquisitions, divestitures, debt & equity offerings.

- Secure data display
- Both public or private invitation-only access
- Real-time activity monitoring and reports
- Solid upload capabilities and updating protocols
- Efficient, effective method to disseminate information to the marketplace



www.plsx.com

PLS



Sales Made Simple.

Energy  
Advisors  
Group

## PLS offers marketing, transaction & advisory services.

In addition to business intelligence and information products, PLS also provides clients additional marketing, divestment and consulting services they need to manage their portfolio, create new business opportunities and facilitate profitable transactions.

Specific services included:

- Sell-Side Transaction & Divestment Services
- Technical Services by the hour or by the project
- Select Deal Origination & Buy-side Assistance
- Capital Markets
- Multi-Client or Single-Client Research By Basin, Project, Concept
- Media, Marketing & Advertising Services

[www.plsx.com](http://www.plsx.com)

**PLS**

Sales made simple.

## Full Divestment Services

PLS and its affiliates offer traditional property brokerage, prospect marketing and midstream asset sale services specializing in cash-flow-driven assets valued between \$1.0-\$100 million.

- PLS monetizes non-core assets for clients including operated & non-operated working interest, overrides & minerals
- PLS closes 30-35 transactions per year
- Full services include data collection, packaging, internet data rooms, buyers list & execution
- Marketed more than USD \$8 billion in assets since the 1990s

Access engagements at [www.plsx.com/deals](http://www.plsx.com/deals)

PLS



Asset sales made simple.

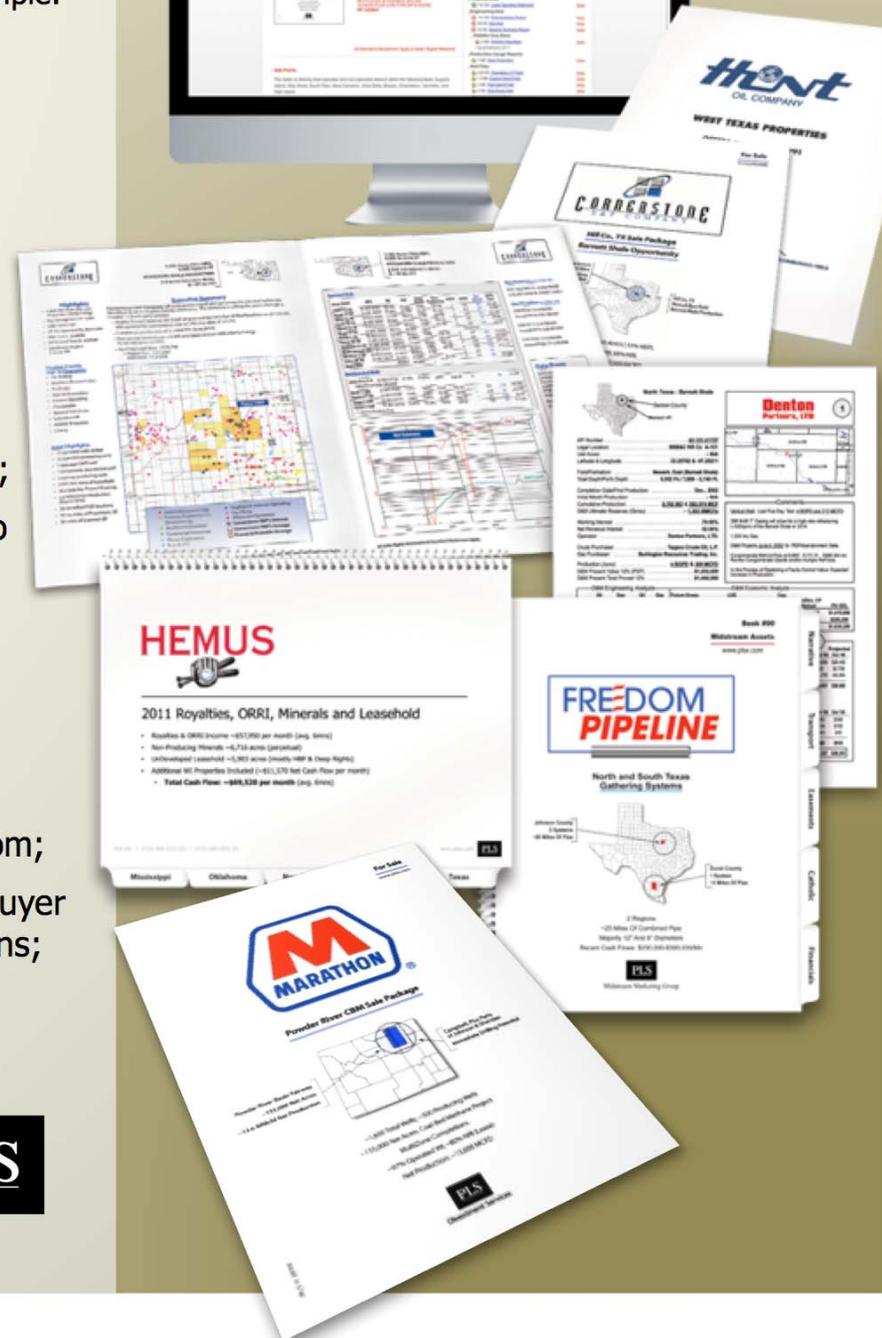
# The Divestment Process

On each and every divestment effort:

- PLS offers various sale services including private, public offering, sealed bid or negotiated sale services;
- Manages the marketing effort from initiation through closing;
- Uses proprietary data collection and aggregation protocols to the layout state-of-the-art packaging;
- Taps the industry's most comprehensive buyers list;
- Creates professionally designed sales materials (grid sheets, teasers, PowerPoints, full brochures, postcards, inserts);
- Advertises the deal in PLS' national reports and regionals;
- Sets up public or private internet data rooms at [www.plsx.com](http://www.plsx.com);
- Manages the process including confidentiality agreements, buyer follow ups, mail-outs, email, reminders and phone solicitations;
- Provides advice on offers, deal structure and terms;
- Screens the seller to drive value, smooth negotiations and maximize final price.

[www.plsx.com](http://www.plsx.com)

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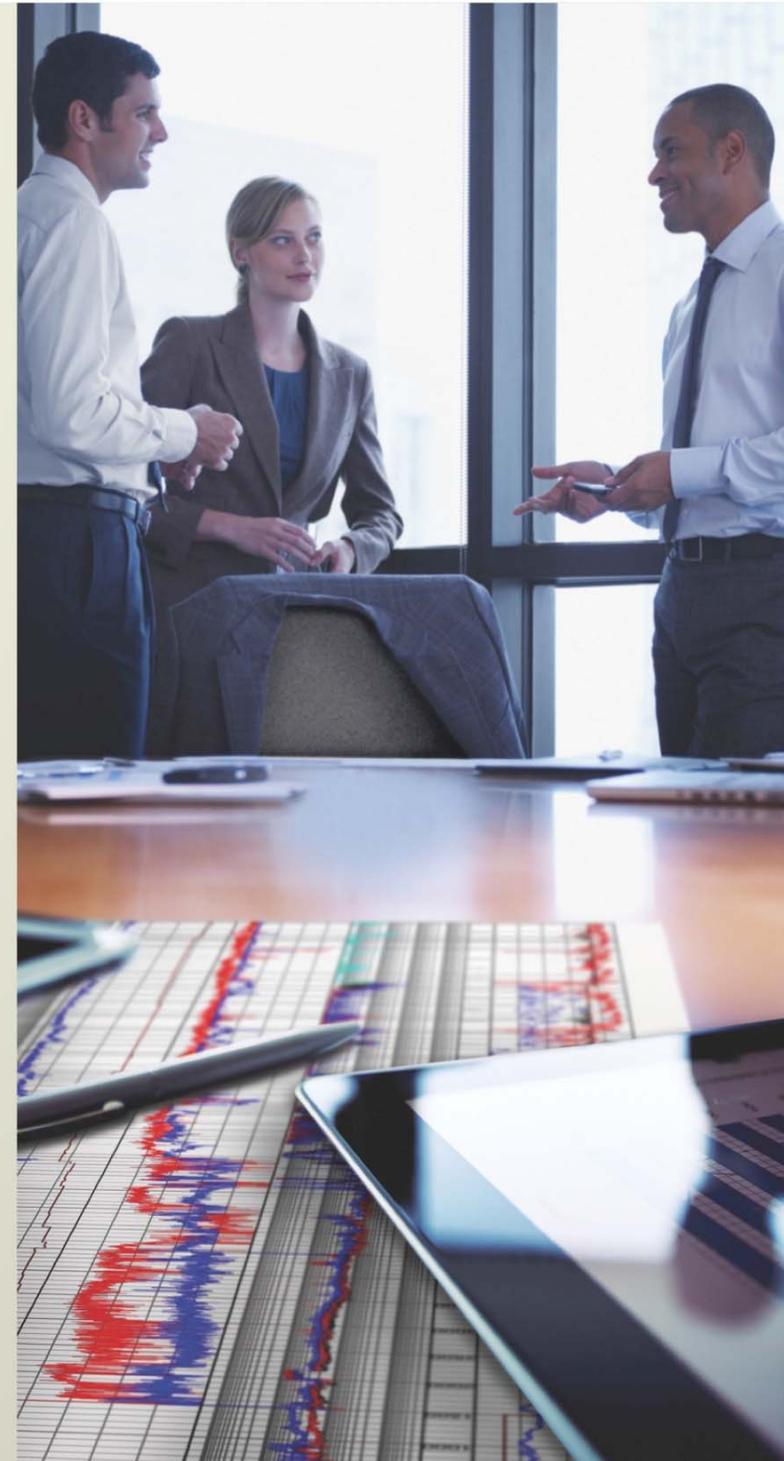
# Technical Support

PLS offers technical services on an hourly, project or divestment assignment.

- PLS offers engineering, geological, land and due diligence work on behalf of sellers, buyers and capital advisory firms
- PLS provides specialized assistance to facilitate transactions including technical advice, valuations, due diligence and/or lobbying efforts
- PLS uses the latest information sources and high-end evaluation software including PHDwin and Aries
  - The right technical expertise can explain a package's intrinsic value
- PLS offers proprietary databases and data-mining capabilities tailored to clients' portfolio or transactional needs
- PLS also uses its technical resources in the provision of capital markets and buy-side assistance on select assignments

[www.plsx.com/advisory](http://www.plsx.com/advisory)

PLS



Leverage proprietary insight  
& deal flow to create new  
client opportunities

# Deal Origination & Buy-Side Services

PLS has been assisting local buyers and multi-nationals in expanding their deal flows and acquisition opportunities through buy-side assistance.

- PLS can act as an agent for clients to source new business opportunities
- Acquisition strategy assistance
- Peer group analysis
- PLS combs industry data for anomalies and business opportunities and originates transactions

[www.plsx.com/advisory](http://www.plsx.com/advisory)

**PLS**

**\$35,000,000**

Buyer

**sojitz**

Gulf of Mexico Shelf

Seller

**LLDG**  
exploration

**\$23,000,000**

Buy-Side Origination

**HEMUS**  
MINERALS & ROYALTIES

Savell Field

Seller

**SKi**

**>\$70,000,000**

Buyer

**BLACK STONE  
MINERALS**

16 Wells, 1/6 minerals Under 10,000 acres  
Net Cash Flow: \$800,000/mn  
Main operators: Newfield & CHK  
LaSalle CO, TX

Seller

**Private Company**

Seller Advisor

**PLS**

May 2013

**\$9,800,000**

Buyer

**DOUBLE EAGLE  
DEVELOPMENT**

Exxon Means Unit

Seller

**Comet, LLC**

Advisor

**PLS**

October 2011

**\$608,000,000**

Buy-Side Origination

**TOYOTA TSUSHO  
CORPORATION**

Wheatland Natural Gas Reserves

Seller

**ENCANA**

Buy-Side Advisor

**PLS**

April 2012

# Capital Markets

PLS recognizes that capital is the lifeblood of the oil and gas industry and helps clients formulate a company strategy, construct a business plan, source capital and execute the right capital raise.

Whether for acquisitions or exploration, PLS' team of finance experts can source different types of capital for clients including: private equity, mezzanine, traditional debt or a VPP.

Strategic services and capital formation include:

- Business Plan Review & Peer Analysis
- Capital Structure Advisory
- Bridge & Project Financing
- Equity Financing
- Strategic Merger Advice
- Recapitalization, Refinancing & Restructuring
- Senior & Mezzanine Financing
- Volumetric Production Payments
- Technical Support

[www.plsx.com](http://www.plsx.com)

PLS



PLS can help OFS firms rationalize their portfolio, monetize non-core business units and/or exit the industry.

## Oilfield Services Advisory

PLS provides a number of services to the oilfield service sector including informative reports and premium databases which can be used for business development, competitive peer analysis and market assessment.

In addition to providing business intelligence, PLS also plans to start an oilfield service firm to provide M&A sell-side services, select buy-side assistance and capital sourcing for the oilfield service sector just as PLS provides upstream and capital market.

PLS professionals have the critical OFS insight, key relationships, extensive deal experience, market knowledge and solid deal flow to assist OFS firms in market rationalization.

[www.plsx.com/oilfieldservices](http://www.plsx.com/oilfieldservices)

PLS





“Opportunity is a reflection of information.”

# Special Projects & Research

PLS researches and produces in-depth, detailed presentations for oil & gas companies and capital providers requiring insight on regional opportunities, resource plays, corporate peer group analysis and asset valuations.

PLS has completed projects for industry leaders such as Anadarko, Brahman Capital, Sojitz, Swift Energy, Toyota, Texas Pacific and Total.

PLS analysts are available to research and examine any industry opportunity on behalf of our clients.



PLS team of analysts and researchers can aggregate data for energy executives and their boards.

[www.plsx.com/research](http://www.plsx.com/research)



Reach key industry executives  
through a unique platform.

# Marketing & Advertising Services

PLS' publishing platform offers clients unique access to the industry's most active dealmakers, playmakers and marketmakers.

**Unique Products:** A versatile platform for clients to advertise their company, brand and services

- **Print:** Sponsorship and traditional advertising in both tabloid and letter-sized formats
- **Internet Platform:** Multiple formats and ad placement opportunities through [www.plsx.com](http://www.plsx.com)
- **Networking Events:** Conferences, expositions and sponsorship opportunities for clients seeking to reach key industry decision makers

PLS designs tailor-made marketing and sponsorship programs from \$7,500-\$75,000 year.

[www.plsx.com/advertising](http://www.plsx.com/advertising)

PLS



TRADITIONAL  
ADVERTISING



## Global Products & Services

<b>Deals For Sale</b>	<b>News &amp; Analysis</b>	<b>Unique &amp; Proprietary Databases &amp; Tools</b>	<b>Marketing Solutions</b>	<b>Prospect &amp; Property Expos</b>	<b>Divestment Services</b>	<b>Advisory &amp; Consulting Services</b>	<b>Buy-Side &amp; Origination</b>	<b>Capital Markets</b>	<b>Technical Services</b>
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PLS provides oil and gas clients the services they need to manage their portfolio, create new business opportunities and facilitate profitable transactions.

**[www.plsx.com](http://www.plsx.com)**

Information. Transactions. Advisory.