



### THE HEARTLAND GROUP



### The Heartland Group Advantages

- 15:1 Asset/Debt Ratio
- Built by a team of strategic partners

### SOUND BUSINESS PRINCIPALS



The Heartland Group is a conglomerate of business and strategic partners focused on providing alternative investment opportunities to accredited investors. As a smaller company in the oil and gas industry, rather than relying on deep pockets, we have focused on leveraging our connections to reach our goals.

The Heartland Group has positioned itself in the Permian Basin, officially the highest producing region in the United States according to the Energy Information Administration (EIA). Heartland hopes this will be recognized as one of our keys to success in the long term.

Heartland also believes in sound business practices. Heartland does not have bank loans, lines of credits, and other such debt. We pay cash for leases and equipment leaving the only debt as that of investor's loans. That means large banks or third party corporations cannot control us. All assets are paid for which provides a safety net for investors. In the event of failure, Heartland has resources to satisfy investors thanks to the company's 15:1 Asset/Debt ratio.



### AT THE HEARTLAND GROUP

### **Brad Pearsey**

### **John Muratore**

Brad has been in the financial services industry for well over a decade, and during that time he has worked with clients and advisers all over the country. Brad has owned his own Registered Investment Advisory firm as well as his own alternative investment company. He has assisted companies with setting up funds and offerings in accordance to compliance, due diligence, and best business practices. Brad has recently been working in the oil and gas industry assisting in raising capital and developing sound business objectives. His goal is to create opportunities for investors to partner with oil companies in creating American jobs as well as American produced oil. He attended Indiana Wesleyan University with an emphasis on accounting and finance. He lives just outside of Indianapolis, IN with his wife of 21 years and their 5 children.

John Muratore is a financial service professional, and has owned two very successful mortgagebanking firms in Orange County, California. He sold his last company, California Nova Financial in 2006 to retire. Around 2010 John switched his focus to help clients preserve and grow their wealth. It was through his own search for protection and growth of his family's personal wealth that he decided to seek out investment opportunities that would not only protect, but also enhance the assets that he worked so hard to earn. Through the development of another business, Champion Investments, John set his sights on alternative investment platforms to meet the needs of investors across the country. Now John holds a California life insurance license and a California real estate license. He resides in Huntington Beach, California with his wife of 21 years and their 5 children.

### **Rustin Brunson**

Rustin Brunson is an entrepreneur and Texas attorney. He has been named as a Texas Monthly Magazine "Super Lawyer Rising Star" from 2017-2020. Rustin has had a unique corporate career in that he has lead teams in transactional and compliance matters as well as serve as lead counsel in complex litigation matters. Rustin firmly believes that his experience trying cases to juries has made him a better negotiator, risk evaluator, and transactional lawyer. He is licensed to practice law in the State of Texas and in the federal courts of the United States. Rustin holds a Bachelor of Business Administration from University of Texas Arlington and a Doctorate of Jurisprudence from Oklahoma City University where he was named to the Order of Barristers and won the McAfee and Taft Outstanding Trial Advocate Award. Rustin's professional focus involves commercial, regulatory, and litigation matters. He lives just outside of Mansfield, Texas with his wife of 10 years and their two daughters where they are very involved in the community.



# Strategic Partners

AT THE HEARTLAND GROUP

Heartland recognizes that business is done with people, for people. That's why we have strategically aligned ourselves with valuable partners to achieve our goals.



**JACK**PETERSON

Drilling oil and gas in the Texas Gulf Coast region since 2003, Arco Oil Corp has been an instrumental part of Heartland breaking into the Permian Basin. Over the years, Arco has gained valuable experience establishing themselves as a top oil operator by implementing new technologies, field mapping and production history research.

With 41 years in the business, Jack Peterson worked for various companies such as Union Pacific Resources and Southern California Edison. His experience includes industrial automation, controls engineering, facilities construction and relocation, asset management, project management and field supervision, among other skill sets. Now, Jack is Heartland's chief engineering consultant.

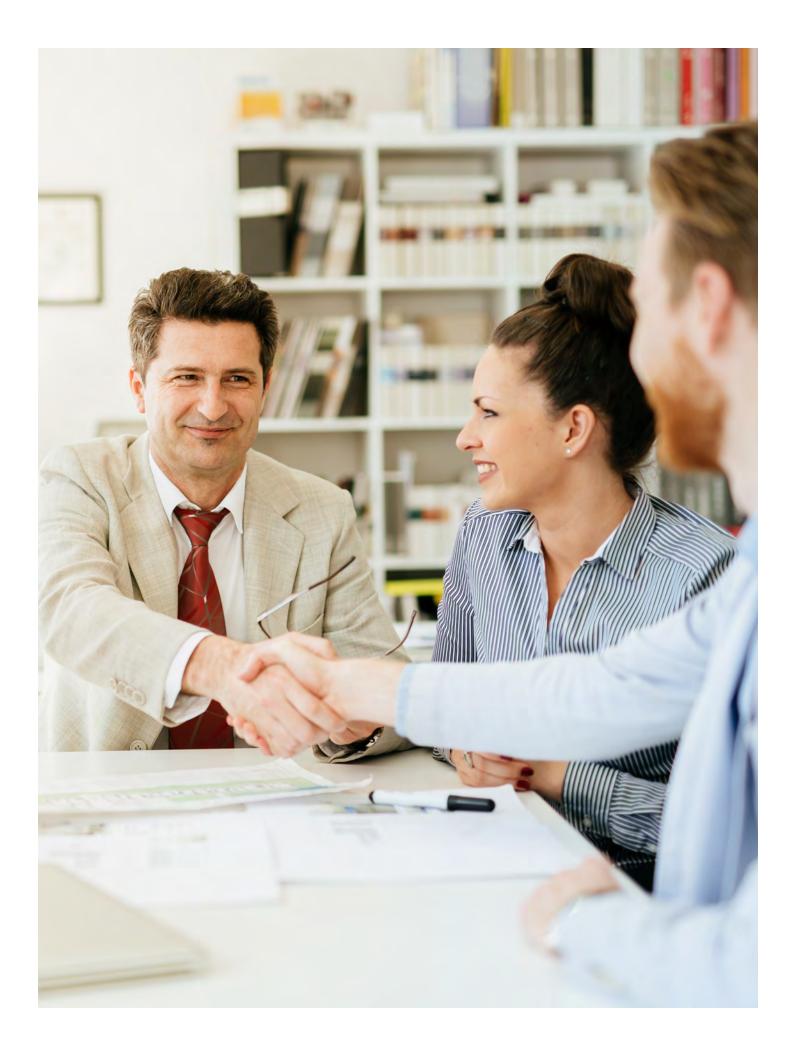
## bci cpa



Troy R. Barnett founded BCI in 2004. This full service accounting firm handles both local and national level clients. BCI's staff includes CPAs, enrolled agents, and other licensed tax and accounting experts, who provide a full range of services designed to fit the individual need of a client. BCI's Brian Hill has a wealth of experience and offers personal one-on-one advice and guidance to Heartland.

Fay Matsukage has over 35 years of experience in law and has been with Doida Law Group for 19 years alone. Doida Law Group is a mergers and acquisitions law firm that provides a complete range of corporate legal services to achieve goals and protect companies. Fay specializes, and advises Heartland, in areas of securities and public offerings.



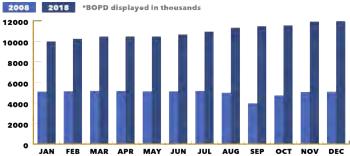


# The Oil Industry

### INSIGHT & UNDERSTANDING



Like any industry, there are highs and lows. However, the oil industry has a unique advantage. Oil is a commodity that will always be essential to society, and historically, it has proven its value. Properly positioned, in the Permian Basin, with newer technology, this commodity can provide diversified and mitigated-risk opportunities to investors.



92 BARRELS OF OIL COME OUT OF THE PERMIAN BASIN EVERY SECOND.

10.9 million BOPD produced in 2018. The EIA predicts that 12.4 million BOPD will be produced in 2019.

Average BOPD has increased 120% over the last 10 years between 2008 and 2018. In fact, it has increased 26% from 2017 to 2019 alone, and according to the EIA 2020 is predicted to increase even further.

Statistics and information on this page provided by the EIA, among other resources.





HOW IT'S DONE

All project locations Heartland has chosen to establish themselves in is intentional. As of early 2019, Heartland is participating in 4 projects, which are located in or close to the Permian Basin. Choosing these locations were instrumental in setting Heartland up for success. The Permian Basin and many adjacent basins are among the most oil and gas rich regions in the entire country according to the EIA. This fact alone plays a central part in how we curate our projects.

## Heartland is involved in 4 Projects:

- Val Verde
- Wolf Camp
  - Conway
- Sahota I & II

### STRATEGIC POSITIONING IN THE PERMIAN BASIN







HOW IT'S DONE

There are several technical aspects that go on AN EXAMPLE behind the scenes of making a drilling project OF BASIN successful. A keen understanding of geology is FORMATIONS one of many important factors. Heartland has expert operators and petroleum engineers that have been active in the industry for decades. Ranging from the shallow Permian Sands down to the Ellenberger Dolomite, Heartland's operators are constantly analyzing formations which typically include thick organic shale deposits on top of limestone and dolomite deposits which can hold oil and gas deposits. Feet **CRETACEOUS** | 80M YEARS OLD 1,000 **ELLENBERGER** 2,000 290M YEARS OLD ATOKA, PENNSYLVANIAN | 290M YEARS OLD 3,000 4,000 **BOONSVILLE BEND, CONGLOMERATES PENNSYLVANIAN | 305M YEARS OLD** 5,000 MARBLE FALLS LIMESTONE, MISSISSIPPIAN | 320M YEARS OLD 6,000 **UPPER BARNETT, MISSISSIPPIAN** 7,000

Heartland has expert operators and petroleum engineers that have been active in the industry for decades.

**VIOLA / SIMPSON LIMESTONE | 320M YEARS OLD** 

**LOWER BARNETT, MISSISSIPPIAN | 320M YEARS OLD** 

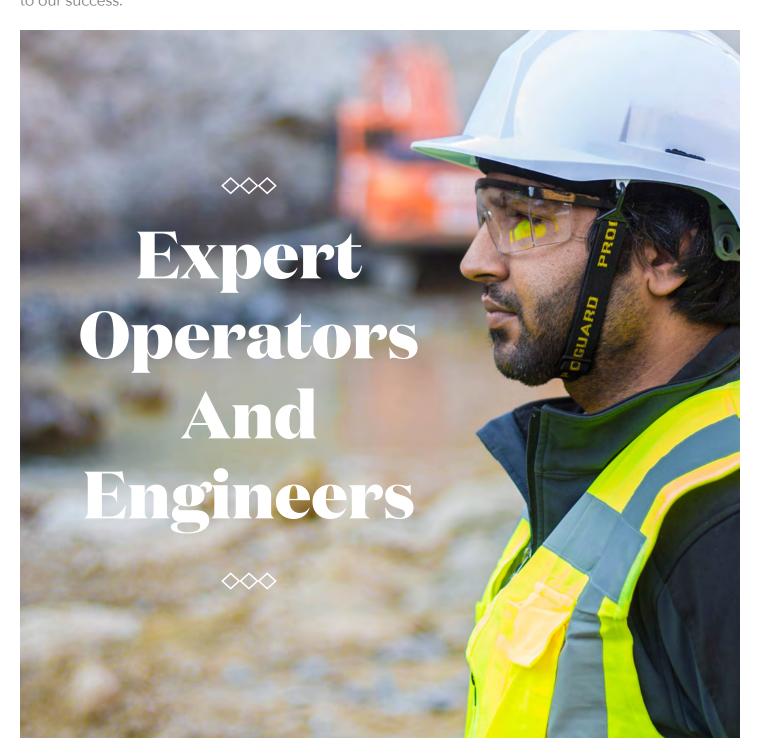
**ELLENBERGER DOLOMITE, ORDOVICIAN | 430M YEARS OLD** 

8,000

9,000



Heartland's operators and engineers use proven techniques combined with new technologies to not only drill new projects but to rework wells previously thought to be "dry". Drilling techniques include thtt3-D imaged seismic structure map analysis and TRNCO 3D seismic program data analysis to identify where to specifically drill. With the assistance of our partners in the field, Heartland leverages these advantages to our success.



# Product Offerings

### FOR ACCREDITED INVESTORS

In April 2019, The Heartland Group formed a partnership with Arco Oil to fund various projects. This joint venture has since become involved in multiple different projects such as: Val Verde, Wolf Camp, Conway, and Sahota I & II with more to come. Heartland now offers seven different products to meet the specific needs of its investors.

	ILLIQUID	ANNUAL RETURN	RETURN AT MATURITY	TAX DEDUCTIBLE	MARKET INFLUENCED	MINIMUM INVESTMENT
12 MONTH DEBT PLAY	12 Months	8.5% Paid Monthly	0%	0%	No	\$50,000
12 MONTH DEBT PLAY (BALLOON PAYMENT)	12 Months	9% (Deferred)	9%	0%	No	\$50,000
24 MONTH DEBT PLAY	24 Months	9% Paid Monthly	0%	0%	No	\$50,000
36 MONTH DEBT PLAY	36 Months	12% Paid Monthly	0%	0%	No	\$250,000
36 MONTH DEBT PLAY (WITH 10% BALLOON)	36 Months	9% Paid Monthly	10% Balloon	0%	No	\$100,000
36 MONTH DEBT PLAY (BALLOON PAYMENT)	36 Months	0%	37% Balloon	0%	No	\$100,000
EQUITY PLAY	3-5 Years Projected	12% Projected	40% Pro Rata Interest On A Sale	100%	Yes	\$50,000



# Product Offerings

### THE SPECIFICS

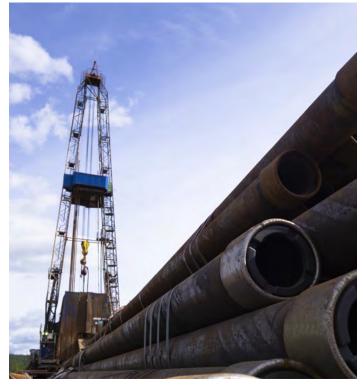
## **Debt Play**

Choosing to invest in the Debt Play gives investors flexibility by offering a variety of options. This allows the investor to choose how long their money is illiquid while providing a stable, fixed return.

### BENEFITS

- Short time commitment.
- Fixed, stated return.
- Return is not correlated to the market.
- Multiple investment options.





## **Equity Play**

With excellent tax benefits, the Equity Play can provide investors annual dividends projected to be 12%. Participation can also lead to a significant payout at the end of a successful project. Tax benefits include 100% deductibility on tangible and intangible drilling costs according to section 263 of the tax code.

#### TAX BENEFITS

- Your investment aids the infrastructure of the United States.
- Annual dividends projected as high as 12% are paid annually.
- Successful projects consistently outperform traditional investment platforms.
- The principal investment is 100% tax deductible.



