

Powered by PETRICHÔR PLANET

A Petrichor Planet Initiative, facilitating powerful collaborations for UN's Sustainable Development Goals

"The SDGs can only be realised with strong global partnerships and cooperation."

- United Nations, Sustainable Development Goals



The Problem

Despite the clear call from UN, still as many as 90% of relationships between NGOs and corporations fail

> This is due to distrust, lack of strategic clarity, collapse of communication or misalignment in reporting. It is costly, time-consuming and damaging to the brand, the initiative and the planet

To realise the SDGs, solving the 90% of project failures between corporations and NGOs is now what matters most.

If you don't understand why or 'get it' then don't read on. You won't understand the value of the solution.

How Pla:ngo helps solve the problem

Put simply, Pla:ngo matches corporations with the right NGOs & the bespoke dashboard manages the projects so that they don't fail.



Looking to reduce emissions, offset negative footprint and effectively deliver on their sustainability programs with real, measurable and immediate impact.

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NGOs

Looking to optimise their work and maximise their impact, streamline their processes and access the tools, resources and support needed to effectively track and report on impact.

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Why Companies Care

Successful partnerships with NGOs build reputation, establish trust and have long-term positive financial and operational impact

6%20%increase inincrease inishare pricesalesp

13% increase in productivity "Brands that score higher on sustainability generate over **5X the revenue** growth

50% decrease in employee turnover 11% of market cap value in reputation boost

- Bain & Company, 2021

of brands with a low score."



BRANDS

Freemium - Subscription

Core Users:

Chief Sustainability Officer ESG Director Head of Communications

Access to:

Project management dashboard Vetted & scored NGOs ESG planning tools ESG reporting Additional services

Value:

Removes project failures (the 90%) Creates tangible impact for reporting and reg. compliance Stakeholder and reputation management PETRICHØR PLANET

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NGOs Freemium - Subscription

Core Users: Founders CEO Program Director

Access to:

Project management dashboard Ongoing funding NGO specific tools and reporting Business support Additional services

Value:

Project continuity Organisational growth Impact at scale Enhanced credibility

SaaS Pricing Model - Pla:ngo

Dashboard Subscriptions

Community Subscriptions



Notes: All figures in USD

Market Potential

Phase 3 Global EU, US, UAE **\$TBC** Phase 2 Regional APAC, Nordics \$TBC Phase 1 TAM \$434,707,200 Phase 1 SAM \$189,182,270 Phase 1 SOM

Key ESG Investment Statistics

Global corporate investment in ESG +30 trillion USD

Global assets of sustainable funds +1 trillion USD, estimated 2 trillion by 2025

Consulting Addressable Market \$300mm*

Data/Research Addressable Market \$590mm*

Phase 1 Indonesia, SG, HK, ANZ Total Addressable, Serviceable and Share of Market

\$37,836,454

Notes: All figures in USD See assumptions on Appendix - Slide Notes

Our Leadership Team

"Passionately driven by our shared sense of purpose for a more sustainable world achieved through powerful collaborations across sectors and industries."



Hedvig Lyche Chief Executive Officer

Hedvig leads the business, with over 15 years of global leadership experience in communications strategy, sustainability consulting and reputation management for brands, organisations and governments.

Adrian Keet Chief Solutions Officer

Adrian leads technology and product development, bringing with him a long career of technology project management, consulting for purpose driven leadership, implementation of long-term sustainable solutions and effective change management.



Mike Adams Chief Revenue Officer

Mike leads our commercial strategy and execution. Previously a management consultant and holding regional and global commercial roles. He is responsible for the growth across our platform users as well as our other consulting and service lines.



Al Moore Non Executive Chairman

Al is a successful entrepreneur and investor. He has founded, scaled and exited several ventures. Companies he has founded include Tipjar, Webguru, Snagsta, Atomex and Rosas. He currently sits on the boards of Tipjar, Mesa Latina, Otherworld and Redemption.

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Globally Recognised - Regionally Leading

Headquartered in Norway and with a footprint in Asia, Petrichor Planet leverages global ESG best practices from the Nordics and applies it to localised Asia markets.

Our team of passionate experts, with decades of experience in sustainability, communication, technology and operations, provide our global partners with unique solutions that demonstrate real impact and build reputation and leadership over time. Norway, the most sustainable country in the world - RobecoSAM

Oslo, Global HQ

Hong Kong

Singapore

) Bali, Asia HQ

Sydney

The Offer

Investment Round Cap: Up to US\$1,000,000

Use of Funds: Tech build - Staff hires / salaries - GTM

ROI: We are looking for conscious capital focused on impact investing. While we will entertain a short-term exit (trade sale/IPO), our strategy is to build and run a company for the long term. The funding partner/s must be aligned to this approach. However, in the full investor deck and further conversations we will look at different investment structures and ROI options.

Next Steps: Request full deck and deep dive.

Disclaimer

This Private Offering Memorandum dated 17 September 2021

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Purpose of Contents

This Private Offering Memorandum has been prepared to assist interested parties to make their own evaluation of the Company, and does not purport to contain all of the material information that a prospective investor may require. This Private Offering Memorandum provides a summary of the main features of the Company. It contains general information only and has been prepared without taking into account any Investor's objectives, financial situation or needs. Investors should read the Private Offering Memorandum carefully and assess whether the information is appropriate for them in respect of their objectives, financial situation and needs. This Private Offering Memorandum does not purport to contain all the information that a prospective investor may require. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data contained in this Private Offering Memorandum. The Private Offering is only being offered to qualifying recipients.

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O PETRICHOR PLANET SUSTAINABILITY CONSULTANCY

Change Starts Here

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