UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

SCHEDULE 14A (Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

PROXY STATEMENT PURSUANT TO SECTION 14(A) OF THE SECURITIES EXCHANGE ACT OF 1934

Filed by the Registrant \square			
Filed by a Party other than the Registrant □			
Check the appropriate box:			
□ Preliminary Proxy Statement □ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) □ Definitive Proxy Statement ☑ Definitive Additional Materials □ Soliciting Material Pursuant to § 240.14a-12			
PROFIRE ENERGY, INC. (Exact Name of registrant as specified in its charter)			
(Exact Name of registrant as specified in its charter)			





You invested in PROFIRE ENERGY, INC and it's time to vote!
You have the right to vote on proposals being presented at the Annual Meeting. This is an important notice regarding the availability of proxy material for the shareholder meeting to be held on June 14, 2023.

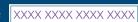
Get informed before you vote

Suite 500

View the Proxy Statement, Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 31, 2023. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com





Smartphone users

Point your camera here and vote without entering a control number





Vote in Person at the Meeting*

June 14, 2023 9:00 AM MDT

VIRTUAL MEETING www.colonialstock.com/pfie2023

*If you choose to vote these shares in person at the meeting, you must request a "legal proxy." To do so, please follow the instructions at www.ProxyVote.com or request a paper copy of the materials, which will contain the appropriate instructions. Please check the meeting materials for any special requirements for meeting attendance.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

PROFIRE ENERGY, INC 2023 Annual Meeting Vote by June 13, 2023 11:59 PM ET

Voting Items		Board Recommen
1.	Election of Directors	
	Nominees:	
1A	Brenton W. Hatch	⊘ For
1B	Colleen Larkin Bell	⊘ For
1C	Ryan W. Oviatt	⊘ For
1D	Daren J. Shaw	⊘ For
1E	Ronald R. Spoehel	⊘ For
2	To approve the 2023 Equity Incentive Plan	⊘ For
3	Ratify the appointment of Sadler, Gibb & Associates, LLC as the Company's independent registered public accounting firm for the fiscal year ending December 31, 2023.	⊘ For

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.

Under New York Stock Exchange rules, brokers may vote "routine" matters at their discretion if your voting instructions are not communicated to us at least 10 days before the meeting. We will nevertheless follow your instructions, even if the broker's discretionary vote has already been given, provided your instructions are received prior to the meeting date.

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