

AUGEN CAPITAL CORP.

(TSX-V: AUG)

Merchant Bank to the
Natural Resource Sector



September 2011

Disclaimer



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Forward-looking statements include estimates and statements that describe the Company’s future plans, objectives or goals, including words to the effect that the Company or management expects a stated condition or result to occur.

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Augen Capital Corp. (TSX-V: AUG)

Headquarters: Toronto, Canada

Description: Merchant bank with a focus on the resource sector

- Global expertise
 - Builders of assets
 - Long-term thinkers
- "the term merchant banking means negotiated private equity investment in the unregistered securities of either privately or publicly held companies."

The Company's core business comprises of:

- **Funding** projects that meet our criteria for long term growth.
- **Partnering** with, and creating, the right team. Experience and expertise are core to every one of our teams.
- **Building** and developing resources into high quality, long-term assets.

My Background

I am from Saskatchewan and still live there

- I was a “Top Sales” for Wood Gundy in my first year 1987-88
- I was top sales for an National investment fund many years
- I created SaskStockmarket.com
- Top Office for Union Securities in 5 years
- Co-Created 49 North Investment Fund - \$50 million
- Principal Agent for SaskWorks - \$200 million
- Athabasca Potash
- Anglo Potash ...

Can't be done without Teamwork and

PERC

Passion

Energy

Relentless

Commitment

= Success

Case Study – Augen Capital Corp



- Public in 1994
- 1990's very challenging
- By 2002 the resource sector bottoms
- By 2007 the company had raised 100 million
- 2009 was a very difficult year
 - Business stopped
 - Resource sector under major pressure
- 2010 Management and board changes
- We have to build a new business model using the best of the past and a vision for the future

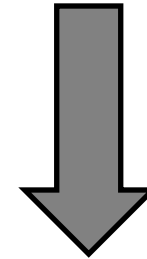
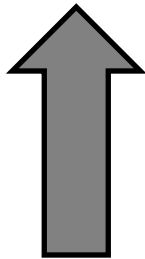
1. Research

Focus on our core strengths and choose projects and partners that we see will deliver above average results in the field of our expertise.



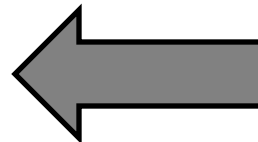
2. Investment

Dedicate time, effort, and capital into creating the right financial and technical structure in the project where the market is going to be.



4. Results

The final step is to monitor advice and harvest the results.



3. Build

Assemble a strong board of directors, and experienced management to provide the direction and energy to drive solid projects forward.

Financing- You have to get it “right”

Structure

Size

Knowledgeable and experienced investors

Augen has experience to finance projects in a variety of ways including:

- Equity
- Debt
- Flow-through
- Off-take agreements
- Bridge financing

Augen’s experience allows for innovative ideas and solutions to correctly finance projects.

PEOPLE are core to the Augen strategy.

- **Teamwork.** Working together with our partners to achieve the collective desired results – maximizing value. Augen aims to create long term relationships in every transaction.
- **Experience.** Management and directors bring a wealth of knowledge to the table to help drive the projects forward. Having partners with experience is a desirable characteristic.
- **Communication.** Communicating effectively achieves both trust and respect, helping the project to achieve long-term success.

In the past 10 years:

- Augen has raised in excess of **\$100 million**.
- Current management and directors have been involved in transactions in excess of **\$1B**.
- Management has been responsible for the creation of two companies who had market capitalizations were greater than **\$300 million**.
- Management has been directly involved in taking 10 companies public

Work History

Management and Directors experience is worldwide in energy, fertilizer, base and precious metals.



- **Alan G. Cruickshank, President and Chief Executive Officer**
 - Over 25 years experience in the financial services industry.
 - Formerly an investment advisor, branch manager, and VP of capital markets.
 - Played a primary role in the early stage financing and structuring of 49 North Resource Fund, Athabasca Potash Inc., Prime West Mortgage Investment Corp., and SaskWorks Inc., a major investment fund in Saskatchewan, Canada.
 - Acted as agent for transactions exceeding \$100 million and has been instrumental in raising in excess of \$200 million of equity capital.
 - Served on the Investment Dealers Association district council and served as national director of the Investment Industry Association of Canada.

- **Charles Hooper, Corporate Development**
 - Experience in exploration and operations in 3 continents.
 - Part of a team to take two companies public in the last 5 years.
 - Involved in over \$75 million in equity issues in the last 5 years.
 - Negotiated partnerships and JV's with minor partners and major mining companies.
 - Research analyst for high net worth equity portfolio's.

All people in the process are important to us.

Augen is extremely committed to the sustainable growth in areas we, and our clients, operate in. Benefits to the community are imperative to future long term growth and prosperity.

The Augen Foundation will achieve its desired results by:

- Building capacity in the communities of interest.
- Encouraging local entrepreneurs who already have shown initiative.
- Collaborating with interest groups to design, develop, monitor, and evaluate programs.
- Partnering with local communities, government, and the private sector.

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