A REVOLUTIONARY NEW ECOMMERCE MARKETPLACE FOR SUSTAINABLE PRODUCTS.
Consumer action on climate change is disrupting the economy, forcing change in business and investment.

Activists

Greta Thunberg brands EU's new climate law 'surrender'

Climate crisis: 6 million people join latest wave of global protests

Work of strikes and demonstrations is 'only the beginning', say organisers

Consumers

Companies must adapt or die in a changing climate

Business

Opinion: Lehman Holdings Inc

Companies must adapt or die in a changing climate

Investment

World's Largest Asset Manager Puts Climate At The Center Of Its Investment Strategy

While a minority of sceptics continue to question the science of global warming, most observers acknowledge the evidence of dramatic, ongoing climate change.
OPPORTUNITY

Consumers are demanding more sustainable products:

Would you like brands to help you be more environmentally friendly and ethical in your daily life?

Dayrize.com Research February 2020

YES 98%
NO 2%

Would you like to buy more sustainable products in the future?

One Pulse November 2018

YES 88%
NO 12%
Buying sustainable products is time-consuming and confusing:

**Fragmented Market**
Consumers find it difficult to find quality sustainable products.

**Lack of Credibility**
‘Greenwashing’ is eroding consumer trust in brand’s sustainability credentials.

**Lack of Uniformity**
No standard measure of sustainability across products and categories.
Dayrize.com will bring together the largest selection of sustainable products in one marketplace.

Our proprietary technology assesses the environmental impact of each product assigning it a Dayrize Score.

The Dayrize Score standardizes the measure of sustainability allowing easy comparison of products across ranges and categories.
Our proprietary technology has revolutionized how the environmental impact of a product is assessed.

The current industry standard for assessing the environmental impact of a product is a Life Cycle Assessment (LCA). An LCA requires drawing up complex and detailed maps of energy flows (like this one) which takes many months and costs tens of thousands of dollars per product.

The high cost and complexity of an LCA is the reason the vast majority of products have not been assessed.
The Dayrize Sustainability Assessment Tool (DSAT) rapidly and robustly assesses the environmental impact of any product in minutes instead of months.

DSAT is made up of several different components, starting with a streamlined data collection system. The tool analyses material data and sourcing locations in combination with external datasets to calculate each product’s performance across six dimensions of sustainability.

Meanwhile, a series of machine learning algorithms and cascading neural networks fill any remaining data gaps and allow the system to continuously improve.

It’s a highly complex and new application of technology, but the output for consumers is simple: a single meaningful number they can understand. We call this the Dayrize Score.

Watch the video: [https://vimeo.com/516814557](https://vimeo.com/516814557)
The password is Dayrize123
The simplicity of the Dayrize Score enables consumers to easily compare the sustainability of all products on the Dayrize platform.

While the Dayrize.com platform provides a premium and aspirational shopping experience, making shopping for sustainable products effortless and enjoyable.

Watch the video: https://www.youtube.com/watch?v=Ph7ffWbqHxM
DAYRIZE.COM’S MARKET POSITIONING, LARGE PRODUCT ASSORTMENT AND BRANDING WILL ATTRACT A BROADER CONSUMER
A SOPHISTICATED ORGANIC SEARCH STRATEGY DELIVERS COST-EFFECTIVE AND SCALABLE WEBSITE TRAFFIC

Extensive key word research has revealed a significant volume of organic search entries that can be leveraged through a landing page content strategy, delivering a high volume of indexed pages on search engines.

We have invested in superior site infrastructure to drive strong organic search results, targeting the mid to long-tail of search volume. Our product catalogue has been reverse-engineered from consumer key word searches to ensure our SEO rankings are optimized.

Our focus on SEO will reduce our reliance on expensive paid media (SEM, social media, programmatic display) as a traffic driver. Paid media will be used as a growth accelerator, and can scale based on positive ROI.
Dayrize’s business model is based on charging a flat commission fee on all products sold by our brand partners on the Dayrize.com platform. Dayrize.com manages the transaction with customers and brand partners fulfil the orders.

Dayrize has soft-launched in the UK with a limited number of partners to coincide with the annual SXSW tech event, where we are a finalist in the social and cultural category. The full Dayrize launch will be in April.

So far we have signed over 150 partners representing in-excess of 10,000 products that DSAT is currently scoring.
HELPING BUSINESSES

DAYRIZE REPORT FOR PARTNER X
PRODUCT Y

• Dayrize’s approach to sustainability
• Your Dayrize Score
• Your Dimension Scores
• Information Sources
• Detailed Dimension Scores
• Feedback

A HOLISTIC PERSPECTIVE ON SUSTAINABILITY

A truly sustainable product is one that fulfills a meaningful purpose, is designed in a circular manner, is non-hazardous, responsibly sourced, fully recyclable - particularly when concerning scarce raw materials, and either live impact or regenerative across range of impact categories.

Not a score, but still very challenging to get close to scoring 100!

85 85 85 85 85

CLIMATE CHANGE

85

WHAT IS MEASURED:
• Resource extraction
• CO2 intensity of materials used of product and packaging
• Manufacturing
• Energy used and energy origin
• Distribution
• Distance travelled and transport mode

STRENGTHS:
• Use of recycled materials reduces CO2 footprint
• Insights into your climate impact

OPPORTUNITIES FOR IMPROVEMENT:
• Cotton production process is relatively CO2 intensive
• Packaging is relatively heavy per product (100 grams)
• Transportation of raw materials has a higher footprint compared to other modes.
• Use renewable electricity

HOW DID YOUR DIMENSIONS SCORE

85

CIRCULARITY

HOW WE GOT TO THESE SCORES

We combined the information that you have provided us with internal and external data sources to come to the dimension scores.

SOURCES OF THE DATA SOURCES AND WE USED:
• Environmental Impact Profiles
• Labour Conditions (ILO)
• Annual Reports (The World Bank)
• Child Labour Index (ILO)
• Biodiversity Importance (Geography)
• Water Risk (Water Resources Institute)

For every scored product, an automated in-depth feedback report is produced and sent to brand partners, zooming into all the sustainability dimensions, explaining the product’s performance and improvement areas.

By providing information for partners to improve the sustainability of their products as well as making it easy for consumers to compare and buy products, Dayrize will create a virtuous cycle of improved sustainability that will revolutionise the way the world shops.
AFTER LAUNCHING IN THE UK, DAYRIZE WILL QUICKLY EXPAND ACROSS WESTERN EUROPE

As the largest ecommerce market in Europe with a steep demand in sustainable products, we selected the UK as our launch market.

Once Dayrize is established in the UK we will launch in other European markets.

Ecommerce Europe: Ecommerce Region Report, Statista, July 2020

eMarketer, May 2019
WE HAVE AMBITIOUS PLANS TO ENHANCE AND GROW DAYRIZE.COM

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<th>CATEGORY</th>
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DAYRIZE IS LED BY AN EXPERIENCED FOUNDERS TEAM WITH DIVERSE AND COMPLIMENTARY SKILLSETS

Vincent Hoogduijn
Chief Executive Officer

Austin Simms
Chief Operating Officer

Eva Gladek
Chief Sustainability Officer

Bart Nollen
Strategy & Business Development

Vincent has 20+ years experience starting and growing a diverse collection of international ecommerce brands, in both developing and more mature markets Europe, the Middle East and Africa. A linguist by education, he also holds an MBA from RSM Erasmus University.

Eva is a leader in the field of Industrial Ecology and has advised hundreds of organisations and industry leads on their sustainability strategies. She has built over a dozen successful companies in the sustainability sector.

Bart is an impact entrepreneur who has worked, travelled and lived all over the world. His focus has been on delivering projects that deliver social and environmental benefits as well as attractive risk-adjusted financial returns in the circular economy.

Austin has over 20 years experiencing working in executive positions for major global brands such as NIKE, Philips, TomTom and Brooks Running. He also has experience as a successful entrepreneur, having started and sold multiple businesses.