



THE KEY METRIC

of GHG emissions trace back to household consumption



Key personnel

As of March 2021

Management team



Øystein W. Høie CEO and founder Serial entrepreneur with two exits. Held C-level roles in the tech and media industry.



Synne Haga
Head of Content
One of Norway's youngest
newspaper CEOs. Worked
for big brands such as TV2,
NRK, Red Bull and VGTV.



Martin Ruzicka
Head of Engineering
Scaled and exited two
international startups
as tech lead and CTO.



Claes W. Halvorsen
Head of Partnerships
Experienced business
developer with a solid
sales track record over
the last 17 years.



Michael Plick
CTO and co-founder
Skilled backend
developer with 15 years
experience in building scalable
online platforms for big brands.

Board & advisors



Ida Pernille Hatlebrekke

«Leading star under 30» (DN),

entrepreneur, board

leader at PF Bærekraft



Per Øivind Skard
Experienced board
member and
management consultant



Torgeir Waterhouse
Tech lobbyist and
expert commentator



Geir Sand NilsenSerial entrepreneur and expert on public grants



By inspiring millions of consumers to reduce their footprint on the planet.

Problem #1

Consumers feel bad







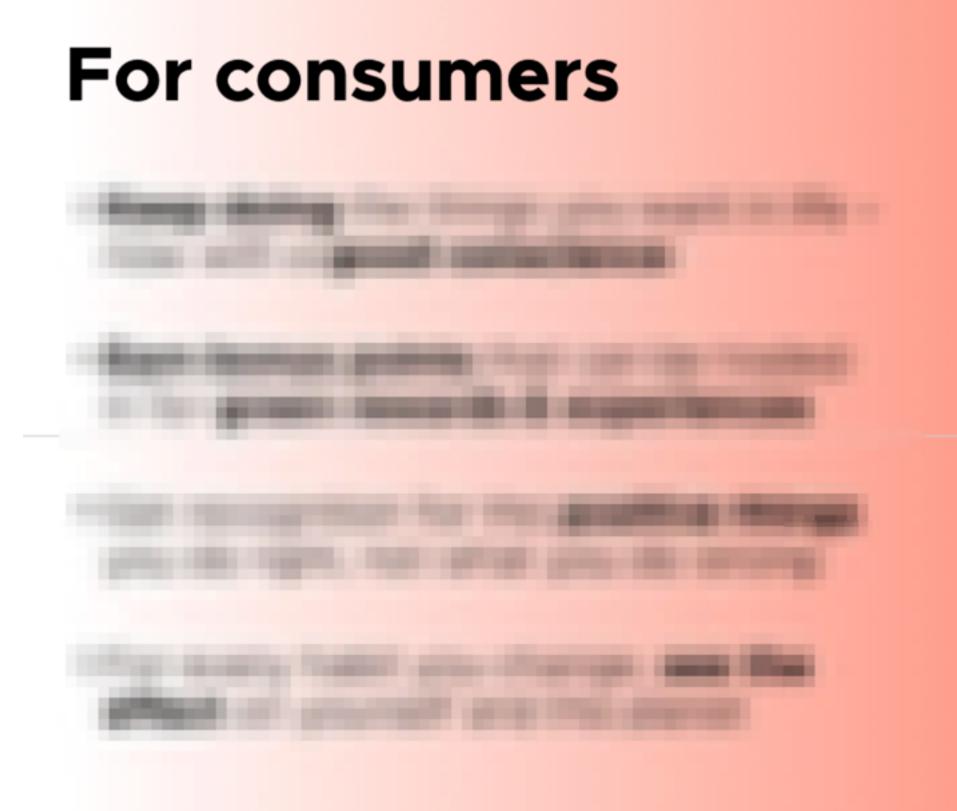
Problem #2

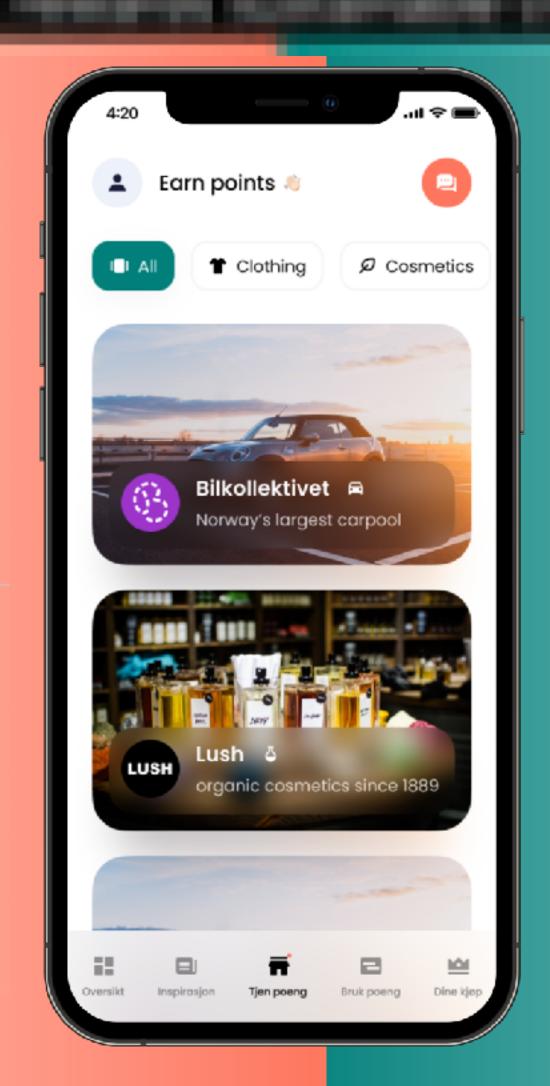
Green brands struggle



Source: Opinion (2020)

The solution





For brands

Participating brands no!a.shop Available in Fauna Chargo **SIRKULAR**GJENBRUK Marina Miracle STETCH N STONES IN DO PLAN INTERNATIONAL LessTrash **PARKDRESSEN.NO** bilkollektivet Corkini **♦** release FUNKY FRESH FOODS **■** Ducky Leads

(n) green spirit

Conversations ongoing with 100+ brands

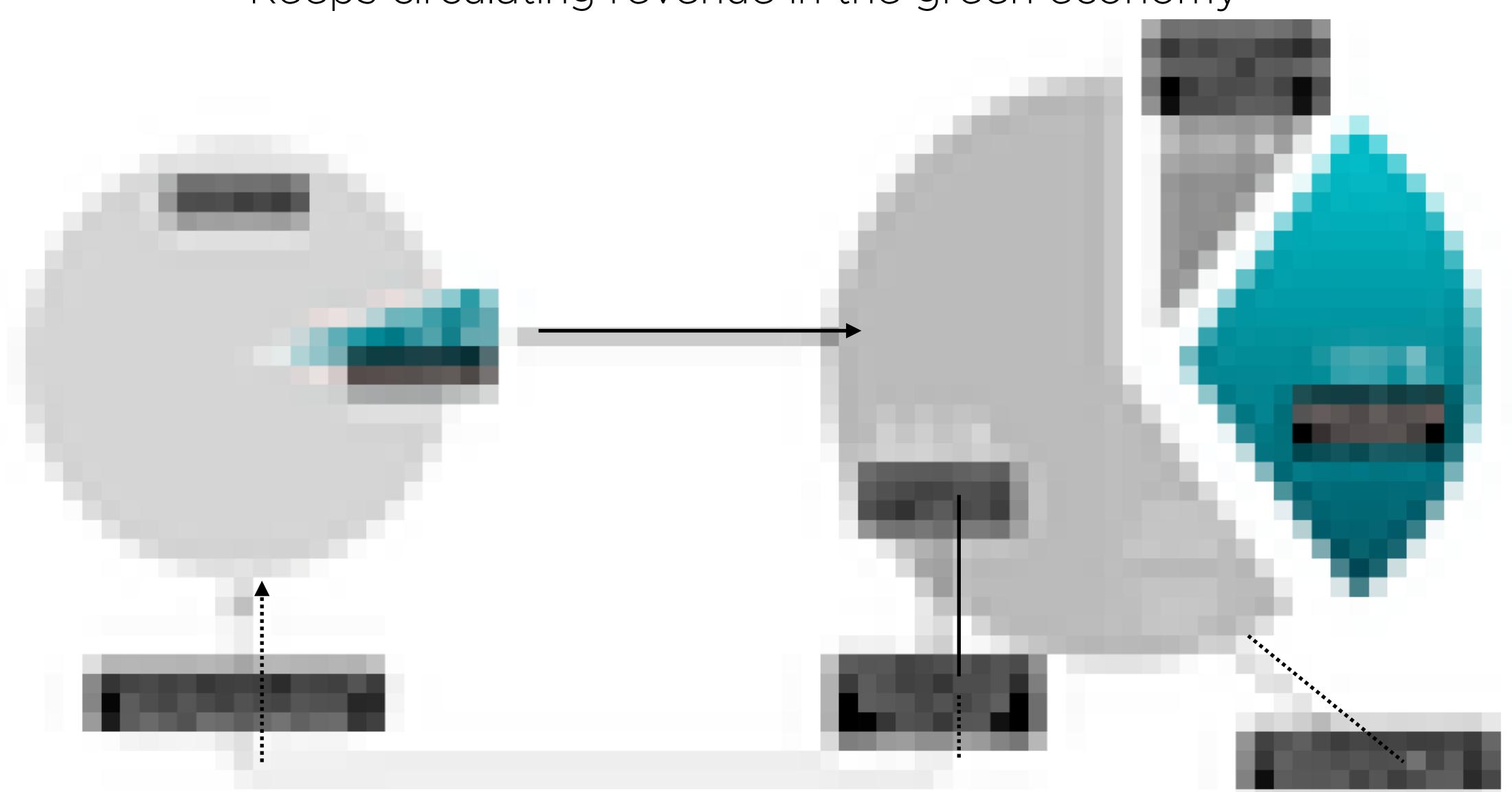
Market Size

If barriers are low, most people will join a loyalty program



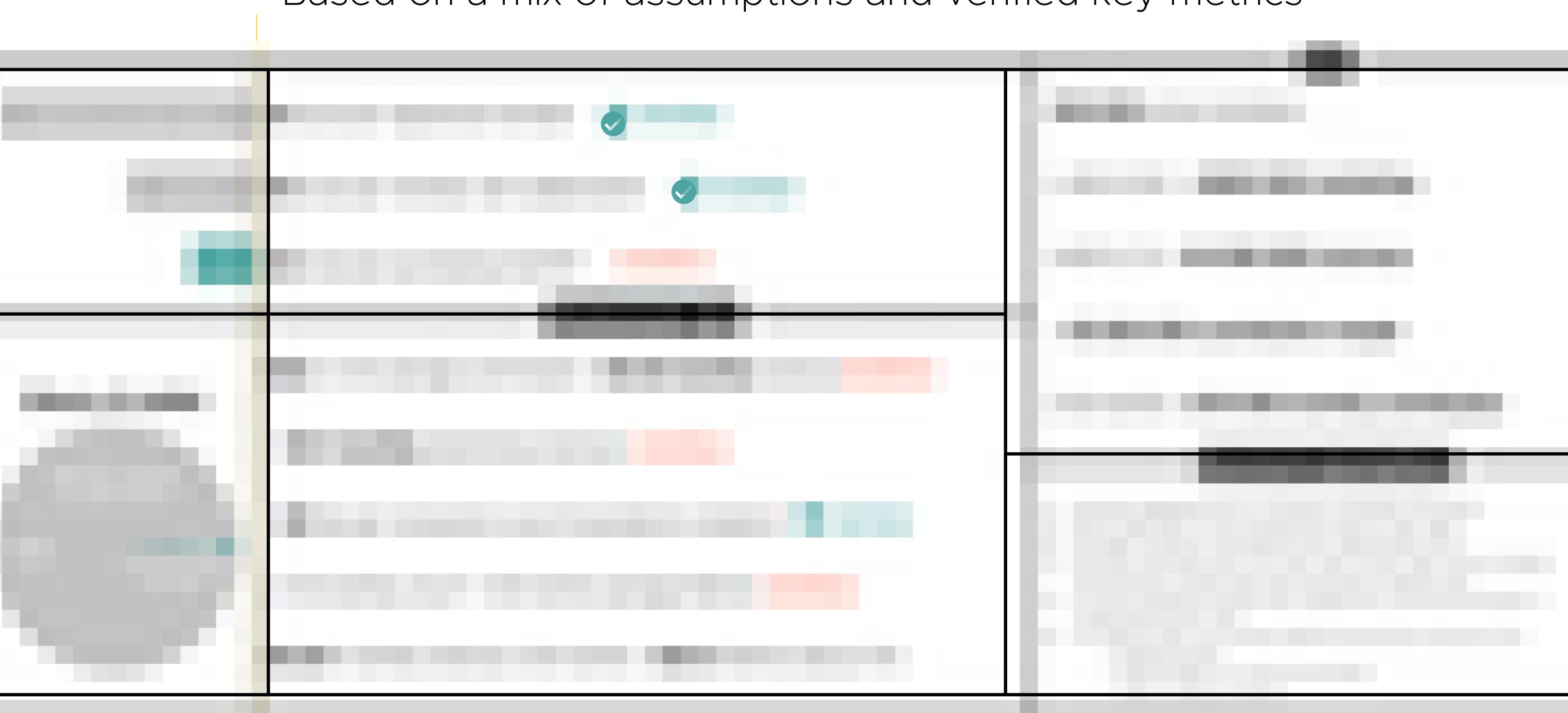
The business model

Keeps circulating revenue in the green economy



The business case

Based on a mix of assumptions and verified key metrics

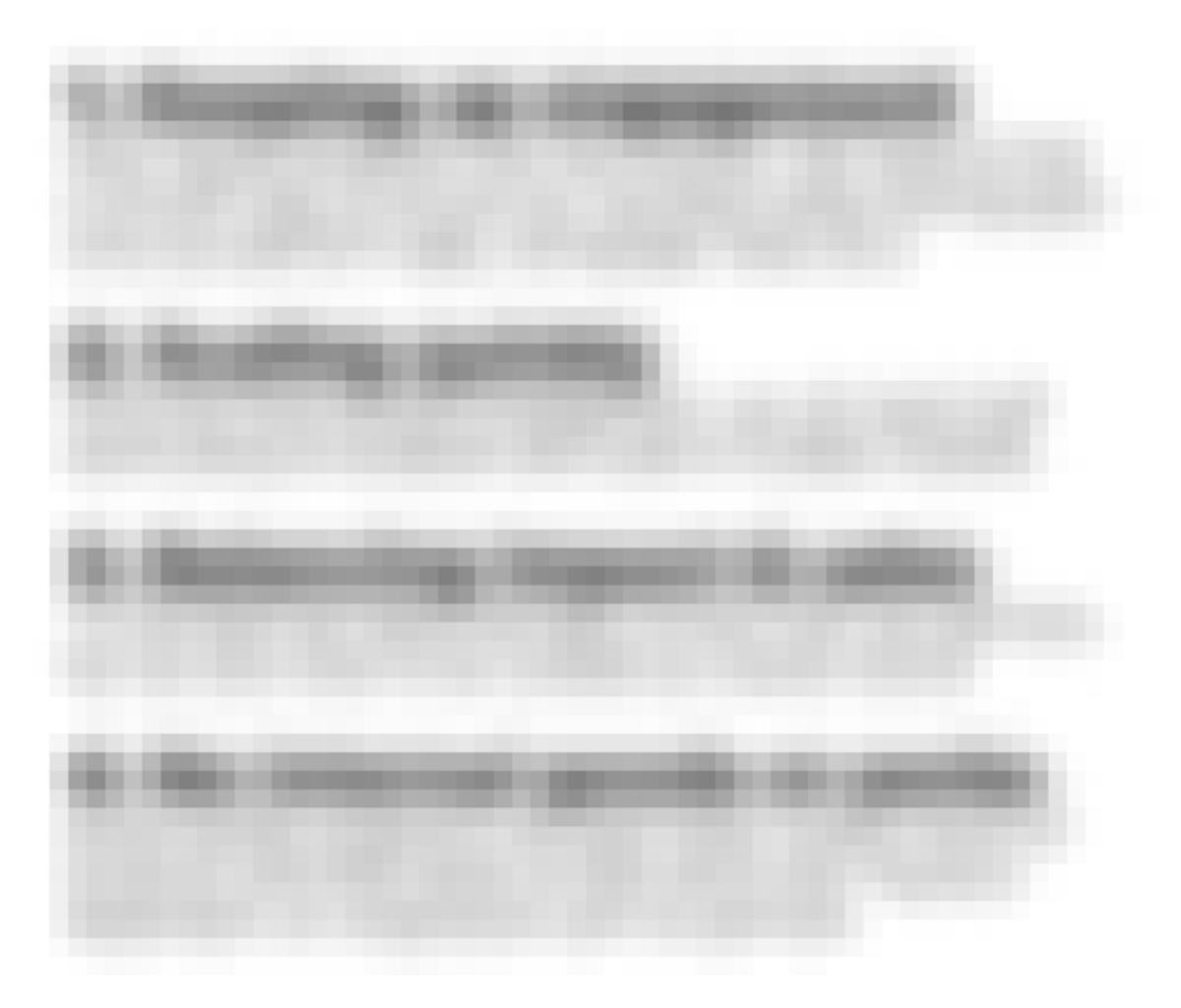


The secret weapon



The hard stuff

That keeps us up at night







Fauna

Making living green fun and easy

- √ Fast-growing market
- ✓ Experienced team
- √ 20+ companies onboard

Pre-sec

Fauna

Scenario analysis

4 possible future strategies



Next investment period

Goals for February - November 2021



