



# Investor Deck

Second Quarter 2021

August 2021

NYSE: FTK

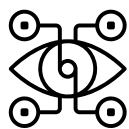
# Forward Looking Statements

*Certain statements set forth in this presentation constitute forward-looking statements (within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934) regarding Flotek Industries, Inc.'s business, financial condition, results of operations and prospects. Words such as will, continue, expects, anticipates, intends, plans, believes, seeks, estimates and similar expressions or variations of such words are intended to identify forward-looking statements, but are not the exclusive means of identifying forward-looking statements in this press release. Although forward-looking statements in this presentation reflect the good faith judgment of management, such statements can only be based on facts and factors currently known to management. Consequently, forward-looking statements are inherently subject to risks and uncertainties, and actual results and outcomes may differ materially from the results and outcomes discussed in the forward-looking statements. Further information about the risks and uncertainties that may impact the Company are set forth in the Company's most recent filing with the Securities and Exchange Commission on Form 10-K (including, without limitation, in the "Risk Factors" section thereof), and in the Company's other SEC filings and publicly available documents. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. The Company undertakes no obligation to revise or update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of this presentation.*

# OUR MISSION AND VISION

## SUSTAINABLE CHEMISTRY & DATA SOLUTIONS.

## COLLABORATIVE PARTNERSHIPS



### **Our Vision**

Flotek Industries, Inc. creates solutions to reduce the environmental impact of energy on air, water, land and people.



### **Our Mission**

To be the collaborative ESG partner of choice for sustainable chemistry technology and digital analytics solutions.



### **Value Proposition**

We collaborate and deliver sustainable, optimized chemistry and data solutions that maximize our customer's value while improving their ESG profile.

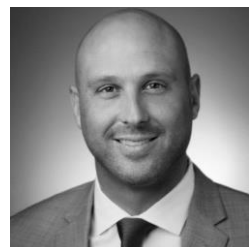
# COMBINED TEAM MANAGEMENT EXPERIENCE EXTENSIVE AND DEEP EXPERTISE



John W. Gibson, Jr.  
Chairman,  
President & CEO



Michael Borton  
Chief Financial  
Officer



Ryan Ezell, Ph.D.  
President  
Chemistry Technologies



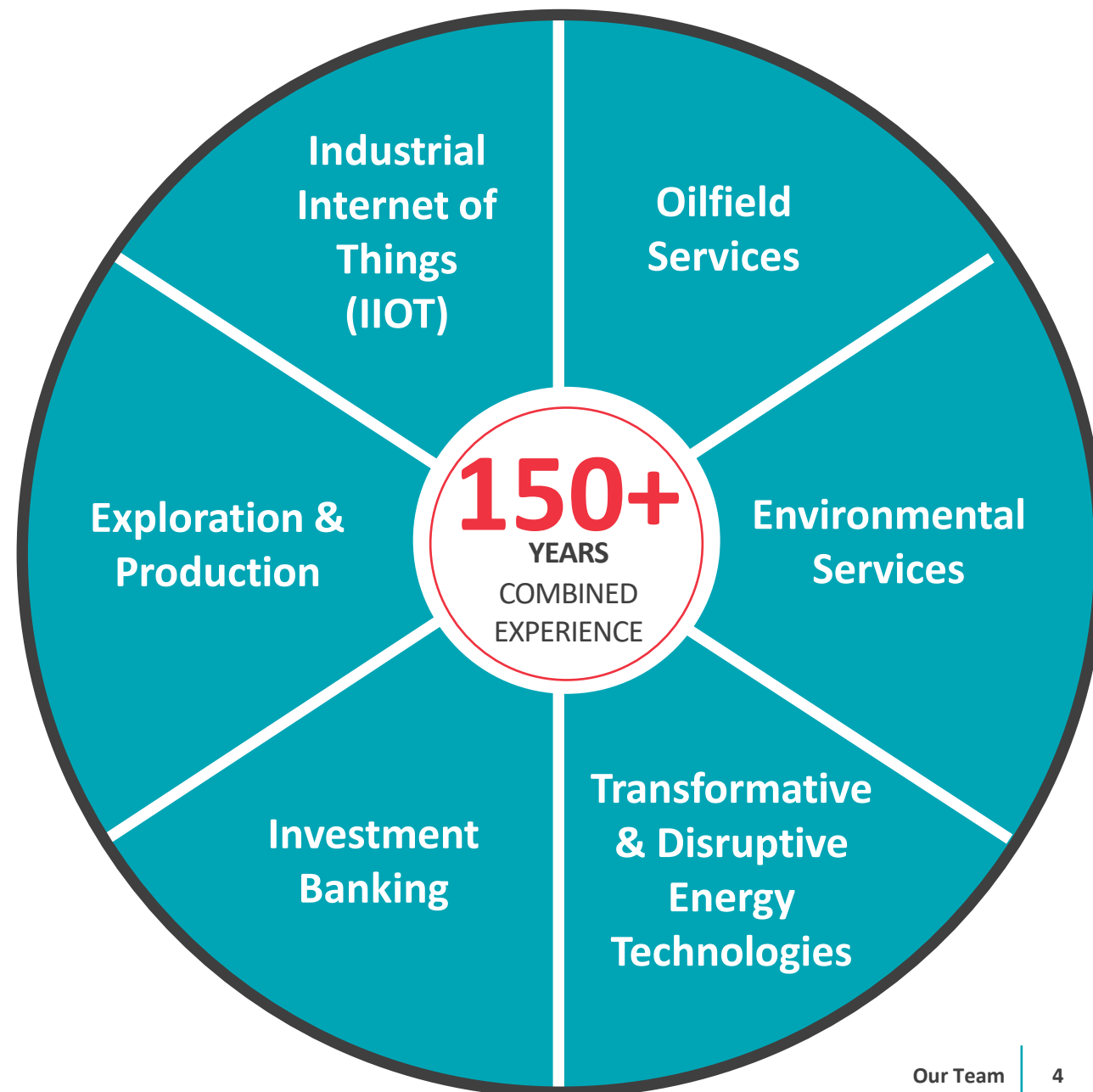
TengBeng Koid  
President  
Data Analytics



Nick Bigney  
SVP, General Counsel &  
Chief Compliance Officer



James Silas, Ph.D.  
SVP, Research &  
Innovation



The background of the slide is a dark blue gradient with a repeating pattern of faint, light blue chemical structures. These structures include various organic molecules such as benzene rings, alcohols, amines, and complex polymers, creating a scientific and chemical theme.

# Our Strategy

# ADVANCING ESG FOR OUR CUSTOMERS

Our strategy is to improve our customers' ESG performance through green chemistry and digital transformation solutions.

- Our products are positioned to deliver value in an ESG-focused world.
- We are positioned to help our partners and customers perform, as well as enhance their license to operate through green chemistry and data analytics.
- Our green chemistry technologies reduce total cost of ownership and environmental risk.
- Our real-time data analytics help transform businesses, reducing their carbon footprint, energy consumption and emissions.
- Market expansion opportunities through ESG partnerships and adjacent markets.

DATA ANALYTICS &  
DIGITAL TRANSFORMATION

GREEN CHEMISTRY



RESEARCH & INNOVATION

COLLABORATION & SERVICE  
EXCELLENCE

# STRATEGIC INTENT: SOLUTIONS AND PRODUCTS THAT IMPACT THE FULL ESG VALUE CHAIN



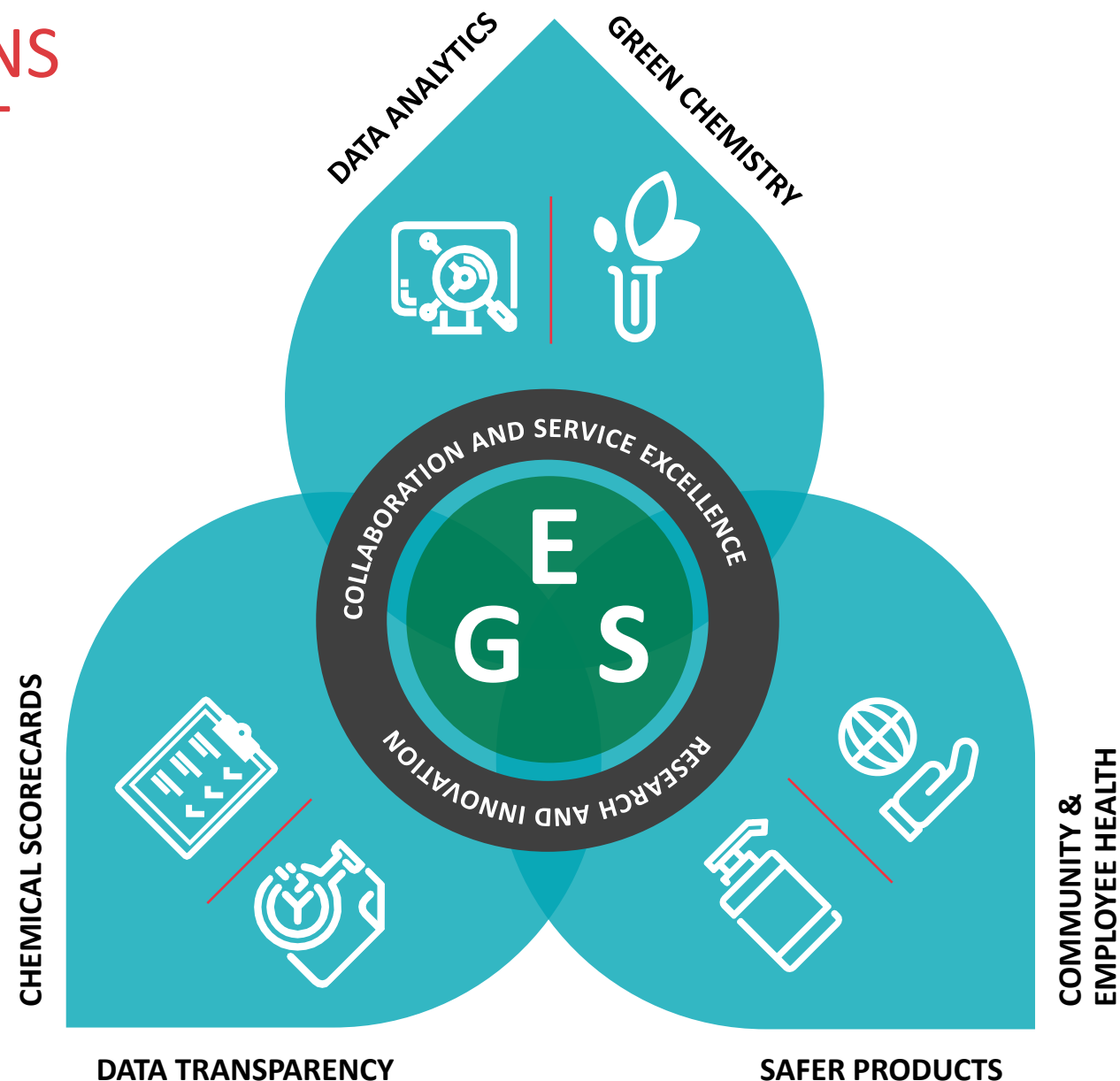
ENVIRONMENT



SOCIAL



GOVERNANCE





# DIFFERENTIATED PRODUCTS IN THE RIGHT MARKETS

Green chemistry and digital technologies  
combine to create market opportunity.

## CHEMICAL TECHNOLOGIES

### Flotek

#### Energy Chemistry Technologies

Solving the toughest drilling,  
cementing, stimulation and production  
challenges—sustainably.

- Drilling & Cementing
- Stimulation
- Production
- Remediation
- Enhanced Waterflooding
- Offshore

### Flotek Protekol™

#### Commercial & Consumer Professional Chemistry

High-performance products for commercial  
and personal use.

- Surface Cleaners
- Degreasers
- Disinfectants
- Wipes
- Sanitizers

## DATA ANALYTICS

### JP3

#### Digital Technologies & Data Analytics





Transforming business through real-time data,  
monitoring and visualization.

- Upstream
- Midstream
- Downstream
- Distribution



# SOLUTIONS THAT SPAN THE FULL STREAM

Sustainable chemistry solutions and real-time digital monitoring solutions -- from wellhead to distribution across all phases including oil, condensate and gas.

	UPSTREAM	MIDSTREAM	DOWNSTREAM
APPLICATION	 		
ENERGY CHEMISTRY	<ul style="list-style-type: none"> <li>• Cementing Chemistry</li> <li>• Improved Oil Recovery (IOR)</li> <li>• Drilling Fluid Additives</li> <li>• Stimulation Chemicals</li> <li>• Production Chemicals</li> </ul>	<ul style="list-style-type: none"> <li>• Flow Assurance</li> </ul>	
DATA ANALYTICS	<ul style="list-style-type: none"> <li>• Crude Production</li> <li>• Gas Production</li> </ul>	<ul style="list-style-type: none"> <li>• Liquid Terminals</li> <li>• Crude Pipeline</li> <li>• Condensate Stabilizer</li> <li>• Gas Transmission Pipeline</li> </ul>	<ul style="list-style-type: none"> <li>• Gas Plant</li> <li>• NGL Fractionation</li> <li>• NGL Pipelines</li> <li>• NGL Terminals</li> </ul>
	<ul style="list-style-type: none"> <li>• Refinery Tanks</li> <li>• Refinery</li> <li>• Refined Products</li> </ul>	<ul style="list-style-type: none"> <li>• Product Pipelines</li> <li>• Refined Fuels Pipeline</li> </ul>	
JP3: Over 60+ digital applications from wellhead to distribution across all phases including oil, condensate and gas.			

# VALUE THROUGH COLLABORATION

We collaborate and deliver sustainable value, optimized chemistry solutions and enhanced data that maximize value for our customers and create opportunity for our partners.



## We help customers:

- Reduce waste, minimize discharge and spills
- Apply real-time measurements for operational efficiency
- Minimize environmental impact
- Keep ESG performance at the forefront of everything we do



## We support our customers' strategic and operational outcomes by:

- Prescriptive chemistry management approach
- Consultative technical support at the wellsite
- Chemical assessments to drive ESG goals



## We proactively collaborate with our customers to:

- Reduce the total cost of ownership both financially and environmentally
- Maximize the convergence of asset performance, economic value, sustainability and safety.

MADE POSSIBLE BY

## SUSTAINABLE CHEMISTRY SOLUTIONS

- Driving operational efficiency
- Minimizing the potential for discharge or spills
- Applying real-time measurements for dosage efficiency
- Designing treatment programs to minimize chemical waste
- Utilizing less toxic and safer chemicals and products
- Deploying biodegradable products when possible
- Drive chemical usage from renewable feedstocks
- Utilizing safer solvents and replacing BTEX

**DRIVING GREENER SOLUTIONS & HELPING CUSTOMERS IMPROVE ESG PERFORMANCE**

## REAL-TIME DATA ANALYTICS SOLUTIONS

- Reducing carbon footprint, energy consumption and emissions
- Reducing physical samples
- Automating large-scale processes
- Minimizing waste and inefficient reprocessing
- Enabling increases in liquid production and less gas while meeting storage and transportation specs

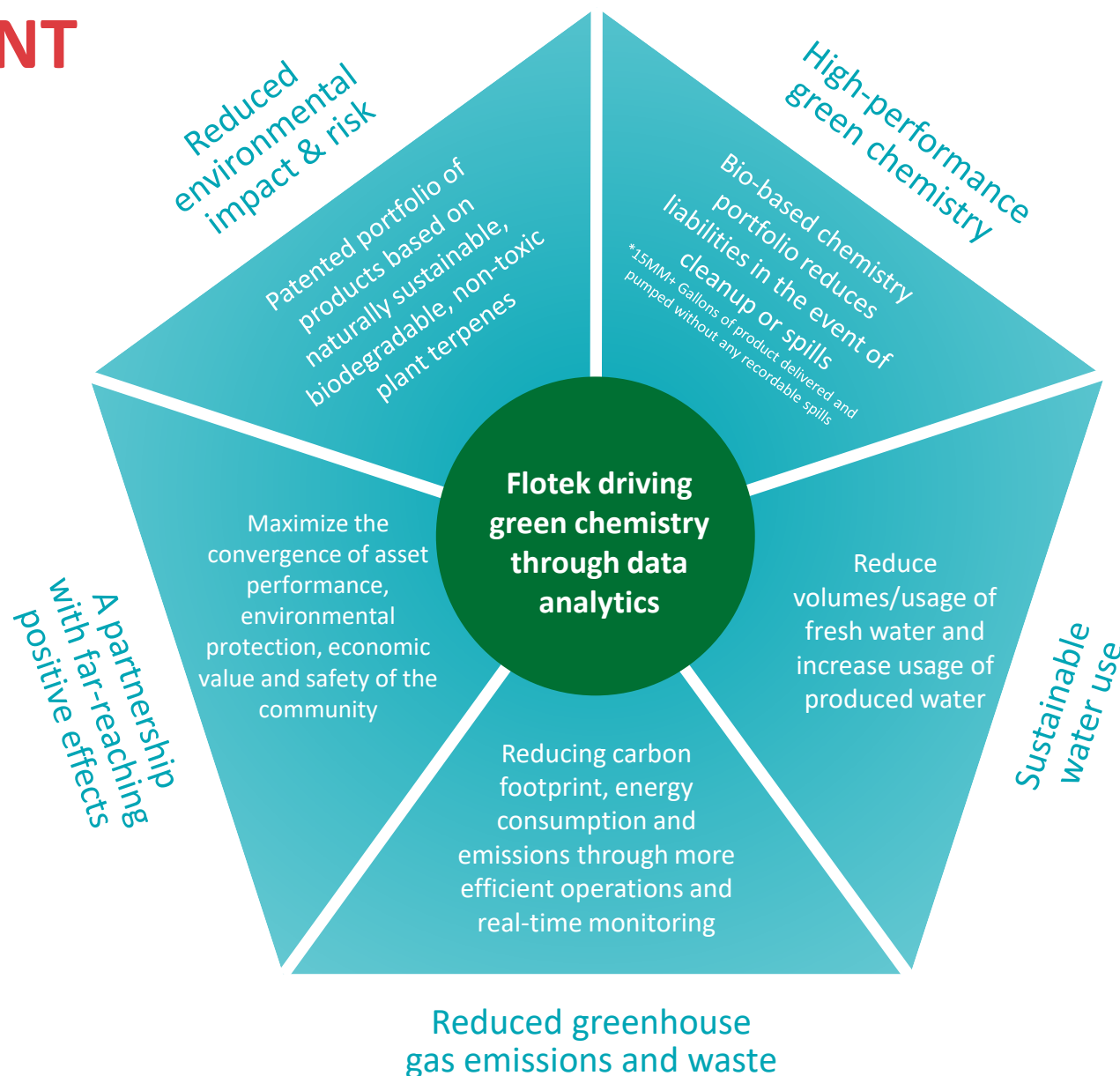
The background of the image is a solid blue color with a pattern of faint, white chemical structures. These structures include various organic molecules such as benzene rings, alcohols, amines, and carboxylic acids, some of which are interconnected in a network-like fashion. The text "ESG Environment" is centered in the middle of the image in a bold, white, sans-serif font.

# ESG Environment

# THE CURRENT ENVIRONMENT ACCELERATING STRATEGIC ESG GOALS

Flotek offers groundbreaking green solutions that combine the power of technology-driven specialty green chemistry with the insight of real-time data analytics.

Our solutions accelerate existing sustainability practices to reduce our customer's environmental impact of energy on the air, water, land and people.



# FLOTEK CHEMISTRY

## CRITICAL TO SUSTAINABLE WATER USE AND PROTECTION

- Water is a strategic component of the ESG performance equation
- The industry is seeking to reduce the usage of fresh water, source water sustainably and protect sources of water
- Flotek's solutions offer a safe and more effective water strategy for our clients

### Traditional Chemistry

Even small amounts of toxic chemicals can fully contaminate water

### Green Chemistry

- Reduces the necessary volume/usage of fresh water
- Enables increased usage of produced water
- Naturally sustainable, bio-based chemistry portfolio reduces risks in the event of cleanup/spills
- Reduces cost through reinjection of water for saltwater disposal wells

The background is a solid blue color with a pattern of faint, light blue chemical structures. These structures include various organic molecules such as benzene rings, alcohols, amines, and carboxylic acids, some with substituents like hydroxyl groups, amino groups, and methyl groups. The structures are scattered across the entire background, creating a scientific and technical atmosphere.

# Chemistry Technologies



# ELEVATING SUSTAINABILITY ACROSS THE ASSET LIFECYCLE

Across the globe, whether conventional or unconventional, our suite of green chemistry solutions enables customers to maximize the value of their hydrocarbon streams throughout the asset lifecycle. From drilling to cementing and stimulation to production, we help solve the toughest challenges, safely and sustainably



## **Drilling & Cementing**

Fluids to protect the reservoir and environment

## **Stimulation**

Enhancing maximum efficiency of productivity

## **Production**

Chemistries for enduring performance

## **Remediation**

Sustainable chemistry maximizing recovery

## **Enhanced Waterflooding**

Effective solutions for greater recovery

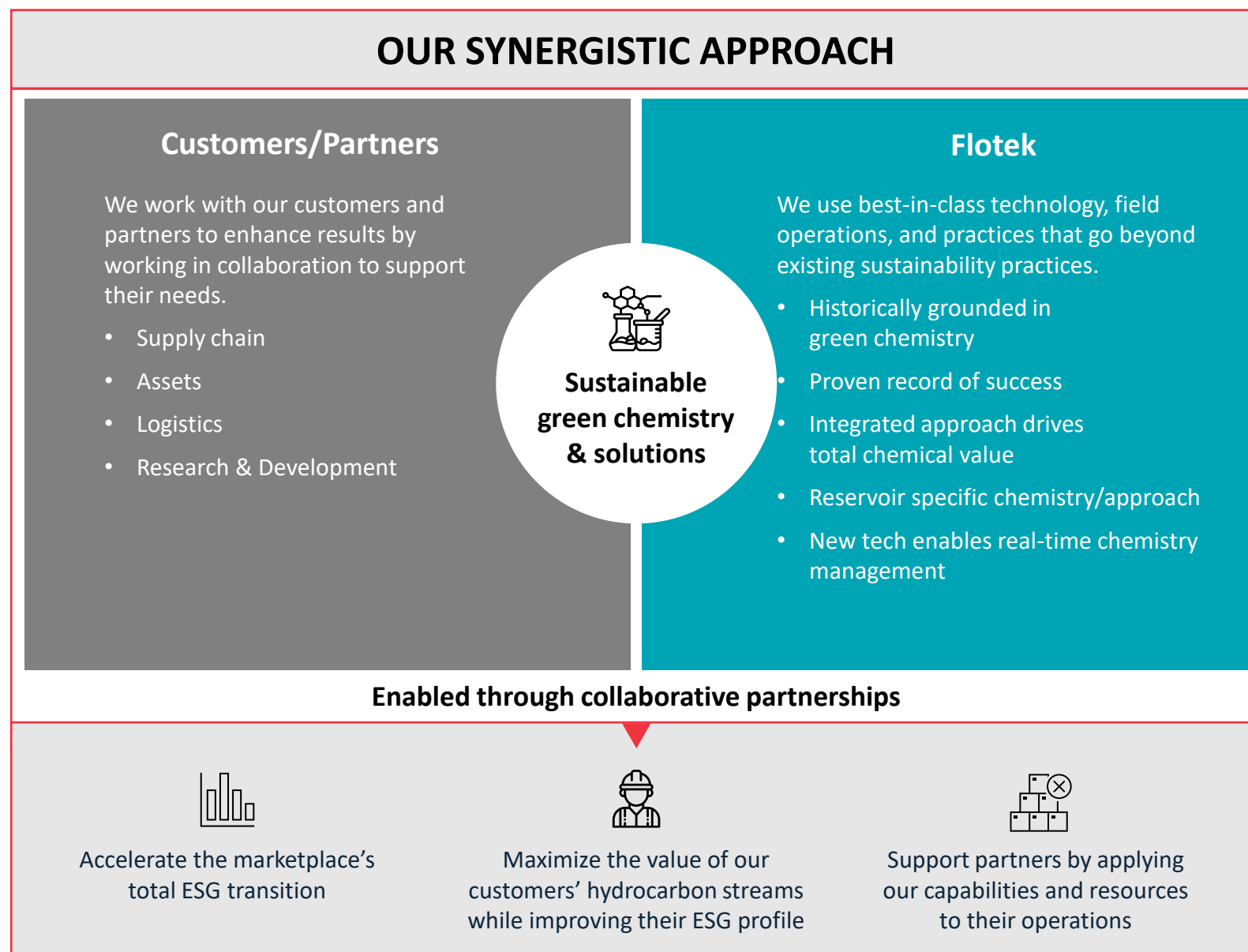
## **Offshore**

From drilling to primary waterflooding and remediation, providing chemistries that minimize formation damage, maximize recovery and extend asset life



# COLLABORATIVE PARTNERSHIPS THAT WORK

Flotek is defining the future of energy with next generation green chemistry solutions.



# A GREEN APPROACH TO INNOVATION

## Flotek combines

System Solutions

Best-in-Class  
Field Operations

Technical Expertise and  
Flagship Chemistries

Through collaborative  
partnership with customers



## Greater Environmental Protection

- Accelerate ESG performance
- Deliver performance and productivity
- Maximize efficiency of operations across value chain
- Reduce total cost of ownership

33%

R&I square footage is 75%  
dedicated to the interactive  
client experience

75%

R&I personnel dedicated  
to direct client support

100%

R&I time and effort dedicated  
to increasing value now and in  
the future

# DEEP ROOTS IN SUSTAINABLE CHEMISTRIES

For more than a decade, we have partnered with customers to maximize the convergence of asset performance, environmental protection, economic value and the safety of communities.



## Bio-based, High-Performance Green Chemistries

Based on naturally sustainable, non-toxic plant terpenes



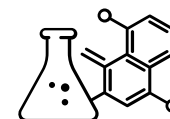
## A Decade of Green Check Scorecard

Evaluate, track and report EHS profile and impact of products



## Quality Assurance & Quality Control

Responsible management of products and services, transparency in reporting



## Formulating for the Future

Eliminate BTEX, EGMBE and Nonylphenols – known toxins and endocrine disruptors

164  
Patents Assets

Proven Chemistry Technology  
10,000+ Wells Around the World

Leveraging technology for adjacent markets in industrial, geothermal, agriculture, solar, and advancing blue/turquoise hydrogen

# PROFESSIONAL CHEMISTRIES

- Building on historical green, specialty chemistry expertise, Flotek Protekol™ professional chemistry product lines were born out of our philanthropic efforts at the onset of COVID-19, when the world needed hand sanitizing products.
- Today, Flotek delivers high-performance cleaning and disinfecting products that meet the demands across a variety of consumer and industrial applications. Flotek Protekol is built for a world where increased safety, cleaning and sanitizing protocols are our new way of life.
- Advancing Flotek's position as high-quality professional chemistry manufacturer.
- Growth opportunities in the janitorial sanitizer market (JanSan) and contract manufacturing for white label distribution.
- Expanded portfolio includes disinfectant wipes and sprays, surface cleaners and degreasers, and manufacturing partnerships with emerging technologies in the Jan-San industry.



3M+/gal month  
blending capacity



Hazardous materials  
expertise



Backed by world-class  
R&D capabilities



ISO-certified, FDA &  
EPA-certified facilities



Ingredients made in  
the USA



White label  
distribution

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# Data Analytics & Digital Transformation

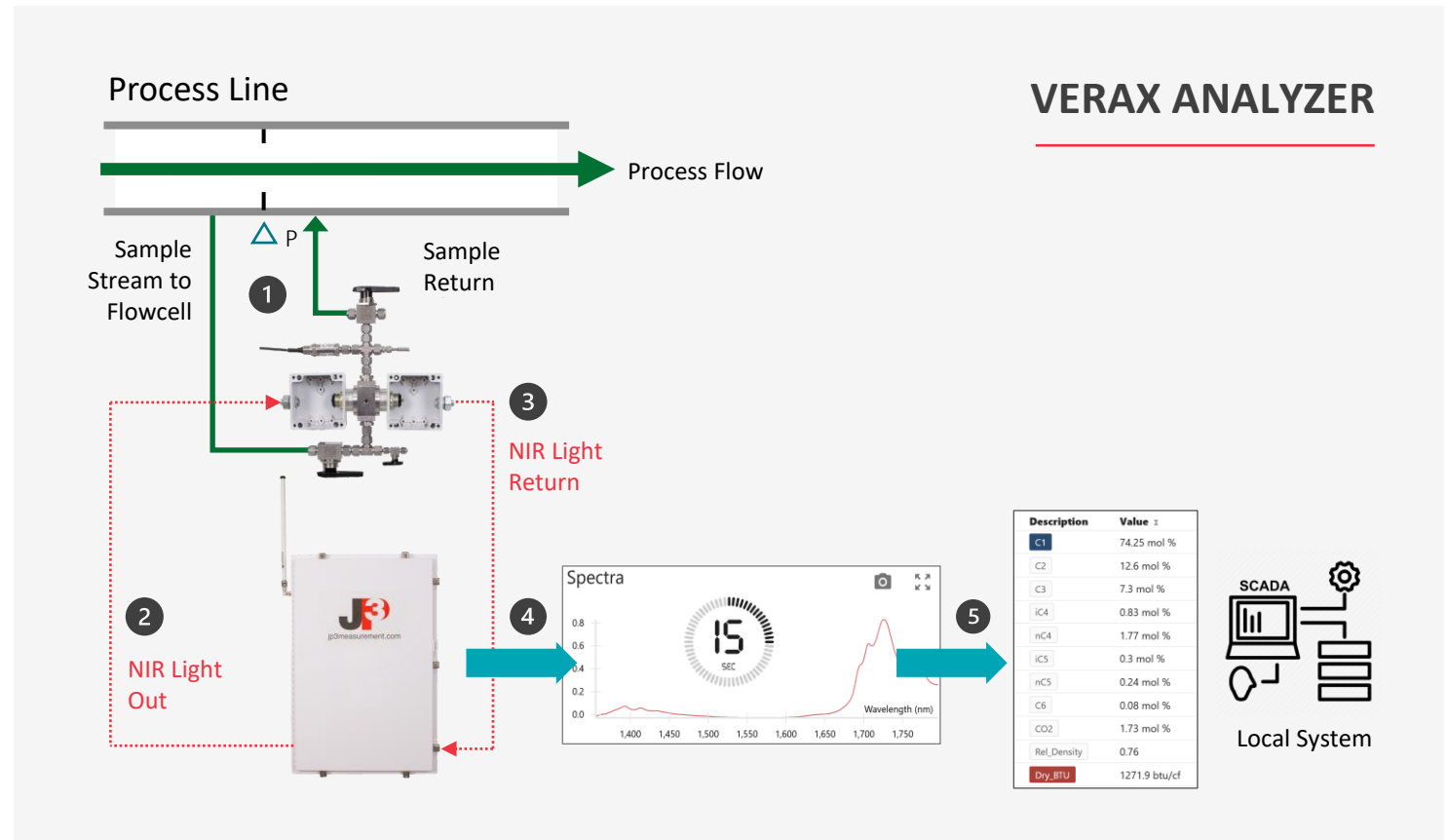
# SUSTAINABILITY THROUGH DIGITIZATION

## TRANSFORMING BUSINESS THROUGH REAL-TIME DATA AND ANALYTICS

### Real-time digital monitoring solutions:

- Reducing carbon footprint, energy consumption and emissions
- Reducing physical samples
- Automating large-scale processes
- Minimizing waste and inefficient reprocessing
- Enabling increases in liquid production and less gas while meeting storage and transportation specs

The VERAX platform allows upstream, midstream, downstream and distribution companies to more effectively manage their product and inventory while delivering actionable data in real-time to optimize production and delivery.



# REDUCING CARBON FOOTPRINT, ENERGY CONSUMPTION & EMISSIONS

## JP3: ONE SYSTEM – A WIDE RANGE OF APPLICATIONS

	UPSTREAM	MIDSTREAM		DOWNSTREAM		DISTRIBUTION
APPLICATIONS	<ul style="list-style-type: none"> <li>• Crude Production</li> <li>• Gas Production</li> </ul>	<ul style="list-style-type: none"> <li>• Liquid Terminals</li> <li>• Crude Pipeline</li> <li>• Condensate Stabilizer</li> <li>• Gas Transmission Pipeline</li> </ul>	<ul style="list-style-type: none"> <li>• Gas Plant</li> <li>• NGL Fractionation</li> <li>• NGL Pipelines</li> <li>• NGL Terminals</li> </ul>	<ul style="list-style-type: none"> <li>• Refinery Tanks</li> <li>• Refinery</li> <li>• Refined Products</li> </ul>	<ul style="list-style-type: none"> <li>• Product Pipelines</li> <li>• Refined Fuels Pipeline</li> </ul>	<ul style="list-style-type: none"> <li>• Refined Products</li> </ul>
	<ul style="list-style-type: none"> <li>• Real-time compositional and property analysis of crude oil, condensate and associated gas for crude quality and gas energy value</li> <li>• Well pad stabilization control for live crudes and condensates to meet vapor pressure requirements for safety and specification limits</li> </ul>	<ul style="list-style-type: none"> <li>• Gas processing plant control and optimization enables more efficient production of natural gas and y-grade NGLS</li> <li>• Fractionation plant control and optimization drives efficient production of high quality NGL purity products</li> <li>• Vapor pressure controls for crude oil central and regional stabilization facilities achieve product specifications with minimum giveaway</li> </ul>		<ul style="list-style-type: none"> <li>• Real-time crude supply measurement to optimize atmospheric crude distillation tower production</li> <li>• Crude stock feed blending to stabilize crude tower production</li> <li>• Real-time refined product cut measurement to optimize quality and mix of products produced</li> </ul>		<ul style="list-style-type: none"> <li>• Real-time refined product property and quality measurement in pipelines and terminals</li> <li>• Optimization of refined product margins through in-line product blending</li> <li>• Pipeline batch interface detection and control delivers significant savings in off-spec product due to pipeline induced transmix</li> </ul>





**THANK YOU**