
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **September 10, 2013**

PROFIRE ENERGY, INC.

(Exact name of registrant as specified in its charter)

Nevada
(State or other jurisdiction of
incorporation)

000-52376
Commission
File Number)

20-0019425
(IRS Employer
Identification No.)

321 South 1250 West, Suite 1, Lindon, Utah
(Address of principal executive offices)

84042
(Zip code)

(801) 796-5127
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

Item 7.01. Regulation FD Disclosure.

Profire Energy, Inc., (the “Company”) will deliver a presentation at the Liolios Group’s Second Annual Gateway Conference on September 10, 2013. In connection therewith, the Company has prepared a new investor presentation, a copy of which is attached to this report as Exhibit 99.1 and incorporated herein in its entirety by this reference. This presentation will also be accessible online through the Investors section of the Company’s website (www.profireenergy.com). The information on our website is not a part of this Form 8-K.

The information provided pursuant to this Item 7.01, including Exhibit 99.1 in Item 9.01 is “furnished” and shall not be deemed “filed” for purposes of Section 18 of the Securities and Exchange Act of 1934, as amended, is not subject to the liabilities of that section and is not deemed incorporated by reference in any filing under Securities Act of 1933, as amended. The posting an furnishing of this information in not intended to, and does not, constitute a determination by the Company that the information is material or that investors should consider this information before deciding to buy or sell securities of the Company.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit Number</u>	<u>Description</u>
99.1	Profire Energy, Inc. Investor Presentation, dated September 10, 2013

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PROFIRE ENERGY, INC.

Date: September 10, 2013

By: /s/ Brenton W. Hatch
Brenton W. Hatch
Chief Executive Officer

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1	Profire Energy, Inc. Investor Presentation, dated September 10, 2013



Forward-looking Statements

- ▶ This presentation contains forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. All statements other than historical facts are forward-looking statements, including without limitation, those regarding activities, events, financial results or developments that we intend, plan, expect, believe, project, forecast or anticipate will or may occur in the future. Examples of forward-looking statements include, but are not limited to, statements we make regarding the potential size of the market for our products, impacts of future legislation and regulatory action, forecasts of future performance, financial condition and results of operations, plans to expand to other markets, development of new technologies, potential acquisitions and the possibility of up-listing or cross-listing our equity securities. These statements reflect our management's current views with respect to future events, are not guarantees of future performance, and involve risks and uncertainties that are difficult to predict. Further, forward-looking statements are based upon assumptions of future events that may not prove to be accurate. Such assumptions and assessments are made in light of our experience and perception of historical trends, current conditions and expected future results. These statements involve known and unknown risks, uncertainties, assumptions and other factors many of which are out of our control and difficult to forecast which may cause actual results to differ materially from those that may be described or implied herein. Such factors include but are not limited to: general economic conditions; competitive factors; political, economic, and regulatory changes affecting the oil and gas industry; commodity price changes (i.e. of oil and gas) that could affect sales strategies; changes in supplier pricing or transit costs; changes in exchange rates; changes in demand for combustion management products, and various other factors, both referenced and not referenced above, and other factors that are described in our filings with the Securities and Exchange Commission (the "Commission"), including our periodic reports on Forms 10-K and 10-Q. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results, performance or achievements may vary materially from those set forth in this presentation. You should not place undue reliance on any forward-looking statements and are advised to carefully review and consider the various disclosures in our filings with the Commission. Except as required by law, we neither intend nor assume any obligation to revise or update these forward-looking statements, which speak only as of their dates. We nonetheless reserve the right to make such updates from time to time by press release, periodic report or other method of public disclosure without the need for specific reference to this financial outlook. No such update shall be deemed to indicate that other statements not addressed by such update remain correct or create an obligation to provide any other updates.
- ▶ Although we report our results using US GAAP, we have included in this presentation the non-GAAP measures of Adjusted EBITDA and Adjusted EBITDA Margin because management believes these measures are commonly used by securities analysts, investors and others interested parties in the evaluation of financial performance. These non-GAAP measures have limitations as analytical tools and you should not consider these non-GAAP measures in isolation or as a substitute for analysis of our results as reported under GAAP. A reconciliation of non-GAAP to GAAP results is included in this presentation, which has been posted online at www.profireenergy.com.

An Introduction to Profire

Profire Energy is an oilfield technology company, specializing in burner management systems (BMS).

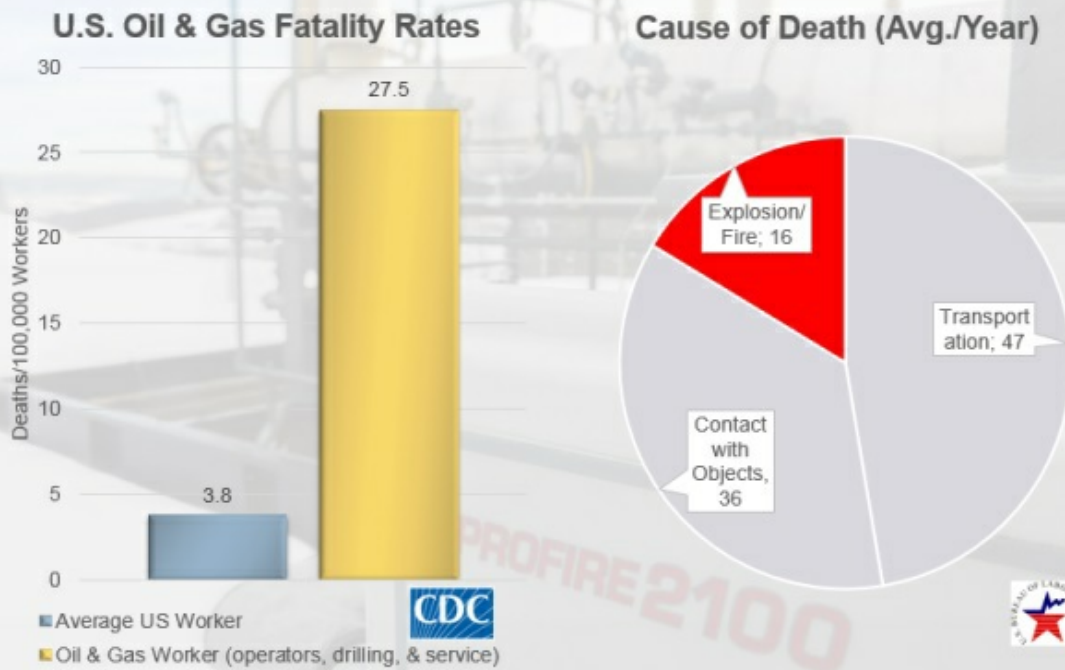
- ▶ Founded in 2002 in Alberta (service)
 - ▶ Public in 2008; headquarters now in Utah
 - ▶ US company
- ▶ Creates oilfield technologies
 - ▶ Specializes in burner management systems (BMS)



- ▶ Received multiple awards for growth and financial management in 2012
 - ▶ One of the 1000 fastest-growing companies in the world (International Business Times, 2012)

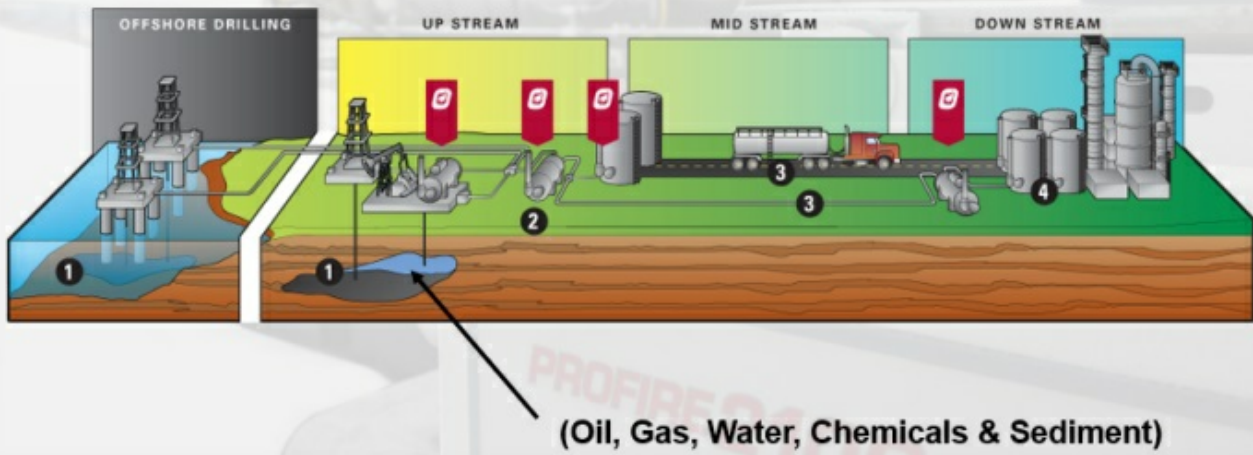


A Look at the Industry's Fatality Rates



Where Is a BMS Used?

Profire's products are used in the upstream and midstream processes of the oil/gas industry (see red arrows).



What is a BMS?

A BMS automates inefficient and dangerous tasks with an efficient, economic system.

- ▶ **A high-tech, specialized oilfield thermostat**
 - ▶ Monitors, manages & reignites flame

- ▶ **Controls the burner flame**
 - ▶ Ignites burner flames
 - ▶ Senses flame presence and flame failure
 - ▶ Manages fuel to increase or decrease flame intensity (i.e. heat up or cool down vessel)
 - ▶ Can be managed remotely



What Does a BMS Do?

Burner-flames create the heat within combustions applications, and are an integral part of effective oil/gas production & transportation.

- ▶ A BMS uses temperature inputs to detect whether more heat is needed in the application. It then manages the fuel flow accordingly.
 - ▶ The BMS also detects whether a flame is present. If it detects a flame failure, it will reignite the flame
- ▶ The BMS monitors and manages temperature, and provides re-ignition as needed.
 - ▶ (🔴 indicates where a BMS is used)



What's Driving Our Growth?

A BMS can improve company efficiency, compliance, and safety for oil/gas companies.

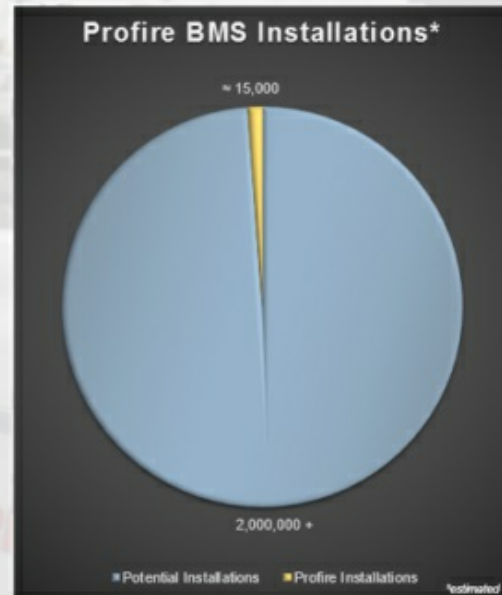


	With BMS	Without BMS
Economics	<ul style="list-style-type: none">• The BMS quickly reignites the failed flame, and keeps the application within a temperature range set by the user.• The application can be monitored remotely.• Production continues with minimal interruption (BMS reignites flame).	<ul style="list-style-type: none">• A worker must discover and reignite the extinguished burner flame. The worker then reignites the application manually.• All application monitoring is done directly, on-site.• Production can be interrupted for longer periods of time (worker reignites flame).
Safety	<ul style="list-style-type: none">• The BMS assumes the risk of reignition, reducing employee accident-risk.	<ul style="list-style-type: none">• Employees assume the risk of reignition, which can lead to burns/explosions.
Compliance	<ul style="list-style-type: none">• The BMS can minimize gas emissions by quickly reigniting a failed flame.	<ul style="list-style-type: none">• Raw gas is needlessly released into the atmosphere when flame fails.

What Does the Industry Currently Use?

Current industry methods are generally dangerous and inefficient.

- ▶ Currently, companies use pneumatic (i.e. “air-driven”) systems to provide very basic temperature management
 - ▶ Requires manual re-ignition and upkeep (costly and time-consuming)
- ▶ BMS makes companies safer, more compliant, and more efficient
- ▶ Canada already requires oil/gas companies to use BMS



The Size of the Industry in North America

Oil and gas supply about 65% of all U.S. energy.

- ▶ US and Canada are major oil and gas producers
- ▶ There are about 1.3 mil. oil/gas wells in North America.
 - ▶ About 45,000-50,000 new wells drilled each year
- ▶ Each well could potentially use multiple BMS systems
- ▶ US projected to be world's largest oil producer by 2020 (IEA)

World's Leading Natural Gas Producers

RANK	COUNTRY	(CU M)
1	United States	611,000,000,000
2	Russia	588,900,000,000
3	European Union	182,300,000,000
4	Canada	152,300,000,000
5	Iran	138,500,000,000
6	Qatar	116,700,000,000

World's Leading Oil Producers

RANK	COUNTRY	(BBL/DAY)
1	Saudi Arabia	10,520,000
2	Russia	10,270,000
3	United States	9,688,000
4	Iran	4,252,000
5	China	4,073,000
6	Canada	3,483,000

Market Overview

The large BMS market is growing quickly, and is currently served by a small handful of companies.

- ▶ Use of BMS grew quickly after Canada mandated its use through B.149.3-10
 - ▶ Sales were mostly regulatory-driven; many basic products were sold to simply fulfill regulation

- ▶ Recently, the economic and safety value of BMS has become increasingly realized within the U.S.
 - ▶ Sales have grown strongly without regulatory pressure
 - ▶ Early-stage federal regulations affecting oilfield emissions are set to take effect in 2015 (“Green Completion”)*

- ▶ Market is still served by very few companies (four major players):
 - ▶ Profire Energy (US & Canada)
 - The only public company specializing in oilfield BMS
 - ▶ ACL (Alberta)
 - ▶ Platinum (Texas)
 - ▶ Surefire (New Mex.)

PROFIRE
ENERGY INC.

ACL
CORPORATION

Pt Platinum
CONTROL TECHNOLOGIES

SureFire

Additional Products

We offer a number of combustion management technologies for a variety of environments.

▶ Our primary products include:

- ▶ **PF 2100**
 - ▶ An advanced, versatile BMS for a variety of applications
- ▶ **PF1300 FIS**
 - ▶ A simple ignition system (e.g. for use with flare stacks)
- ▶ **Airplate**
 - ▶ An adjustable airplate that meters airflow into the firetube



Service

Our service team is dedicated to customer success, and are expert combustion technicians.

- ▶ Our service department gives us real-time, valuable feedback about the industry's needs
- ▶ Services are provided by all Profire offices, and include:
 - ▶ BMS installations & maintenance
 - ▶ Combustion optimization (e.g. gas flow, flame quality, air flow, etc.)
 - ▶ Flame-arrestor testing



Our Customers

We serve many companies throughout North America and the world.

- ▶ Service companies, distributors, OEMs, and producers:
- ▶ Our distributor network supplies product throughout North America and Brazil.
- ▶ In 2012 we added Cameron to our distribution network—a Fortune 500 company (NYSE: CAM)

ExxonMobil

encana®

devon

Shell

Husky Energy

ConocoPhillips

CAMERON

**Chesapeake
ENERGY**

Our Team

Our corporate direction begins with our experienced executive team—with a strong oil/gas background.



Brenton W. Hatch, CEO

Previously General Manager of Titan Technologies (a Canadian oilfield service & distribution company) and CEO of Keaton International. He is particularly experienced in operations and marketing management, and earned a Bachelor's degree in Education from the University of Alberta.



Harold Albert, COO

Previously managed the burner division at Titan Technologies, and Natco Canada doing oil/gas facility commissioning. In addition to overseeing company operations, he also manages company R&D and oversees all Canadian operations.



Andrew Limpert, CFO

Previously was a financial & strategic advisor for investment banks, and served as officer, director, and interim CEO of Ohr Pharmaceutical. Mr. Limpert earned a Bachelor's degree in Finance from the University of Utah, and an MBA in Finance from Westminster College in 1998.

Profire has approximately 50 employees in three offices: Alberta, Utah, and Texas.

Financials: Q1 FY 2014 (ended June 30, 2013)

Our recent financial results speak to our ongoing commitment to create stakeholder value.

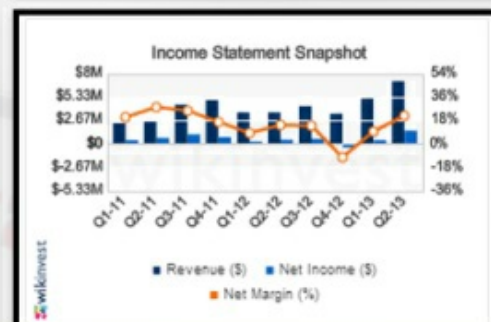
Income Snapshot (Q1 FY2014) (millions)	
Revenues:	\$7,181,580
Cost of Revenues:	\$2,992,677
Gross Profit:	\$4,188,903
Gross Margin (%):	58%
Adj. EBITDA*	\$2,418,774
Adj. EBITDA Margin (%)*	33%
Operating Income:	\$2,357,446
Operating Margin (%):	32%
Net Income (After-tax):	\$1,613,984
Net Margin (%):	22%

Bal. Sheet Snapshot (Q1 FY2014) (millions)	
Cash:	\$1,791,153
Net Tangible Assets:	\$12,030,024
Working Capital:	\$9,896,266
Current Ratio:	5.15x
Long-Term Debt:	\$0
LT Debt To Equity Ratio:	0
Shareholder Equity	\$12,030,024

Financials: Historical

Profire's financial history demonstrates our commitment to growth. Profire Energy is a profitable and debt-free company.

Income Statement 2009-2012 (millions)	FY 2010 (Ended March 2010)	FY 2011 (Ended March 2011)	FY 2012 (Ended March 2012)	FY 2013 (Ended March 2013)	FY 2014 Forecast (Ends March 2014)
Revenues (\$)	\$5.91	\$8.03	\$15.93	\$16.89	\$22.5
Net Income (\$)	\$1.28	\$1.63	\$3.19	\$1.43	\$4.2
Net Margin (%)	21.6%	20.2%	20%	8.5%	18.6%



IR Statistics

Our growing shareholder base has historically realized gains year-over-year, with the prospect of benefitting from our profitable growth in a large industry.

▶ Stock Metrics

- ▶ Price: \$1.87*
- ▶ Market Cap: \$84.6M*
- ▶ EPS (ttm): \$0.06
- ▶ Avg. Volume: ≈ 10,000/daily

▶ Shareholder Metrics

- ▶ Shares Issued & Outstanding: ≈ 45,250,000
- ▶ Float: ≈ 7,000,0000
- ▶ % Insider-owned: 85%
- ▶ Total shareholders: ≈ 600 (NOBO, OBO & Of-Record)

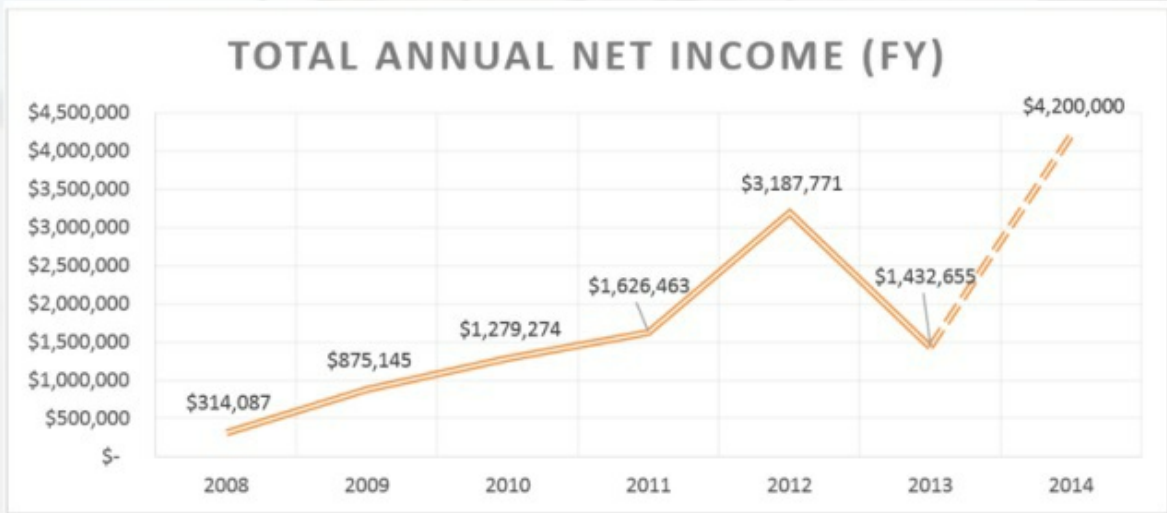
Forecasts Overview

Forecast Item	Estimate	
<u>Revenues for Fiscal Year 2014 (April 1, 2013 – March 31, 2014)</u>	\$22,500,000	↑ 34%
<u>Net Income for Fiscal Year 2014 (April 1, 2013 – March 31, 2014)</u>	\$4,200,000	↑ 200%

Revenues Forecast



Net Income Forecast



Quarterly Revenues (Historical)



Our Future

By pursuing new growth opportunities, establishing new relationships, and developing new technologies, we believe the future is promising for Profire stakeholders.

- ▶ Consider additional domestic offices (e.g. Pennsylvania, Oklahoma, etc.), distributions agreements, sales channels, and services
- ▶ Pursue expansion of our international distribution to new countries
 - ▶ (e.g. Russia, India, China, Australia, Brazil, Mexico, New Zealand)
- ▶ Develop new technologies to enhance/complement our current product line, such as:
 - ▶ Improved valve train technologies
 - ▶ Improved power supply in oilfields
 - ▶ Enhancements to flagship products
 - ▶ Continue expanding intellectual property
- ▶ Pursue potential acquisition candidates to reduce costs and enter new markets
 - ▶ Could also acquire a manufacturing company (vertically integrate)
- ▶ Pursue an uplisting to NASDAQ or NYSE (MKT); cross-list to TMX

Key Takeaways

Profire Energy is a growing, profitable, and debt-free oilfield-tech company. Our products improve the industry's efficiency, safety, and compliance.

- ▶ Profire is largely undiscovered
- ▶ High-tech margins in a strong, proven industry
 - ▶ Gross/Net margins typically 60/20%
 - ▶ 1.3M wells... ≈\$4 billion market
- ▶ Proven ability to sell systems on economic merits
- ▶ Profire affords opportunity to participate in oil/gas market, without drilling risk
- ▶ Entering a phase of leverage and execution

TOTAL ANNUAL REVENUES (FY)



Resources

Our investor relations department is happy to answer questions about our industry, company, or financials.

- ▶ **Investor Relations department**
 - ▶ Nathan McBride
 - ▶ P: (801) 701-2502
 - ▶ E: nmcbride@profireenergy.com

- ▶ **Website (www.ProfireEnergy.com)**
 - ▶ Investor presentation
 - ▶ Investor packet
 - ▶ Up-to-date financials & charts
 - ▶ Subscribe for updates on our PR page
 - ▶ Learn about our industry & products



Igniting New Possibilities

*PROFIRE ENERGY INC. 2013 ALL RIGHTS RESERVED.

Appendix

- ▶ This presentation refers to the non-GAAP measures of Adjusted EBITDA and Adjusted EBITDA margin. The reconciliation of such Non-GAAP measures to GAAP is provided below:
 - ▶ Adjusted EBITDA = Net Income + Income Tax Expense + Interest Income – Interest Expense + Depreciation
 - ▶ \$2,418,774 = \$1,613,984 + \$734,411 + \$801 - \$10,467 + (\$61,328 + \$18,717)
 - ▶ Note that depreciation includes the line-item of depreciation, as well as the depreciation that is embedded in Cost of Goods Sold-Products
 - ▶ Adjusted EBITDA Margin = Adjusted EBITDA/Total Revenues (given as a %)