

MICHEL AMAR

CEO & DIRECTOR

The Architect of the AI Pivot:
A Comprehensive Profile of
Michel Amar and the
Remaking of DigiPower X



PROFILE OF THE WEEK



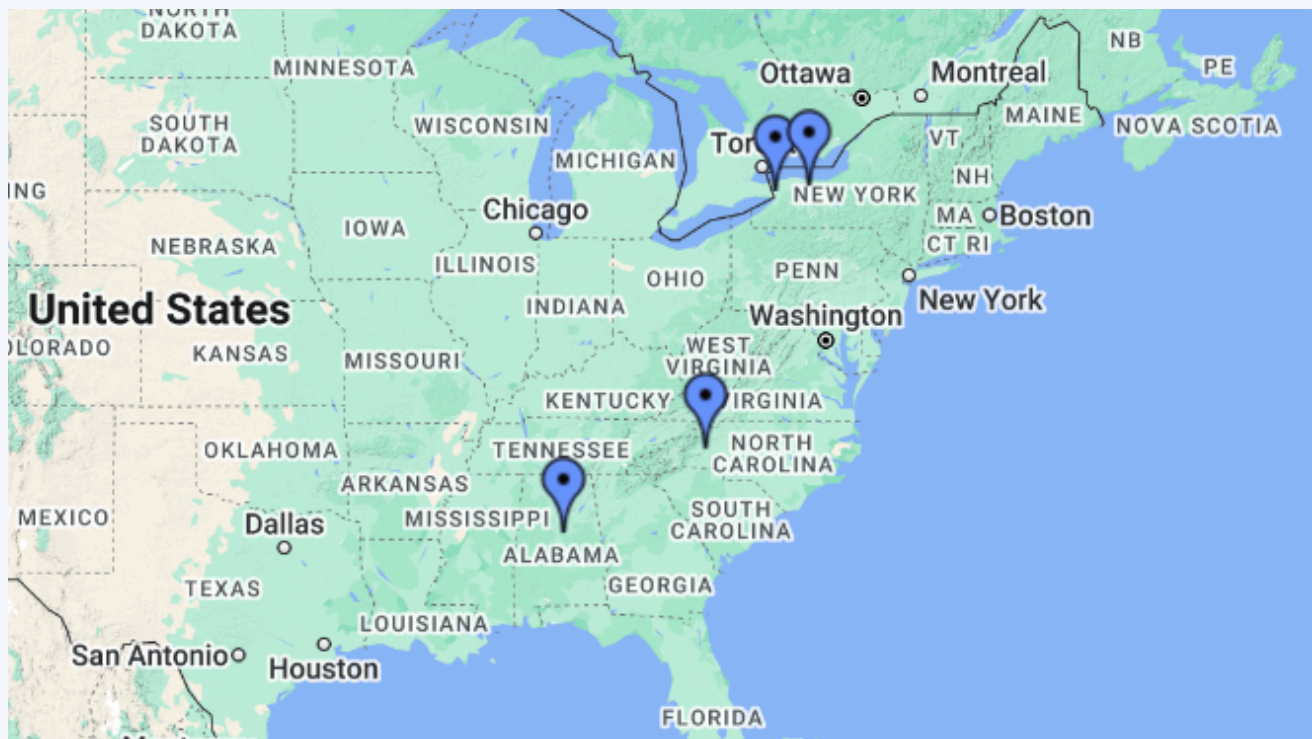
Michel Amar

President and CEO



In the high-stakes world of digital infrastructure—where the relentless demand for computing power collides with the finite constraints of energy—Michel Amar, CEO of DigiPower X, is leading one of the industry's most audacious transformations. Under his direction, the company is executing a strategic pivot away from the volatile, energy-intensive world of cryptocurrency mining and into the rapidly expanding domain of Artificial Intelligence (AI) infrastructure. This is not merely a shift in business model but a wholesale reinvention of DigiPower X's identity, with Amar's leadership, vision, and appetite for disruption at the center of it all.

For investors and industry observers alike, the pivotal question is whether Amar—an experienced entrepreneur known for riding waves of market opportunity—can successfully navigate the significant operational, financial, and governance risks that come with such a radical repositioning. As the company retools its facilities, workforce, and strategy to align with the AI-driven future, its success will hinge on Amar's ability to balance bold vision with disciplined execution in a sector defined by rapid evolution and unforgiving competition.

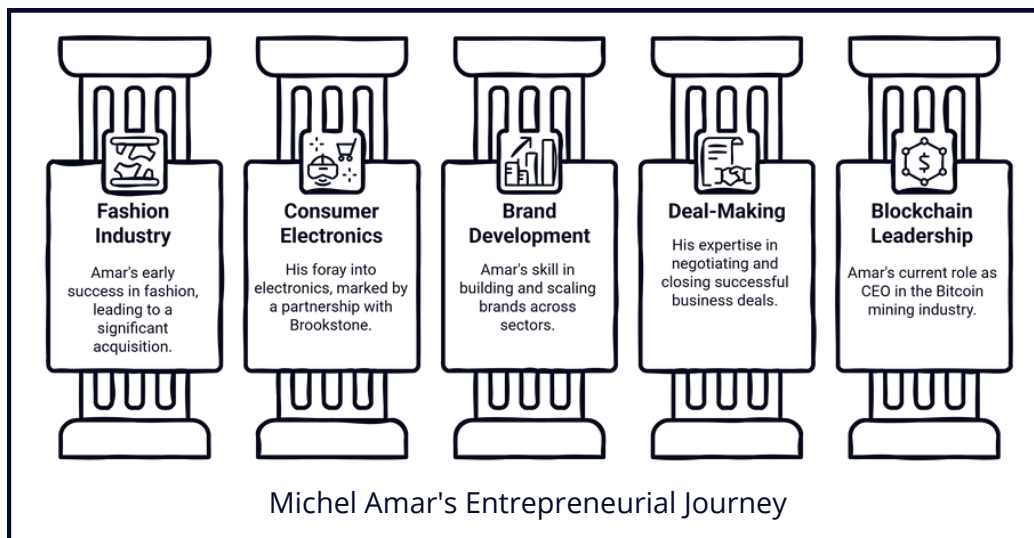


The Journeyman Entrepreneur: A Path to the Digital Frontier

Before launching into technology, Michel Amar spent the early chapters of his career immersed in fast-moving, lifestyle-driven sectors—specifically fashion and consumer electronics. From the outset, he positioned himself as an entrepreneur who could identify trends and scale businesses to meet them, rather than betting on deep technical expertise. It's a strategic approach that would later define his leadership style in new industry arenas.

At Street Beat Sportswear, Amar demonstrated that ability on a grand scale. As CEO, he led the company to a successful acquisition by BCBG Max Azria Group. After the takeover, he managed a division that reportedly delivered \$700 million in annual sales—a clear signal of his capacity to create value through growth-oriented brand execution.

Amar didn't stop there. In 2019, through his licensing agency NYAM, he transitioned into the consumer tech space by partnering with Brookstone to design and distribute electronics under that established brand name. This move marked his formal entrance into the world of technology products, again relying on licensing deals and brand strength rather than internal engineering resources.



This track record—built on deal-making, brand positioning, and scaling trend-focused businesses—offers vital context for his current leadership at DigiPower X, formerly Digihost Technology. Founded in 2017 as a Bitcoin-mining company, Digihost placed Amar at the center of blockchain infrastructure. His shift from mining to an AI infrastructure pivot underscores a career-long pattern: a leader adept at spotting emerging market waves and assembling the people, partners, and capital to ride them. As DigiPower X undertakes its most ambitious reinvention yet, that skill is now being put to its ultimate test.

The Grand Pivot: Forging a Future from Crypto Volatility

Full Rebrand & Ticker Shift

In March 2025 (effective March 6), Digihost Technology re-emerged publicly as DigiPowerX Inc., trading under the ticker DGX (formerly DGHI) on the TSX Venture Exchange—signaling a clear departure from its former identity.

Strategic Broadening of Purpose

Michel Amar has recast the company not just as a blockchain miner, but as an energy + AI infrastructure platform—a move designed to “power the next generation of computing and data processing”.

Mining Viewed as Too Volatile to Finance

Amar describes Bitcoin mining’s income as unpredictable, warning that debt-financing is “dangerous” when the company doesn’t know “where the Bitcoin is going to go.”

AI Roadmap Aimed at Predictable, Contract-Backed Revenue

In contrast, AI-based data processing delivers steady, recurring income from service contracts, which in turn supports more visible and bankable financing for growth.

De-risking via Reframing for Institutional Appeal

The pivot lets DigiPower shift the narrative—from speculative crypto exposure toward being a long-term, regulated AI + energy services provider, better aligned to durable, high-growth investor capital.



The Engine of Growth: Innovation, Strategy, and Sustainability

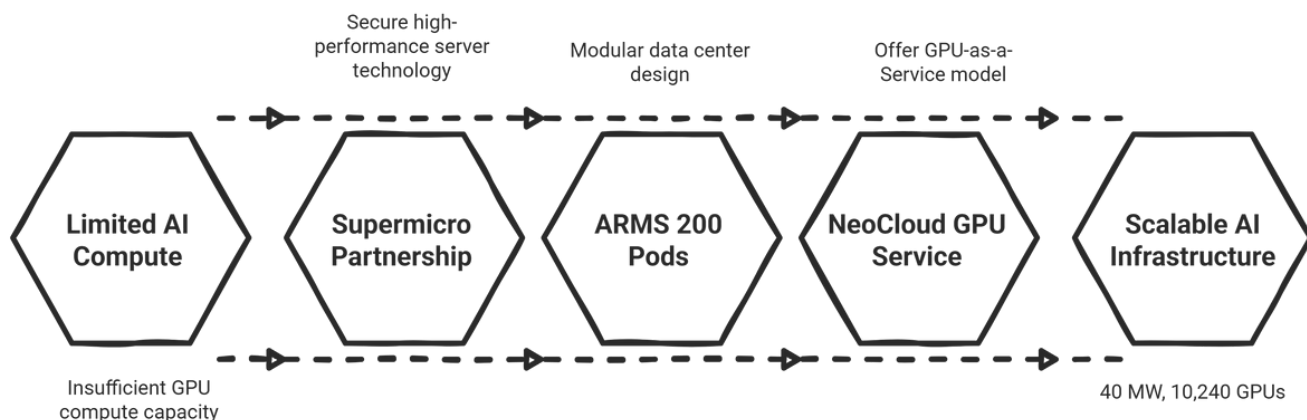
Amar's vision for DigiPower X rests on three pillars: proprietary technology, a disciplined financial strategy, and an integrated approach to sustainable energy.

Innovation and Strategic Partnerships

The cornerstone of the company's technological strategy is the ARMS (AI-Ready Modular Solution) platform, a patent-pending, Tier 3-certified modular data center design. Developed by its subsidiary, US Data Centers, Inc., each ARMS 200 pod is engineered for high-density GPU clusters, featuring liquid cooling and delivering 1 megawatt (MW) of compute capacity capable of supporting up to 256 of NVIDIA's latest GPUs. Amar called the filing of a provisional patent a crucial "first step to protect the foundational architecture of our ARMS 200 platform".

This ambitious plan is underpinned by a critical partnership with Super Micro Computer, Inc. (NASDAQ: SMCI), a global leader in high-performance server technology. DigiPower X has placed orders for Supermicro's NVIDIA B200-powered systems to launch the ARMS platform at its flagship site in Alabama, with initial deployment scheduled for Q4 2025. Amar's strategy is clear: "Combined with our Supermicro partnership and Tier 3-certified design, we are positioning ourselves to scale the ARMS 200... into a full-fledged AI infrastructure network". The goal is to scale the Alabama site to 40 MW of critical power, enough for approximately 10,240 GPUs, offered through a "NeoCloud GPU-as-a-Service" model.

Scaling AI Infrastructure with ARMS



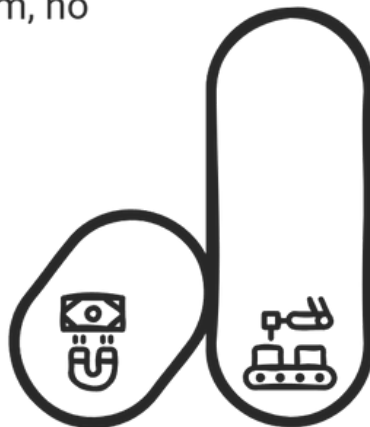
Investment Strategy and Financial Prudence

A core tenet of Amar's leadership is a disciplined financial posture, repeatedly emphasizing the company's position of having "no long-term debt". This provides the operational flexibility needed to pursue growth without the constraints of debt covenants. This strategy was recently validated in July 2025, when the company closed a \$15 million registered direct offering with a "single new fundamental institutional investor". This infusion, which bolstered the company's cash position to over \$30 million, serves as a powerful vote of confidence in Amar's AI pivot, with the proceeds earmarked to accelerate the manufacturing of ARMS pods and expand the NeoCloud infrastructure.

No Debt Enables AI Growth

No Debt

Financial freedom, no constraints



Cash Infusion

\$15M investment secured

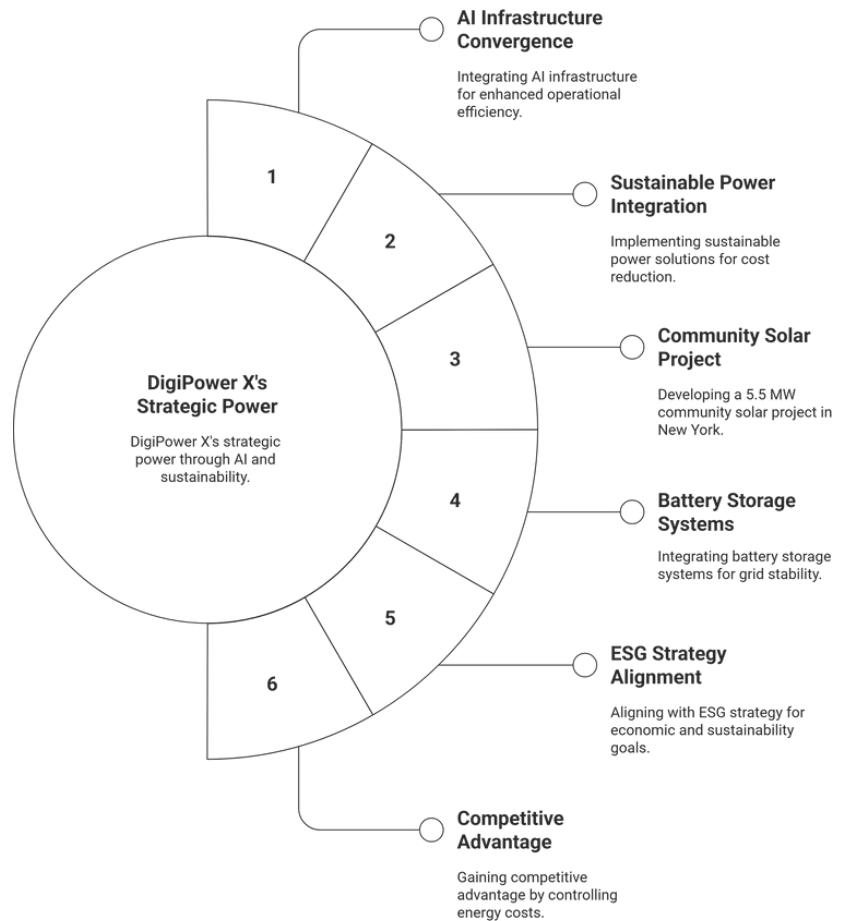
AI Pivot

Accelerate ARMS, NeoCloud

Sustainability as a Competitive Moat

The "Power" in DigiPower X is not just for branding; it is a strategic imperative. Amar has articulated a vision for the "convergence of artificial intelligence (AI) infrastructure and sustainable power". This is demonstrated by a 5.5 MW community solar project in New York, which reduces operating costs, and plans to integrate battery storage systems to enhance grid stability. Amar has called the solar initiative "a core component of our ESG strategy," one that drives both economic value and aligns with a broader vision of sustainability. By focusing on securing its own power sources, DigiPower X aims to control its largest operational cost and create a competitive advantage in an industry where energy is the primary constraint.

Unveiling DigiPower X's Strategic Power



Amar has described the solar initiative as "a core component of our ESG strategy," emphasizing that it not only drives economic value but also aligns with a broader commitment to sustainability. By securing its own power sources, DigiPower X seeks to control its largest operational cost—energy—while creating a competitive advantage in an industry where power availability is often the primary constraint.

Trial by Fire: Navigating Leadership Challenges

Period	Milestone/Event	Impact on Growth	Strategic Positioning
2022	Legacy as a high-performance crypto miner	⚙️ Foundation	Built technical infrastructure & operational scale
Late 2022	Amar announces AI + sustainable power vision	🚀 Growth Pivot	Strategic shift to long-term, future-ready model
Early 2023	Launch of 5.5 MW community solar project	✅ Value-Add	Immediate cost savings + ESG value creation
Mid 2023	Battery storage integration plans	🔋 Resilience	Prepares for energy volatility, grid independence
Late 2023	Strong ESG narrative takes shape	🌱 Brand Strength	Alignment with climate-conscious investors
Early 2024	Addressing community and regulatory challenges	🔧 Adaptive Leadership	Opportunity to demonstrate transparency & reform
Mid 2024	Financial restatement and governance overhaul underway	🔍 Transparency Moment	Taking accountability; building investor trust
Late 2024 (Projected)	Strengthened compliance and internal controls	🧱 Rebuild Phase	Foundation for sustainable growth & credibility

- Visionary Leadership: Amar’s pivot to AI + green energy is bold and future-oriented.
- ESG-Driven Growth: Renewable investments are not just cost-saving but mission-aligned.
- Short-Term Challenges = Long-Term Credibility: Transparency in facing issues strengthens trust.
- Resilience Advantage: By addressing governance and grid stability proactively, DigiPower X is emerging leaner, cleaner, and more investable.

Conclusion: The Visionary on the Tightrope

Michel Amar stands as the central, indispensable figure in the DigiPower X story. He is a visionary entrepreneur executing a timely and strategically sound pivot from a volatile market to one with explosive, long-term potential. His plan is backed by innovative technology, a key industry partnership, and a disciplined, debt-free financial strategy that has recently attracted institutional capital.

However, the company is a direct reflection of its leader's journey: ambitious and agile, but now confronting the consequences of its past. The operational and legal turmoil in North Tonawanda and the acknowledged weakness in financial governance are not minor hurdles; they are fundamental challenges to the company's credibility. To attract the enterprise and government clients he targets, Amar must prove that DigiPower X has matured beyond its speculative past. His greatest challenge is not technological but organizational. The future of DigiPower X rests entirely on his ability to execute his brilliant vision with the operational and ethical discipline of a world-class institution.






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