



MOMENTOUS



Understanding
commands



In Formation



Camping
Summer break
Heartbeats
Pink Cyclamen
Childhood memories
Cool rain
Dancing like crazy
Wet green grass
Bare feet
Devon
Jasmine
Magnolia
Clean fresh skin
Acute



BEGINS WITHIN

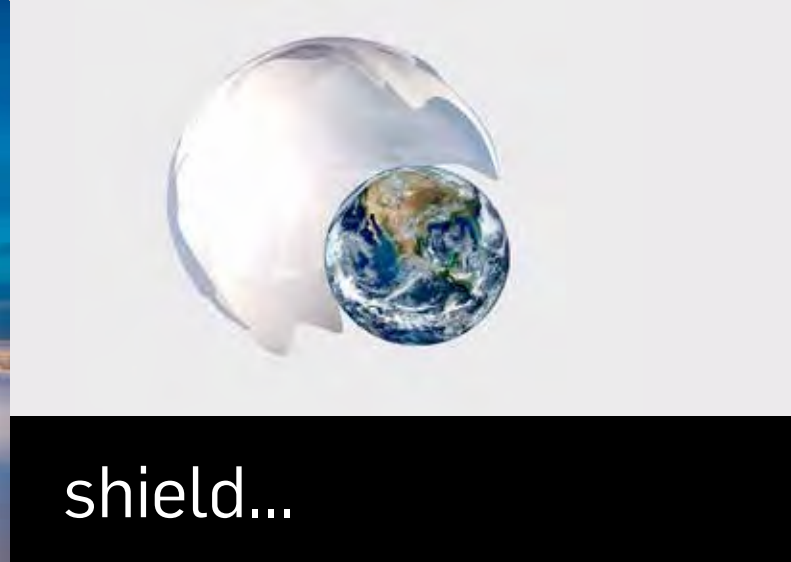


SMITHS

WORKING, BUILDING AND CRAFTING HOMES TOGETHER



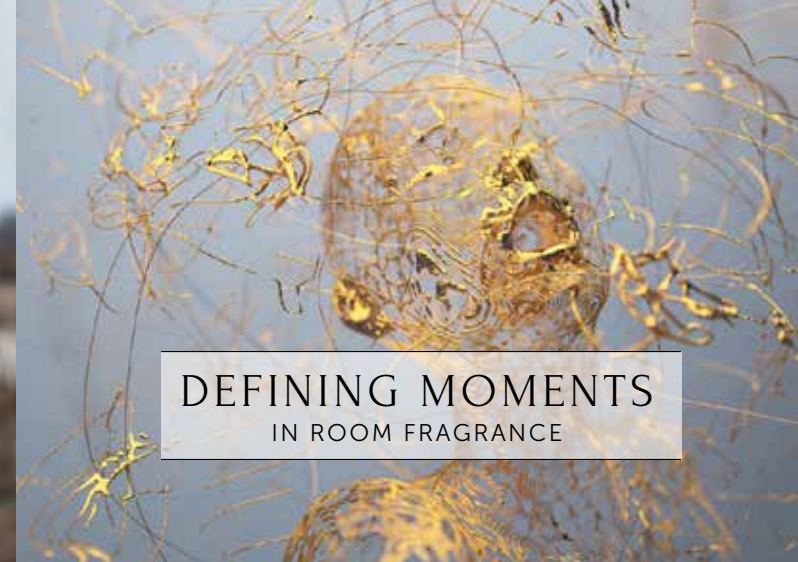
MISTIFY



shield...



treasure



DEFINING MOMENTS
IN ROOM FRAGRANCE

BRAND IDENTITY SPECIALIST

ANDREW SABATIER

I help deliver...

Brand-led experience improvement for business

Jul 03 – present	Freelance	The Field, The Partners, Ore, Breakfast, Blue Marlin, Design Portfolio, MerchantCantos, Allen International, Soullelis Studio, SCG International, Siegel+Gale, Landor Associates, Karakter, Interbrand, Appetite, Henrion Ludlow Schmidt, Deep Creative, Mirror Image
		Direct clients: AFA Dispensing, Praxent, Orthoform, Volacci, Bigfoot Consulting, Astonish Design, Heritage Architecture, Julian Hearn, Asterisk Investments, Jooma Coffee, Wiloh, Equate Translations, Salon Gallery, Resaura
Jun 00 – Jun 02	Full-time	Dragon Brand Consulting (now Dragon Rouge)
Jul 99 – Apr 00	Freelance	Dragon Brand Consulting (now Dragon Rouge), Interbrand (Amsterdam)
Jan 97 – Apr 99	Full-time	M&D Graphic Design
Feb 93 – Nov 96	Education	Technikon Witwatersrand (University of Johannesburg) 1. National Diploma: Graphic Design 2. Partial Diploma: 3 Dimensional Design (Product Design) 3. Additional courses: SAB Entrepreneurial Program

Career history

	B2B	B2C	B2B & B2C	WORKPLACE
Big brands	Flairosol (AFA Dispensing) Hatch Mott MacDonald IMS Health SES Idea (Adecco) Paramount Group Kerling Hydro Xansa Regent Inns 3663 (Bidvest Foodservice) International Power Spicer Holdings ...	Caffé Nero The Heart of Europe Argos Saga Healthcare Shell Modis (Adecco) Wiley Eksmo SafeDoor (Securicor) Mercedes-Benz Jorg Hysek Emivest	The First Group Europ Assistance (Aria) Bac A Bank Bank al Etihad Bank of Beirut Qtel (Ooredoo) Life Bank Pick n Pay Dresdner Kleinwort The Post Office Abbey National Telia Eskom	TFG Fitness Vodafone British Airways
SMEs	Teraderm Pantherma Small Science Ashley House Zishi Hyprop Investments Praxent Orthoform Volacci Astonish Design Equate Translations Resaura Bigfoot Consulting	Homesmiths Vocho Upside Cognotiva The Copper Dog Quaich Jonathan Ward London Julian Hearn Jooma Coffee Wiloh Salon Gallery		
Government	ITFC UKTI	Allied Healthcare Dubai Events Holding	Heritage Architecture SABS Design Institute	Saudi Aramco
High net worth individuals		Asterisk Investments Jalanbo Hawksford		

Brands types

Logical magician (or should that be magical logician),
wisdom-thirsty self-confessed brand man, Andrew
strikes a blow for coherence in a chaotic world.
A grand master of immaculate conception

Neil Chappell

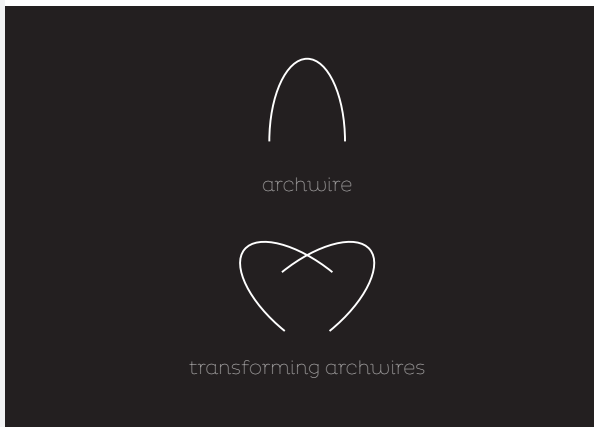
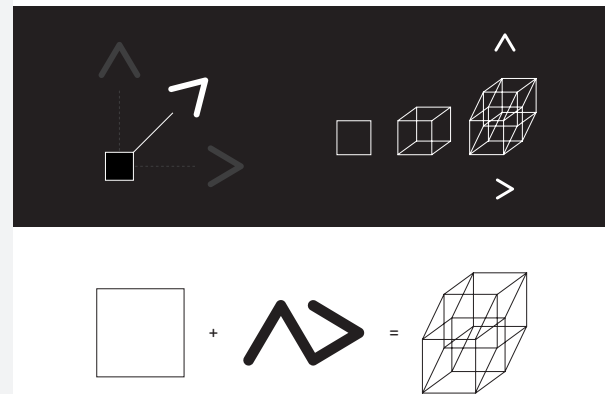
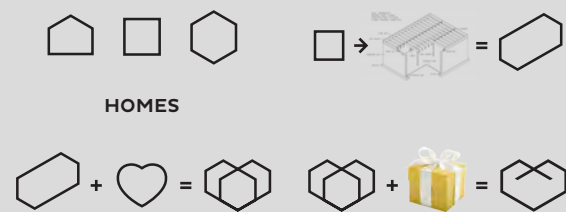
Creative Director, Breakfast



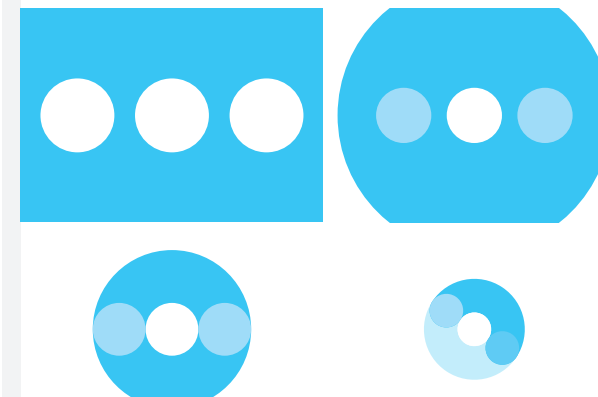
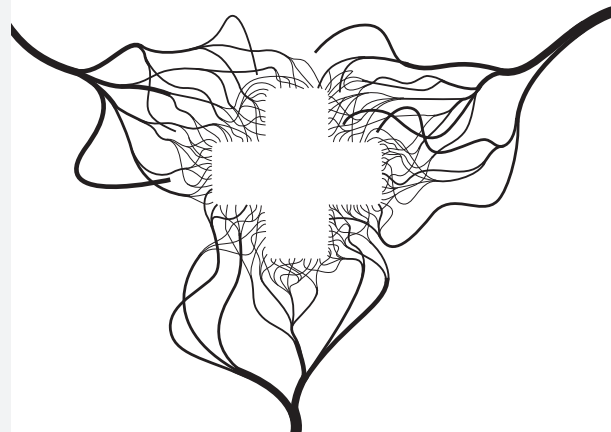
Brand identity solutions



Praxent at every turn



catapult
feedback loop



Thinking in symbols

Software that's for sure

PRAXENT
SOFTWARE DEVELOPER

It pays to know

CAJU
PERK NOTIFICATION PLATFORM

Transforming wire products

ORTHOFORM
ORTHODONTIC WIRE PRODUCTS SUPPLIER

Heart your home

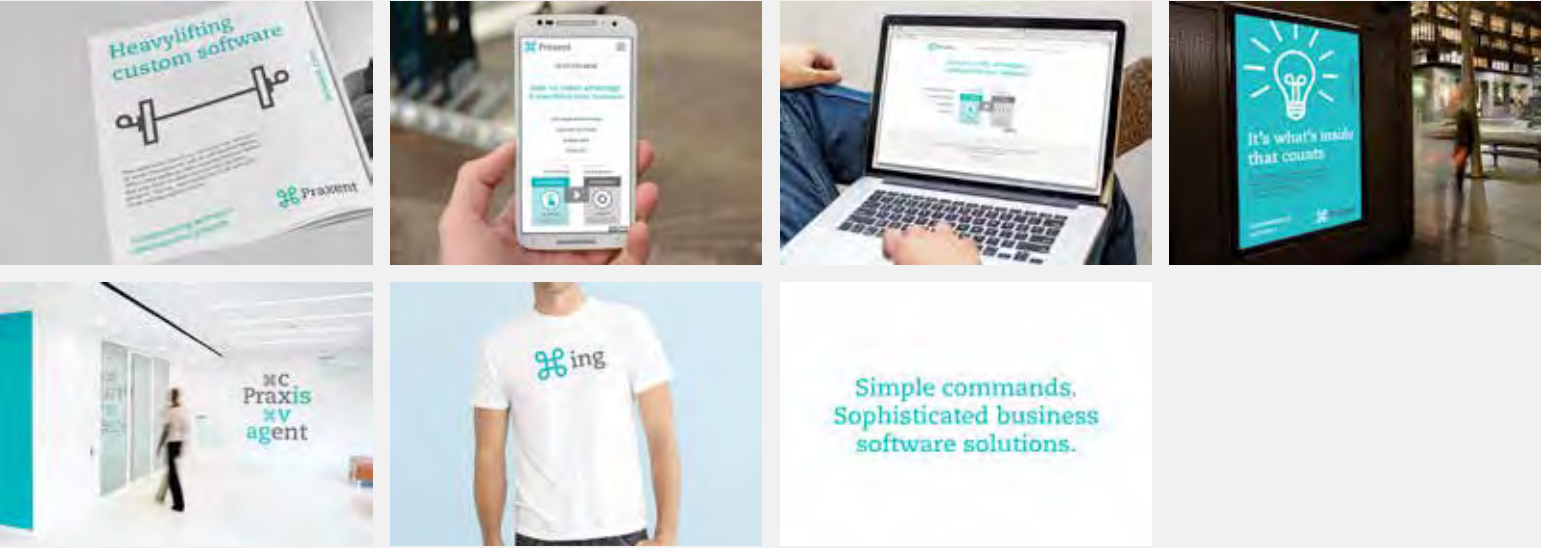
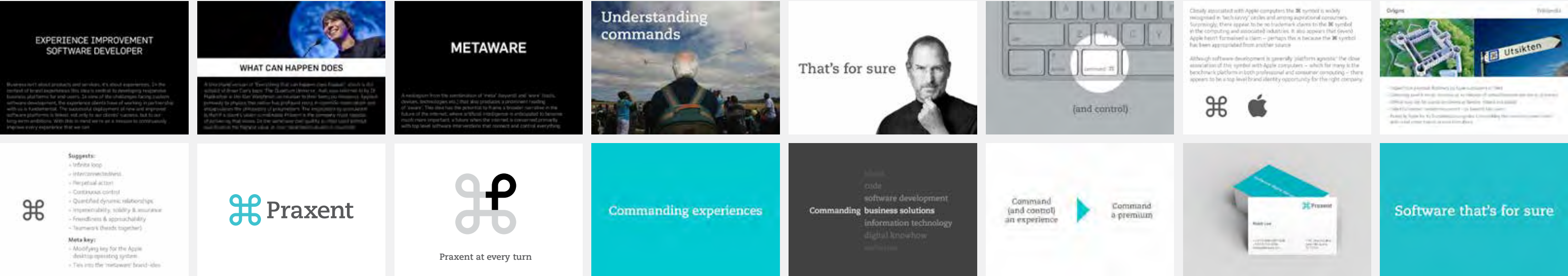
HOMESMITHS
DIY SOLUTIONS & BEYOND

Mistifying solutions

FLAIROSOL
TRIGGER-ACTUATED AEROSOL

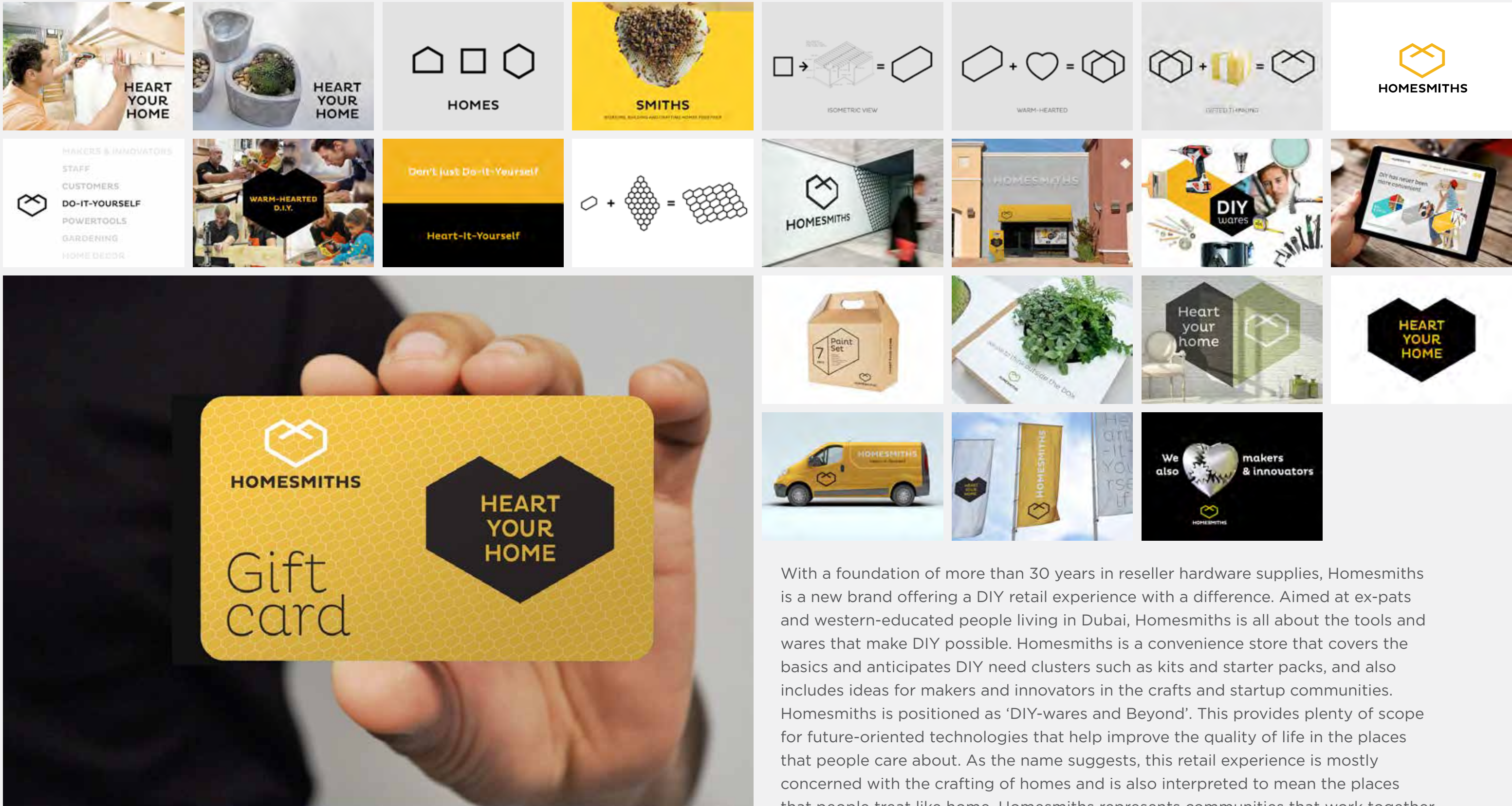
Brandlines

ANDREW SABATIER



Operating in a highly complex and increasingly competitive market, Praxent is a standout Austin-based software developer that seeks to meet the unrecognised needs of its clients. Praxent works closely with clients to deliver heavy-lifting back-end business software solutions in user-centred web and mobile apps. The company's calling card is a suite of proprietary software development tools. An 'experience-it-before-you-build-it' prototyping platform, a project scope and budget spending analytics tool and an agile software development process work in concert so that clients can make adjustments as their business goals change. Market research has revealed that 68% of software development projects fail. With this in mind, Praxent offers clients an unparalleled level of certainty over project outcomes. In delivering this level of assurance Praxent's service is 'commanding' in every sense. Accordingly, and with intrinsic software and hardware associations, the brand identity hinges on the command symbol of the Apple desktop operating system. This well-known symbol is also four seamlessly interconnected Ps and forms the basis of a distinctive visual messaging system. This level of control over software development projects means a commanding proposition for clients, making Praxent not only a dynamic and highly skilled business partner but a safe pair of hands. Praxent delivers credibly on their brandline 'software that's for sure'



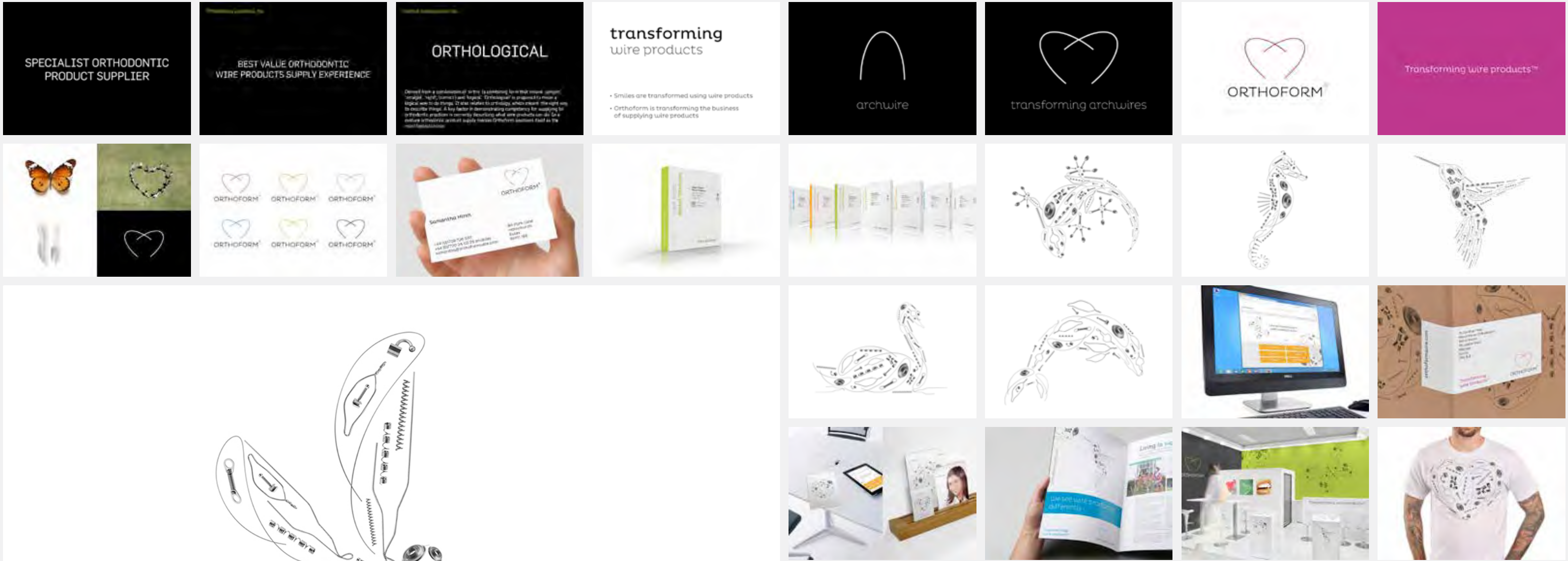


HOMESMITHS

(including name)

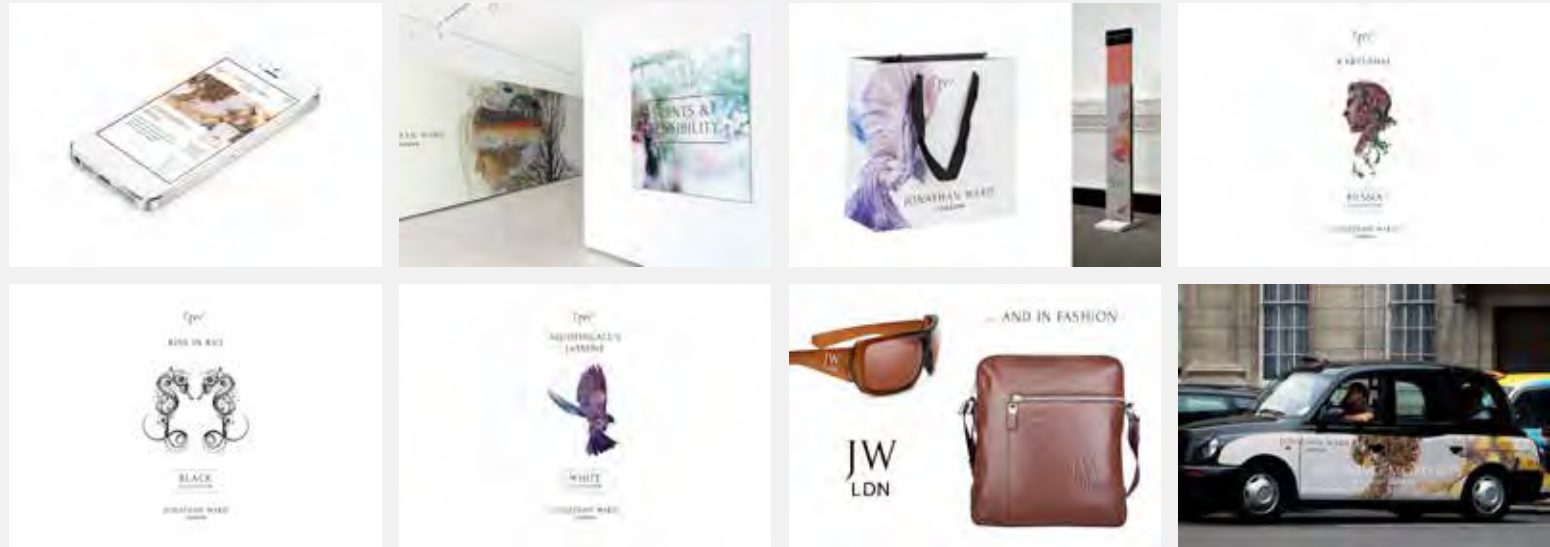
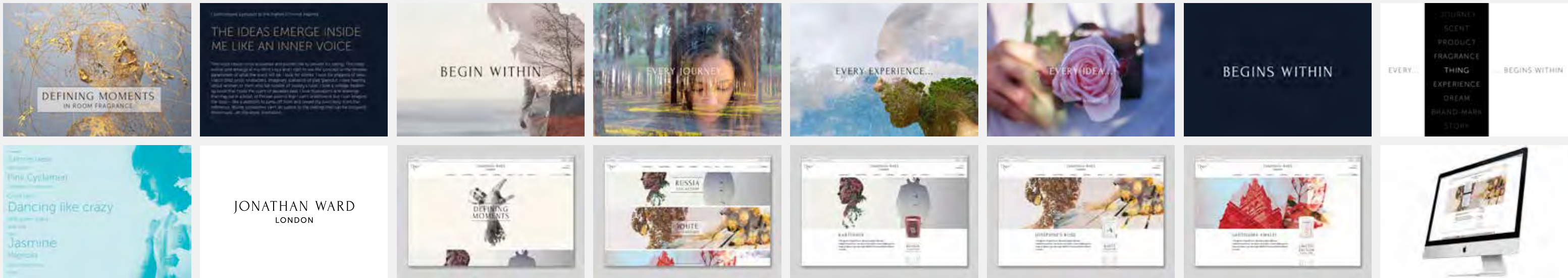
ANDREW SABATIER

With a foundation of more than 30 years in reseller hardware supplies, Homesmiths is a new brand offering a DIY retail experience with a difference. Aimed at ex-pats and western-educated people living in Dubai, Homesmiths is all about the tools and wares that make DIY possible. Homesmiths is a convenience store that covers the basics and anticipates DIY need clusters such as kits and starter packs, and also includes ideas for makers and innovators in the crafts and startup communities. Homesmiths is positioned as ‘DIY-wares and Beyond’. This provides plenty of scope for future-oriented technologies that help improve the quality of life in the places that people care about. As the name suggests, this retail experience is mostly concerned with the crafting of homes and is also interpreted to mean the places that people treat like home. Homesmiths represents communities that work together to facilitate ‘warm-hearted’ DIY experiences. The brandlines ‘heart your home’ and ‘heart-it-yourself’ express a profound love of DIY. Not only does Homesmiths foster rich relationships with the tools and wares that make DIY possible, it also facilitates the engagement of future-facing technologies such as 3D printing. Derived from a beehive of related ideas, the symbol is based on the structure of two intersecting isometric rectangular boxes that form an angular, ‘home-shaped’ heart and the line ends suggest ribbons of a gift-wrapped box



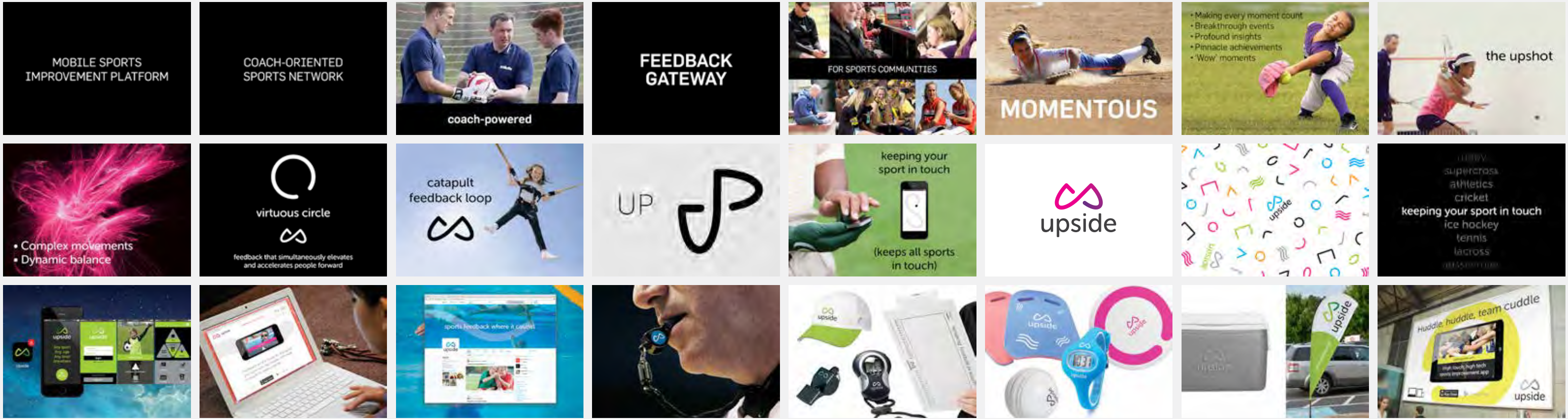
ORTHOFORM

Many recently developed cosmetic orthodontic products have been successful but it's traditional wire products that orthodontists rely on most to adjust the position of teeth, transforming smiles and improving confidence for many patients. Orthoform is founded on a thorough understanding of how wire products enable customers to achieve desired orthodontic objectives for patients. In a highly competitive and sales-driven B-to-B environment where success lies in delivering the right products at the right time, Orthoform operates reliably and without complication. Orthoform's business is not only about offering a better quality product. Good quality products alone have little value without the knowledge to also specify, manage and supply them. Orthoform delivers a broad range of orthodontic wire products and their biggest seller is preformed archwires, which has proven to be the mainstay of most modern orthodontic treatments. With the transformational capabilities of archwires in mind, the new Orthoform symbol is made up of two overlapping archwires that suggest a heart. Not only do archwires enable orthodontists to transform smiles but the experience of working with Orthoform, particularly in comparison to competitors, is transformational. Extending on this evocative presentation of archwires in the symbol, the entire wire product range has been used to create playful illustrations that highlight the performance capabilities of wire products



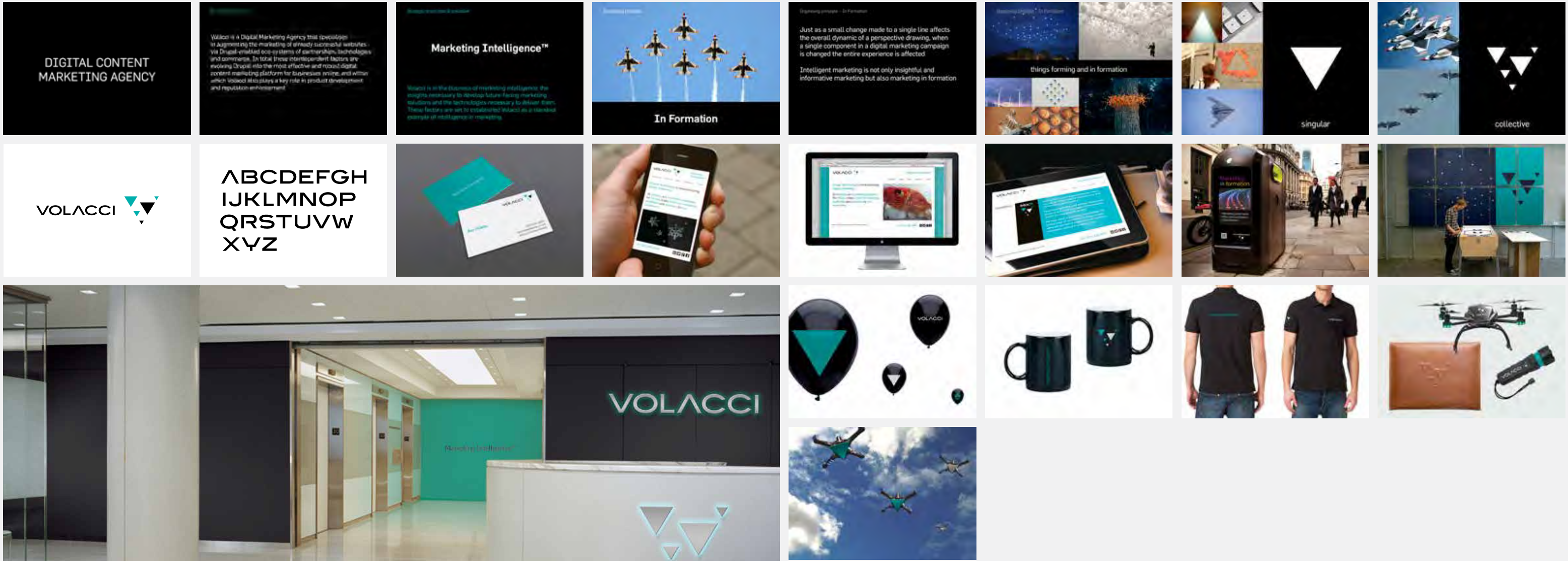
Jonathan Ward London is an artisan room fragrance brand aimed at aspirational consumers with a taste for authentic, crafted British Luxury lifestyle products, and for whom high quality, sustainable and ethically sourced ingredients, materials and production processes are essential. The brand distinguishes itself through unique, product-specific storytelling, which has established an unparalleled brand experience within a saturated marketplace. Jonathan Ward London is not only an ‘ambiance enhancer’ at home but is also used in hospitality, health and well-being environments that often cater to high net worth individuals. Jonathan Ward is a master craftsman in storytelling through fragrances. He creates unique ‘scent-stories’ by melding together personal experience and scents to create inspired fragrances that capture hearts and minds the world over. Jonathan defines moments in time: drawn directly from personal experience as well as experiences imagined from historical accounts and culture references. He captures ‘moments’ in scents and fragrances so that customers can experience ‘defining moments’ for themselves in their own unique and profoundly personal ways. Jonathan Ward London is all about defining meaningful moments for people. With this in mind, the organising principle at the heart of the transformed brand is ‘begins within’, which captures Jonathan’s unique creative process and invokes new beginnings from inner experiences

JONATHAN WARD LONDON

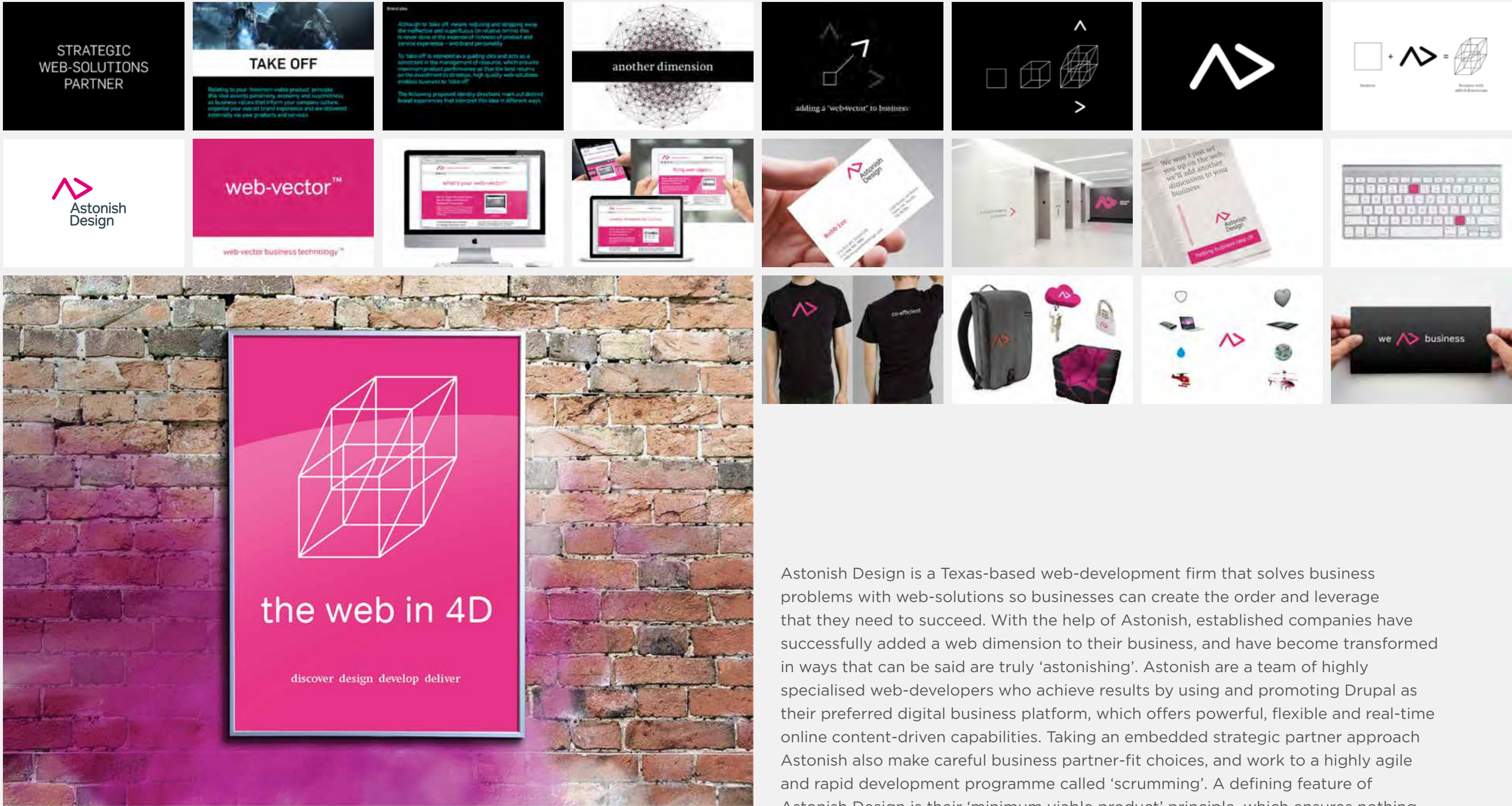


Upside is a sports improvement platform that focuses on the pivotal role that coaches play in the development of sports people and the communities that support them. Conveniently delivered in a mobile app, Upside offers an unprecedented level of flexibility and control over feedback from coaches, team members and supporting communities, and also helps keep sports clubs and organisations in touch with users. The platform is most useful to young sports enthusiasts eager to benefit from rich feedback that's instantly available. Coaches benefit from a platform that enables them to reach multiple users wherever they are, saving time and enabling coaches to deliver personalised feedback more effectively. Upside encourages the co-creation of bespoke solutions for player progression, helping to make every moment count so that users are more likely to experience the many and various 'wow moments' that makes sports development so rewarding. A dashboard of performance analytics, development logs, progress reports; scheduling, goal-setting and messaging functions work together to create a 'shared memory' that's geared towards sports improvement on the whole. The symbol is a visual expression of the brand name and suggests an upshot from a catapult; also suggesting a continuous feedback loop that simultaneously elevates and accelerates people forward. The symbol is also a typographic ligature of a U and P on its side

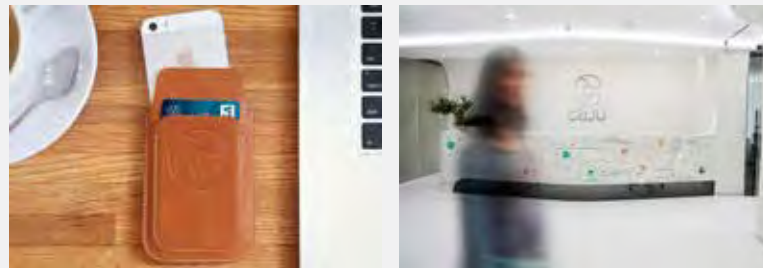
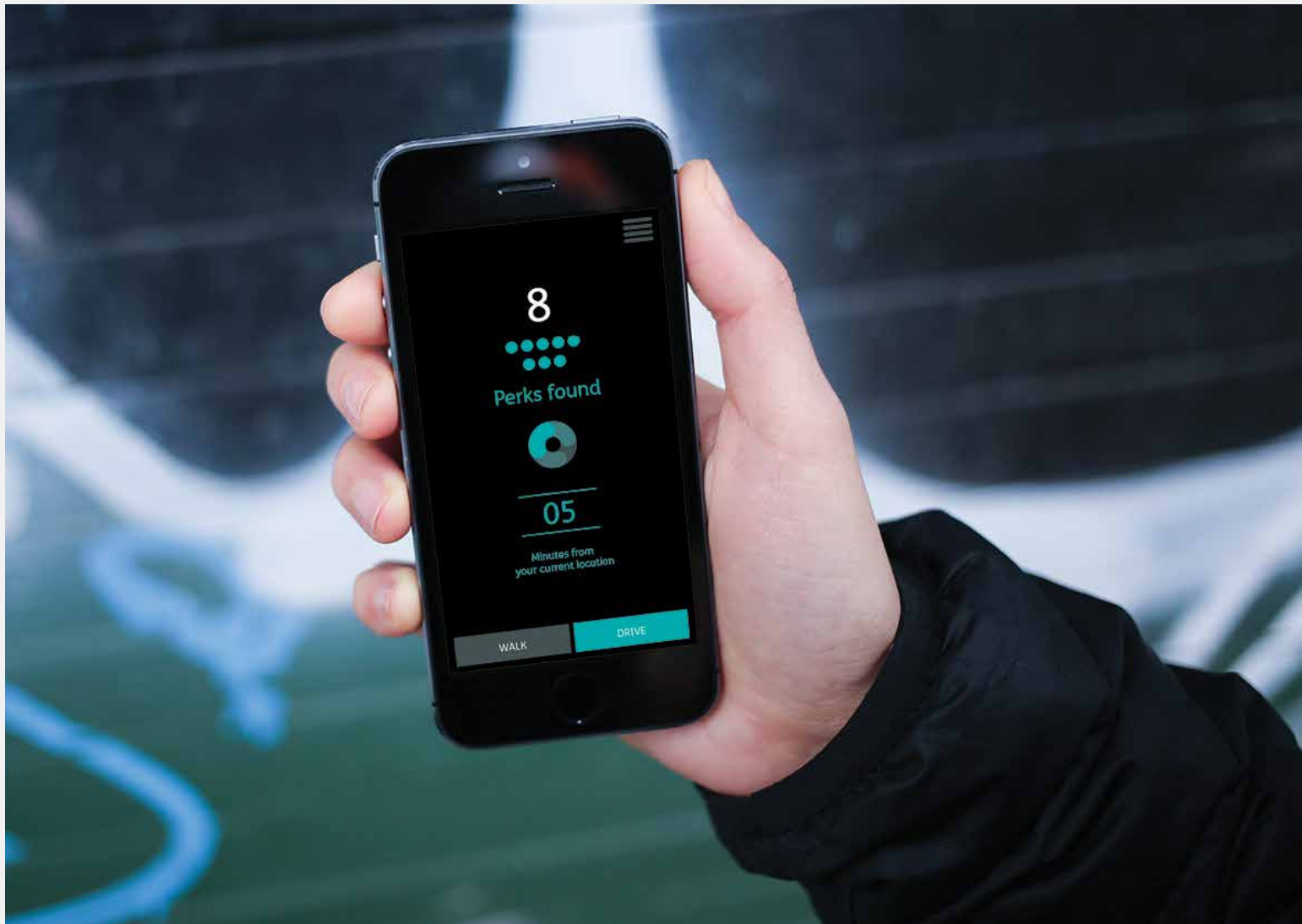
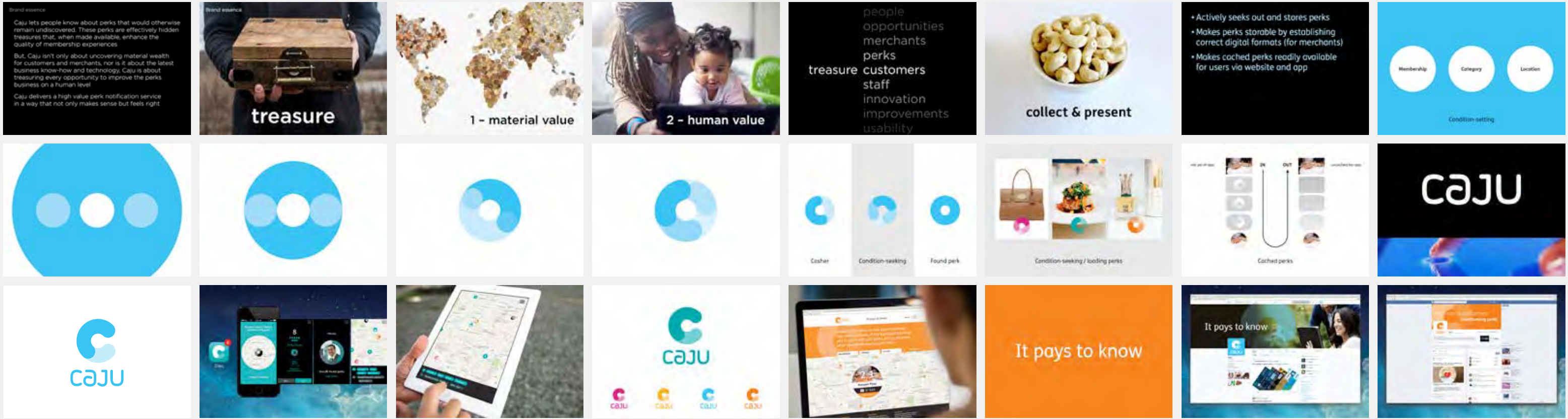
UPSIDE



Volacci is a digital content marketing agency that specialises in augmenting the marketing of already successful websites via Drupal-enabled eco-systems of partnerships, technologies and commerce. Volacci's products are in service of marketing automation, which is a major recent development in digital marketing that delivers personalisation of marketing for customers and consumers en masse. To this end Volacci offers integrated products and services that also include Search Engine Optimisation, analytics and social media content management. Volacci is working towards enabling customers to create a single Drupal-based platform to manage every aspect of marketing content online. By investing in such a platform customers can then 'harvest' marketing information so that their websites and social media activity result in high quality, pre-qualified sales leads. The idea at the centre of the Volacci brand is that every component of a marketing campaign is part of a dynamic whole and should be managed as a total experience; that a company's information should be 'in formation' to achieve its business ambitions. Volacci is in the business of marketing intelligence: the insights necessary to develop future-facing marketing solutions and the technologies necessary to deliver them. These factors are set to establish Volacci as a standout example of intelligence in marketing

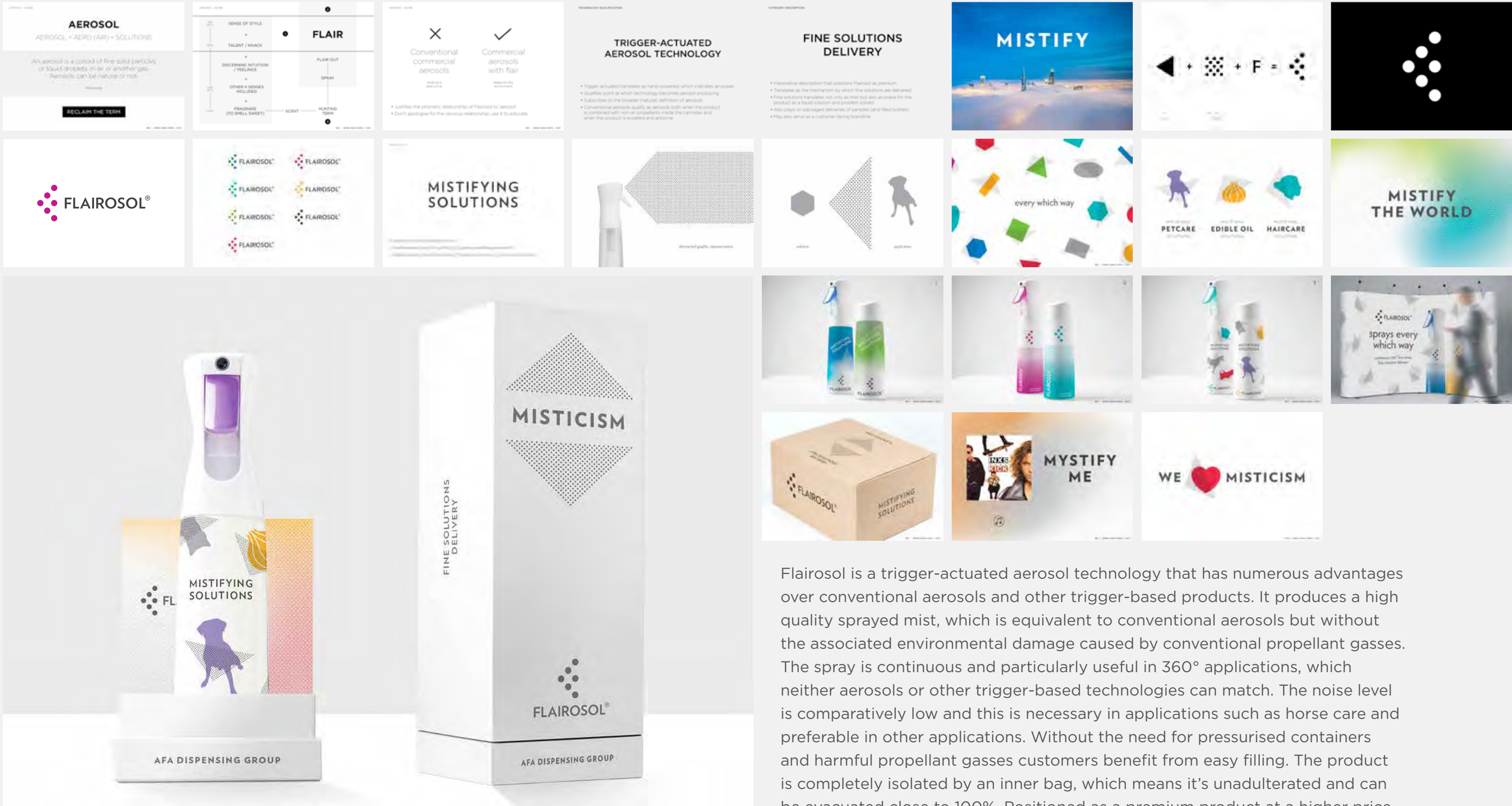


Astonish Design is a Texas-based web-development firm that solves business problems with web-solutions so businesses can create the order and leverage that they need to succeed. With the help of Astonish, established companies have successfully added a web dimension to their business, and have become transformed in ways that can be said are truly ‘astonishing’. Astonish are a team of highly specialised web-developers who achieve results by using and promoting Drupal as their preferred digital business platform, which offers powerful, flexible and real-time online content-driven capabilities. Taking an embedded strategic partner approach Astonish also make careful business partner-fit choices, and work to a highly agile and rapid development programme called ‘scrumming’. A defining feature of Astonish Design is their ‘minimum viable product’ principle, which ensures nothing they develop is superfluous and that all online business activities are properly directed to achieve maximum results. Known also for their ‘radical honesty’, Astonish have established a reputation as a first-choice business solutions web-developer among clients and, at the same time, fostered a highly desirable place to work that is energetic, creative and inspiring. Very much aware of their local business economy contributions Astonish are set to become a leader in business development that enables businesses to take-off



Most consumers aren't aware of the perks and benefits offered by credit cards, employer reward schemes and various other memberships to which they're entitled. This is largely because perks and benefits are often buried in small print or time-boxed promotional campaigns go unnoticed. Caju is a notification platform that lets users know what perks are available to them in realtime. The mobile app is location-aware and has the option to let consumers know what perks would be available in a location, if they held a specific credit card or belonged to a particular membership or employer scheme. Filtered by category, location and membership, Caju empowers users to uncover treasures that would otherwise remain hidden. Inspired by the cache of an internet browser, which is where digital cookies are stored, the name Caju means 'cashew' in various non-English speaking cultures. The name and brand identity play on the relationship between cache and cashew. The C is made up of a stylised cashew nut that forms part of a circular device that is active online. The idea is that Caju works tirelessly in the background uncovering cached perks and presents them as treasures to be taken advantage of when all the necessary conditions have been met. Caju's service demonstrates that knowledge is power. It pays consumers to know when and where perks are available. This enables users to get the best value from participating merchants, which, effectively, saves money

CAJU



FLAIROSOL

Flairosol is a trigger-actuated aerosol technology that has numerous advantages over conventional aerosols and other trigger-based products. It produces a high quality sprayed mist, which is equivalent to conventional aerosols but without the associated environmental damage caused by conventional propellant gasses. The spray is continuous and particularly useful in 360° applications, which neither aerosols or other trigger-based technologies can match. The noise level is comparatively low and this is necessary in applications such as horse care and preferable in other applications. Without the need for pressurised containers and harmful propellant gasses customers benefit from easy filling. The product is completely isolated by an inner bag, which means it's unadulterated and can be evacuated close to 100%. Positioned as a premium product at a higher price point than conventional aerosols and other trigger-based products Flairosol often transforms product experiences and revitalises established brands. Capturing these superior qualities and also implying praise for customer product solutions but without signalling direct competition with commoditised aerosol markets the line 'fine solutions delivery' offers an alternative way to lead the category. The brand-idea 'mistify' literally describes what the product does and is also a play on 'mysitfy', which suggests that the Flairosol experience is magical



Flairosol heralds a new era in trigger dispensing technology

Free from the many and various challenges faced by conventional aerosols and trigger dispensing products, Flairosol most often exceeds the high performance and increasing environmental demands of sprayable liquid product solutions

To better reflect the outstanding benefits of Flairosol we've re-imagined the brand identity. This brandbook demonstrates how we're signalling our global ambitions with our new brand

Our brand is not just about a brandmark, colour palette, graphic elements and application principles it's about how we think and speak about everything the brand stands for, for ourselves and our customers



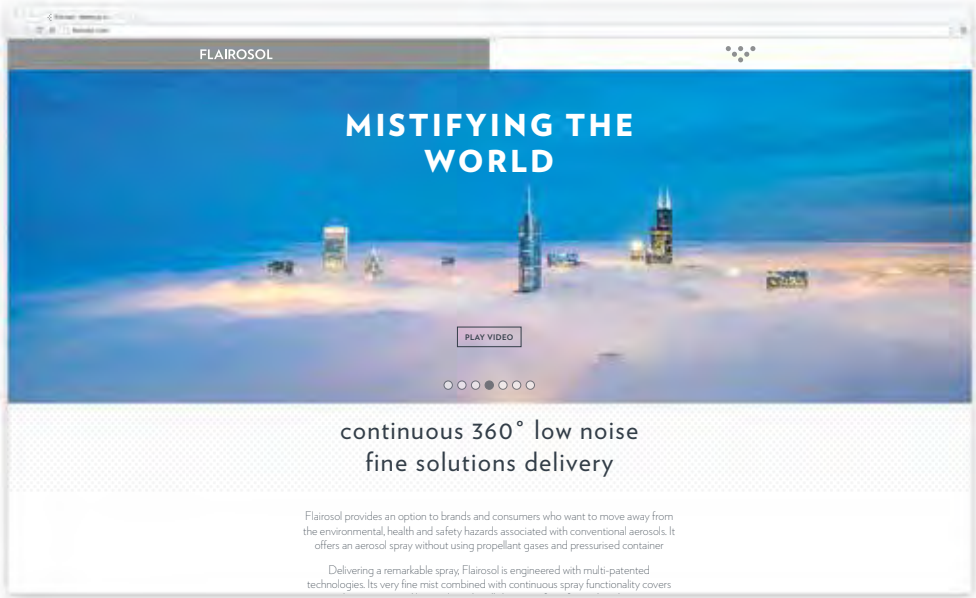
FLAIROSOL

BRANDBOOK

2 of 3

ANDREW SABATIER

WEBSITE



- i** In order to reduce menu complexity the ® has been removed from the wordmark and the Flairosol symbol has also been treated as a functional digital element
- !** When using parallax scrolling to create interest, limit the use of moving elements so that they don't move for the sake of movement
- Tip** Live text set in Verlag (see page 19) may be used for the Flairosol wordmark

The website design follows the clean, modern and fresh look of Flairosol*. Content focuses on Flairosol’s key features and benefits in a way that is creative, confident and informative

*see also page 37

EXHIBITION STAND



Flairosol’s airborne droplets based brand identity offers many possibilities in 3 dimensional environments. The droplet configuration is a pattern widely available, which enables us to easily demonstrate our identity in subtle ways across a broad range of material types

- i** Note that the seating is an interpretation of a droplet and the flooring pattern is of the same configuration as the airborne droplets spray graphic on page 12



FLAIROSOL

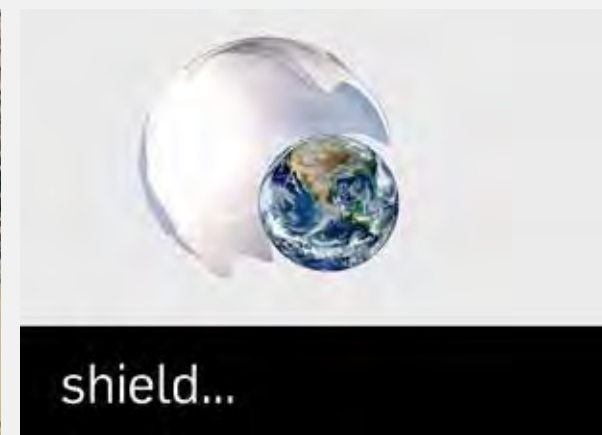
A super-smart bio-membrane
drawn **from** the earth
for the earth



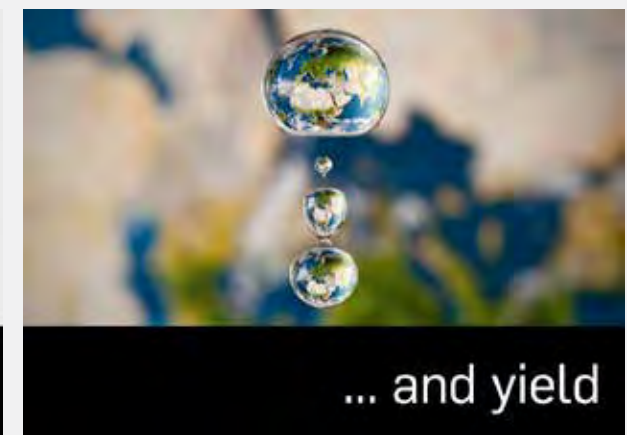
combating planet-harming activities



bringing new life to
challenging environments



shield...



... and yield

TERADERM*

TERA

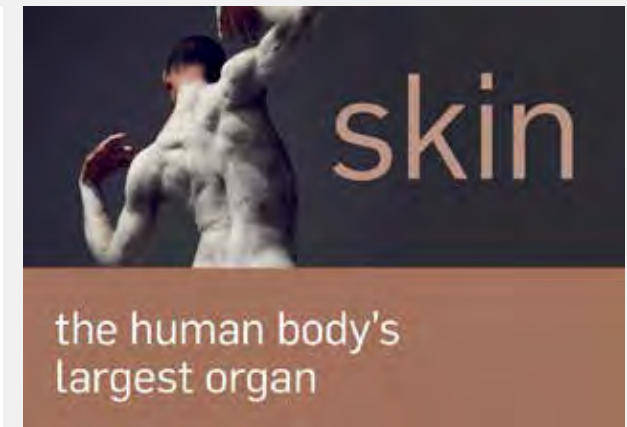
Derived from 'terra', which
means 'earth' in Latin

DERM

Derived from 'derma', which
means 'skin' in Greek and is the
basis of 'dermatology' – the study
and treatment of skin

* Translates literally into 'earth-skin'

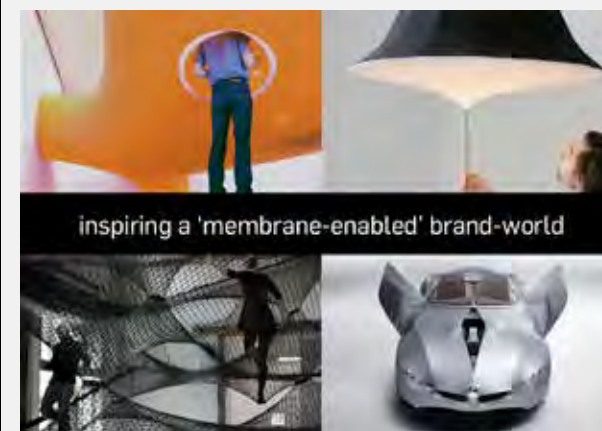
Providing protection,
maintenance and rejuvenation
of the earth using a flexible
and organic membrane
technology



the human body's
largest organ



the world's biggest
environmental invention

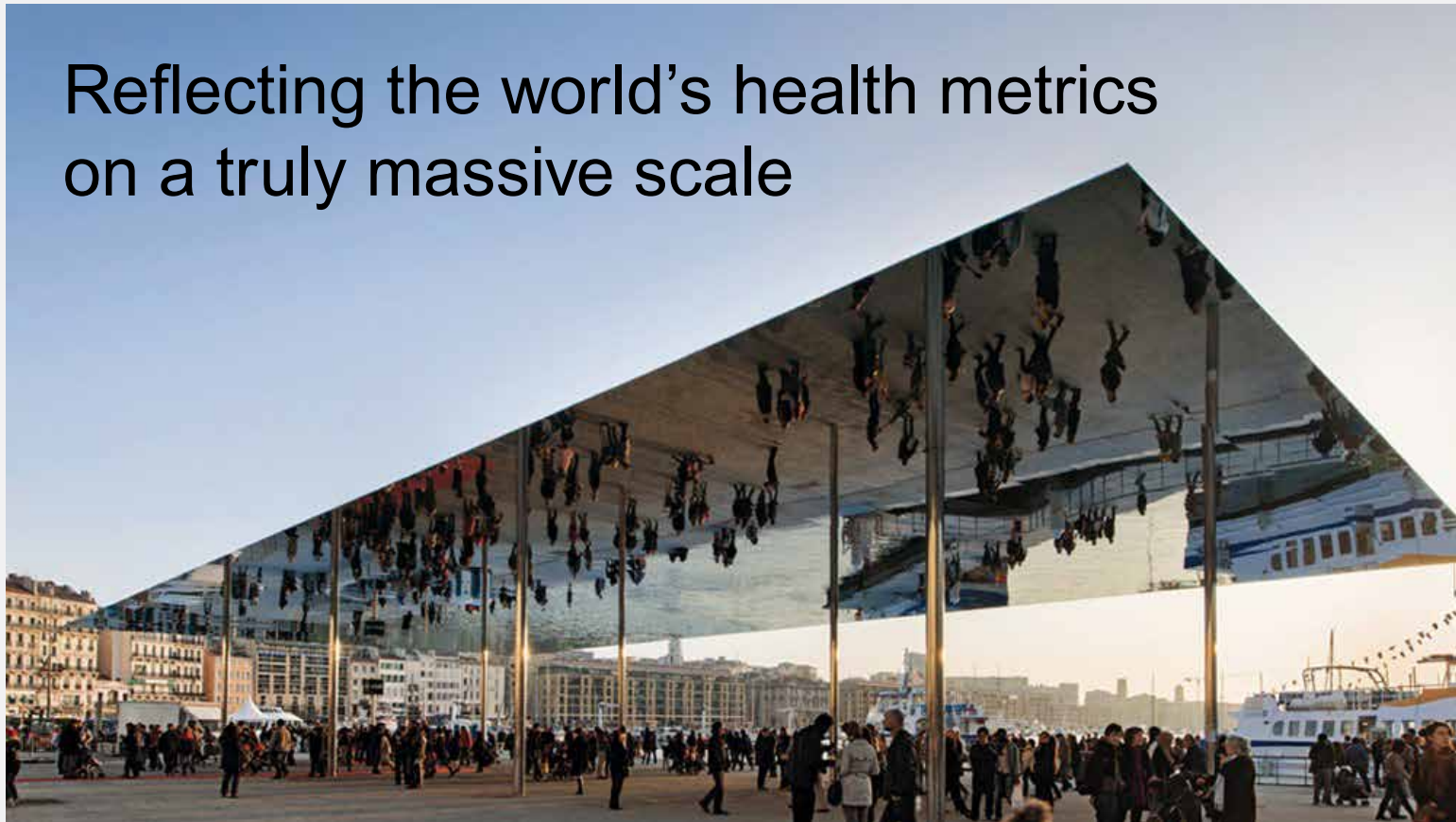


inspiring a 'membrane-enabled' brand-world

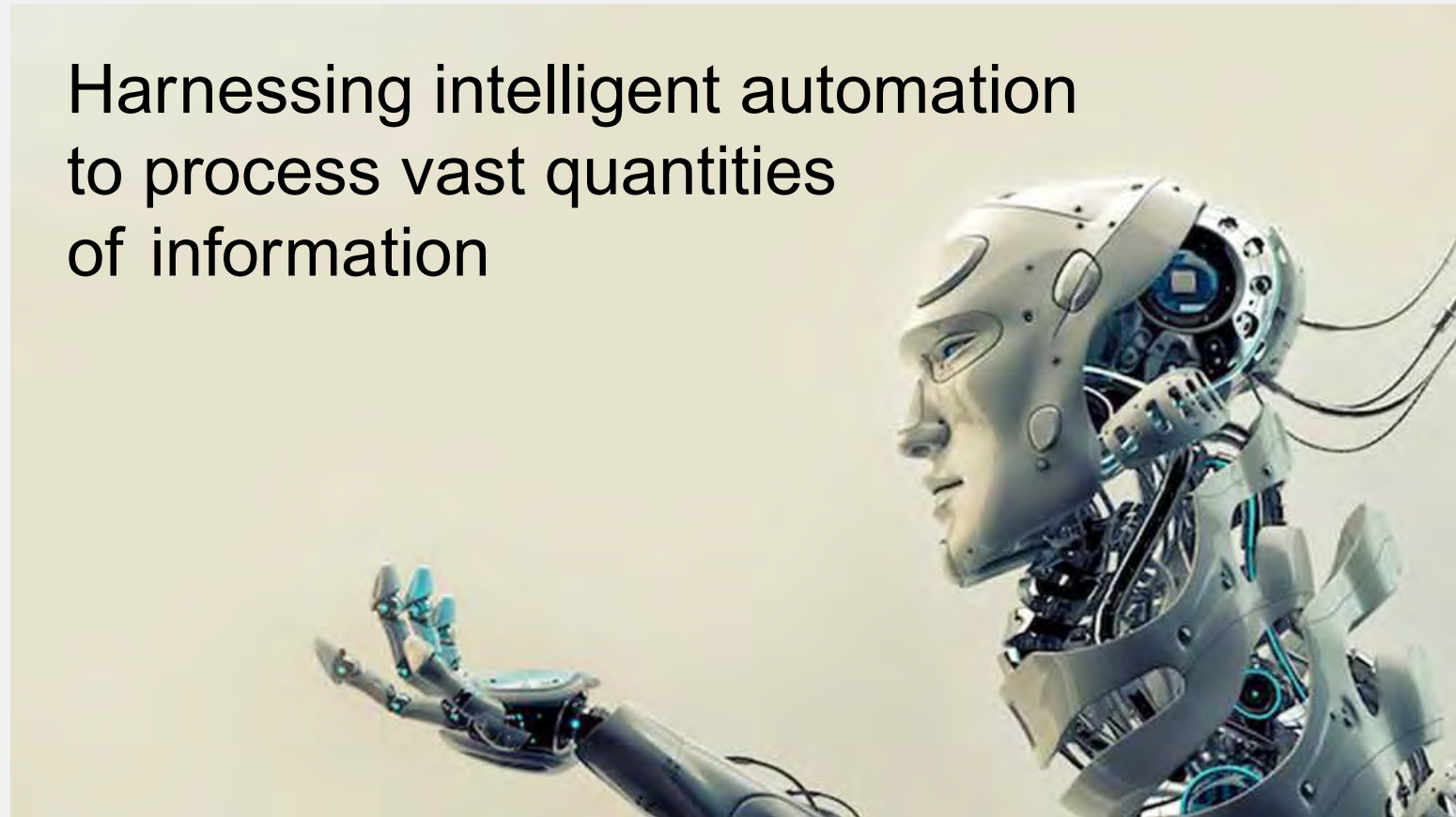
TERADERM

\$3B GLOBAL BUSINESS
HEALTHCARE INFORMATION SOLUTIONS
INTERNAL STRATEGIC PROPOSAL
TECHNOLOGY DIVISION RE-BRAND
NAMING + BRAND IDENTITY SOLUTIONS

Reflecting the world's health metrics
on a truly massive scale



Harnessing intelligent automation
to process vast quantities
of information



Current standing...

- Peerless vantage point
- Unrivalled overview of big health data



BRAND NAME

Eschelon

ESCHELON



"Grasping the complexity of our business is daunting at the best of times. Our own people struggle to articulate what we do."



Making incremental adjustments at the margins won't help us achieve the change we need...



"Top level competitors are getting better at feeding off our information higher up the value-chain."



Value-adding services have come from businesses acquired organically

... and it shows



Orchestrating Intelligence is...

Knowing what data to put together & how



Orchestrating Intelligence is...

Acquiring raw data in new ways



Orchestrating Intelligence is...

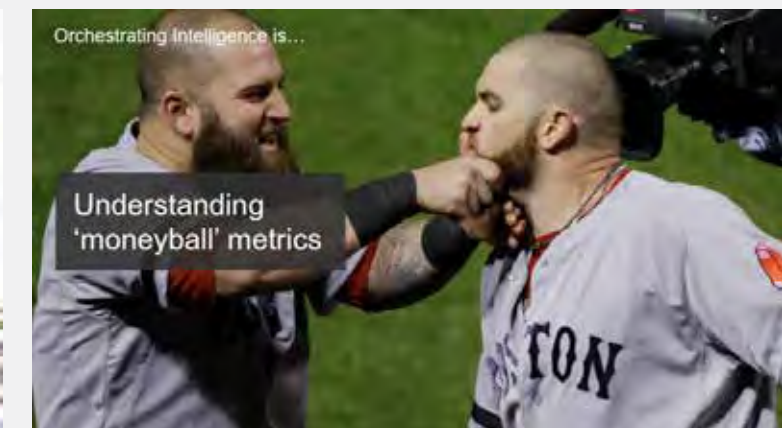
Making information accessible

WWW



Orchestrating Intelligence is...

A new era in evidence-based business



Orchestrating Intelligence is...

Understanding 'moneyball' metrics



Orchestrating Intelligence is...

Coordination on a massive scale

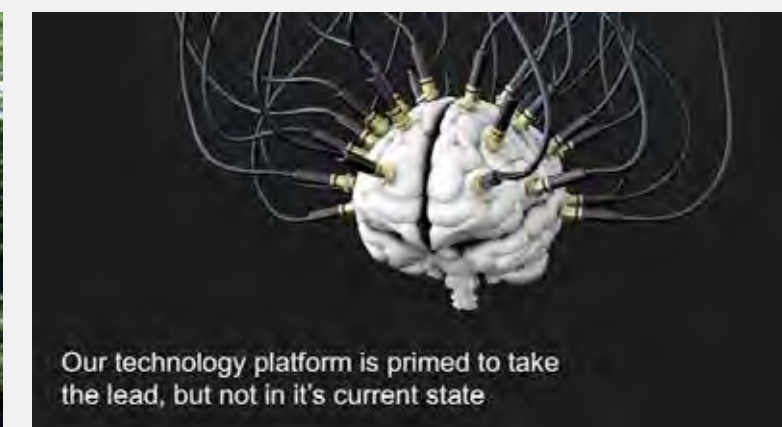


Orchestrating Intelligence is...

Pioneering insights



It's time to raise the stakes



Our technology platform is primed to take the lead, but not in it's current state

ESCHELON

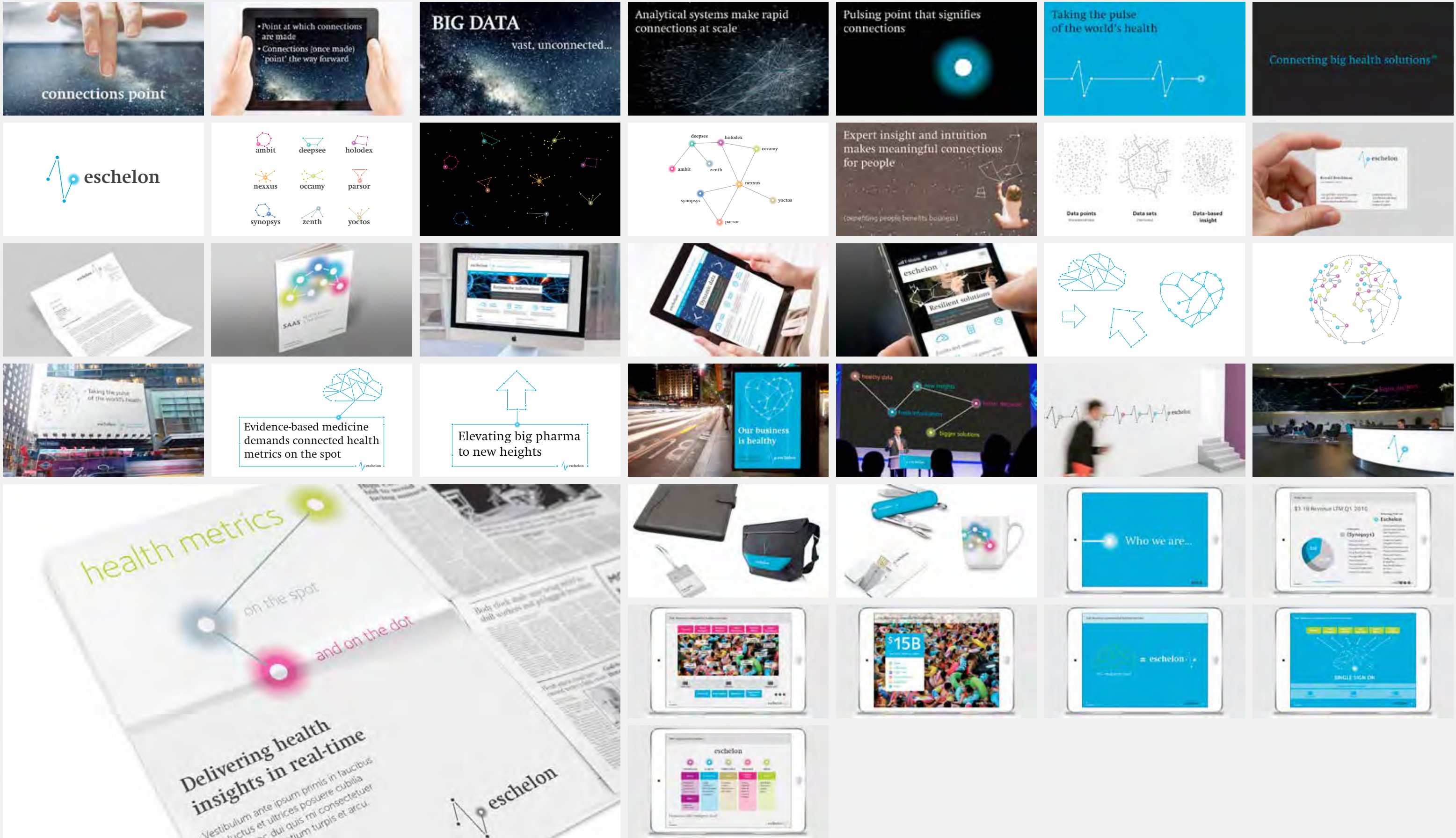


ESCHELON

BRAND IDENTITY SOLUTION

Route 1

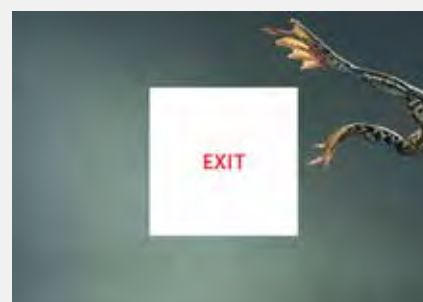
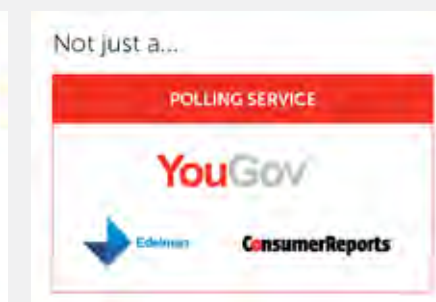
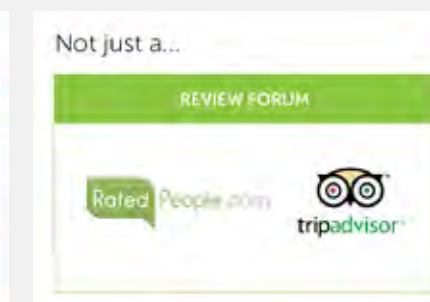
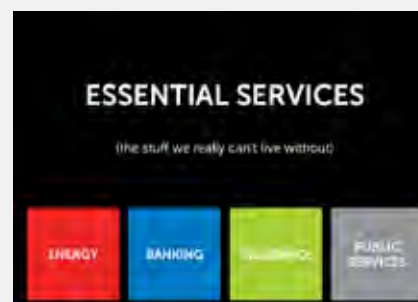
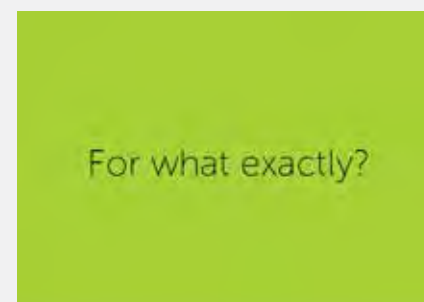
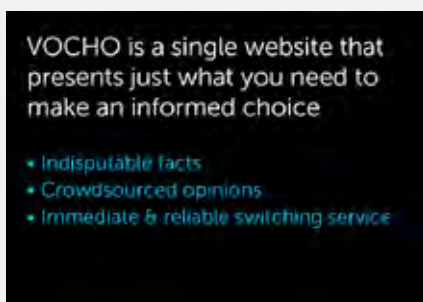
ANDREW SABATIER



ESCHELON

PRE-BRANDING
CREDENTIALS
INVESTOR RELATIONS
INTERNAL COMMUNICATIONS

What is VOCHO? And why should I care?



VOCHO



The Cognotiva Roadmap



identifies relationships between lifestyle decisions...

OUR VALUE PROPOSITION

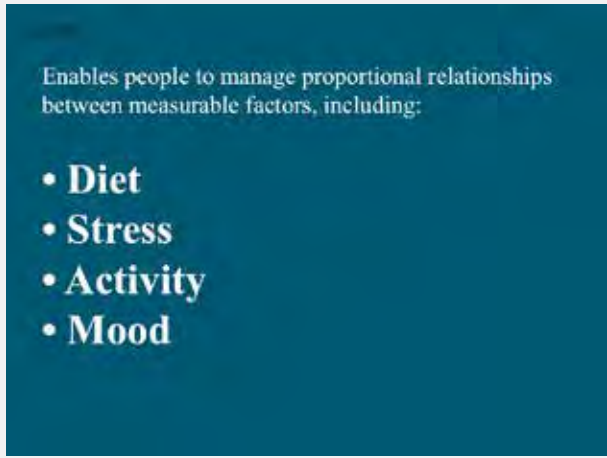
A software engine and database system that collects and analyses personalised bodymind* data using specialised algorithms in realtime. A freemium model business offering to consumers (B2C) and businesses (B2B) that can be accessed via multiple smart devices and connected to other health-monitoring devices. The system establishes relationships between disparate data types and offers interpretive information that enables people to make knowledgeable lifestyle decisions to achieve desired wellbeing outcomes. It measures data over time and against comparables, which enables people to understand whether their goals are reasonable and typical. Informed by the thinking of key opinion leaders the premium version of the service will provide access to advanced analytical and reporting features



... and wellbeing outcomes



dynamic knowledge platform

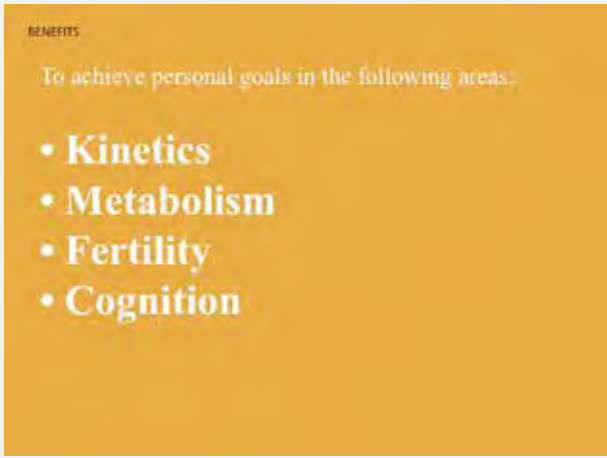


- Diet
- Stress
- Activity
- Mood

Enables people to manage proportional relationships between measurable factors, including:



lifestyle biometrics



- NEW PRODUCT CATEGORY
- benefits
- To achieve personal goals in the following areas:
- Kinetics
 - Metabolism
 - Fertility
 - Cognition



illuminating perspectives



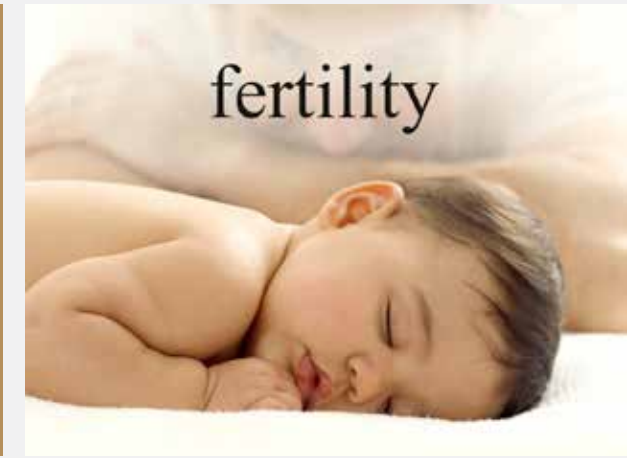
all there

Our brand essence - drives everything we do

All the data, information and knowledge you require to make wise lifestyle and wellbeing choices is available from us. We have the operational know-how to put everything you need to achieve your personal goals in front of you



So what's our first go-to-market proposition?



fertility



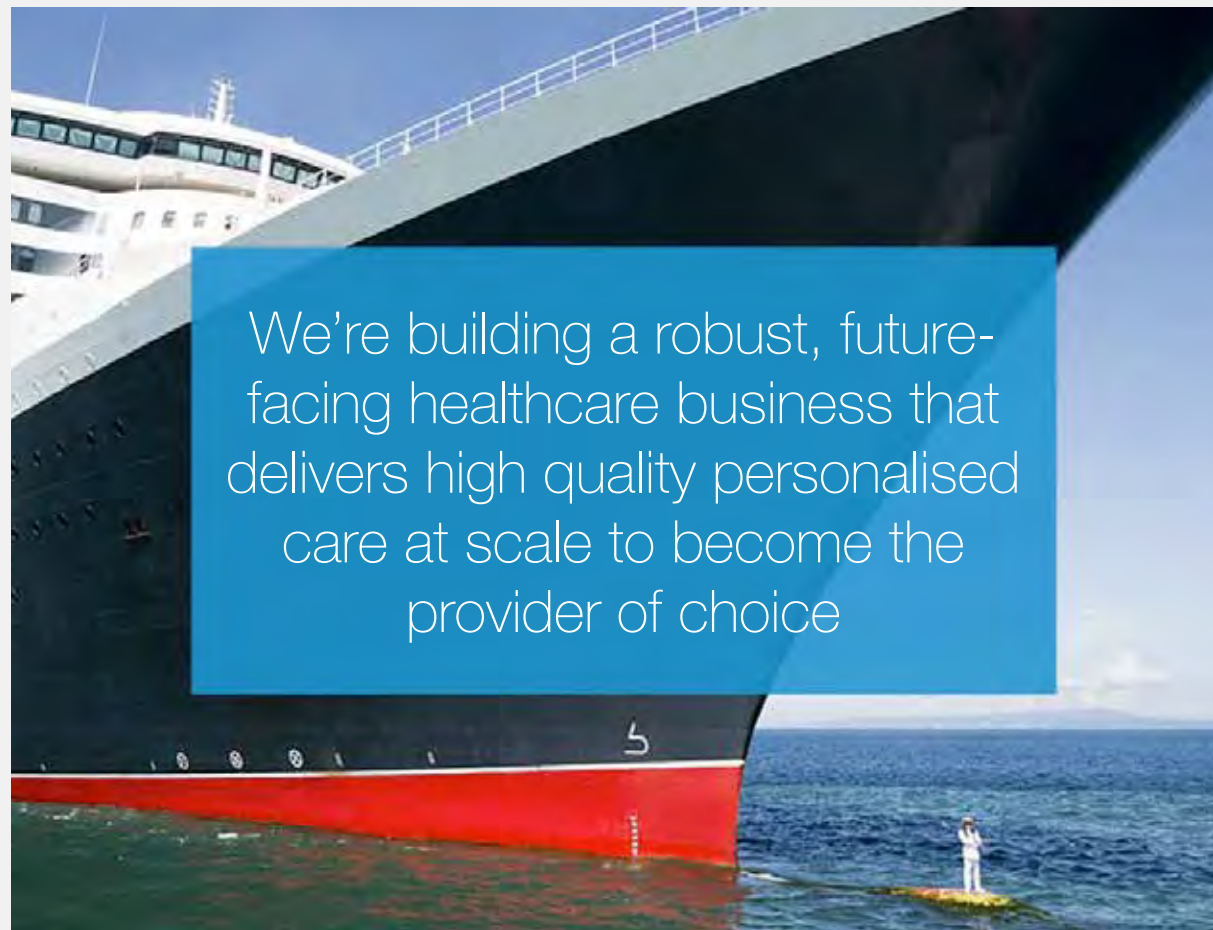
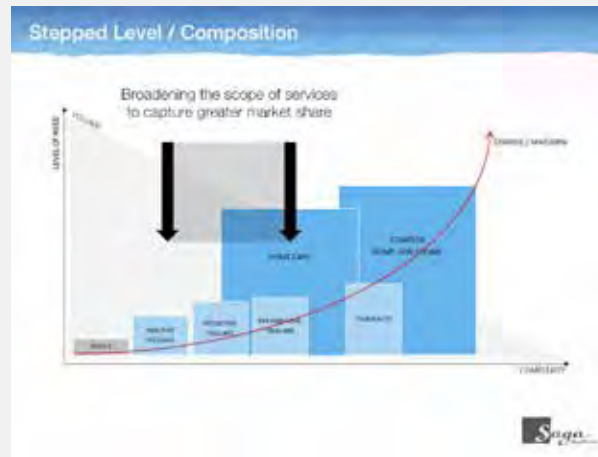
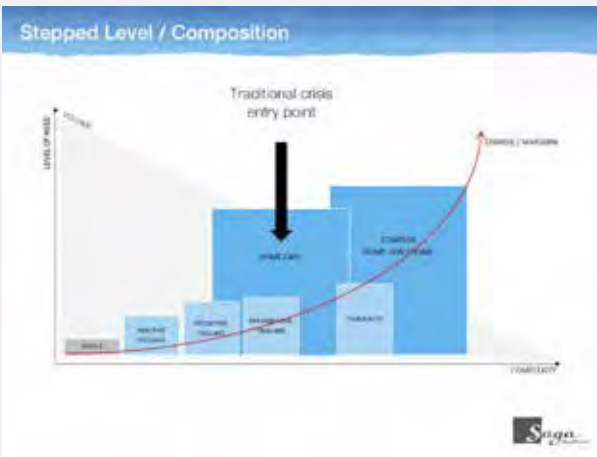
Our new brand

COGNOTIVA



- Market Recap
- 670,000 people with 'unmet need' and rising (Age UK, Crisis in Care 2014)
 - 3.5% of residential care miss-entire residential care
 - Very few 'pure' private providers and a total absence of a 'go-to' provider
 - 65-84 year olds and over 85s population set to increase by 39% and 106% respectively by 2032 (ONS, Statistical Bulletin, 2010)
 - Significant amount of informal care and high latent demand; intolerable hours, geographical dispersion

- Market Recap
-
- Personalisation agenda shifting the care market to be more B2C
 - Immature landscape / lack of information limited direct competition
 - Lack of advice and financial support – route to customer win
 - Tightening of Eligibility criteria and budget pressures; Spend ↑12%, people needing care ↑14%



SAGA HEALTHCARE PLC

The world of communication creates a myriad of people-based experiences...

Some experiences are rich, engaging and meaningful...

Others are... momentary ambivalent-subconscious

All experiences help build the 'total experience' of a brand

ACROSS MEDIA

We understand the nuances of experience across the entire channel media mix

We've found that trust is central to all positive experiences

TRUST EXPERIENCE

This means that brand success is ultimately built on trust

TRUST SUCCESS = POS/NEG EXPERIENCES X POS/NEG CONVERSATIONS

So... how do we go about earning trust for brands?

We begin by understanding people

Effectively... There is no more B2B or B2C. It's H2H: Human to Human

As humans... every decision we make is trust-based

Humans build trust by experiencing the behavioural traits of others...

And because people are at the heart of brand experiences...

People build trust with brands in the same way

We experience... **REPUTATION** digital & social footprint

We experience... **BODY LANGUAGE** branding / design / positioning

We experience... **INTERACTION** experiential / social / content

We experience... **RELATIONSHIPS** shopper

4 Major levers of trust-based communication

1. Brand design & Positioning experiences
2. Social media & Branded content
3. Live face-to-face experiences
4. Shopper & Retail experiences

EMPOWER ENGAGE EDUCATE

Action should be harvested, not forced

Independent bespoke evaluation

Measuring the effect of activities on trust

- brand liking scores
- campaign objectives
- consumer behaviour
- purchases

IMMEDIATE 4 WEEKS 12 WEEKS

Insight allows for better planning, resulting in more effective delivery

Making trust tangible for better business

Our clients

TRUST EXPERIENCE

THE FIELD



Teraderm®

Maximum crop yield with minimum water use
— a revolution in the earth

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Contents

- Where is the hope?
- Our product: Teraderm®
 - What is it?
 - What does it do?
 - Benefits
- Market
 - What – size?
 - Who – competition?
- Sales
 - Channels, S&N Hemisphere
- Management team
- Financials
- Summary

Where is the hope? – Increasing productivity of land and water

Thinking differently about water is essential for achieving our triple goal of ensuring food security, reducing poverty and conserving eco systems

— The World Bank

The hope... springs eternal



The hope... springs eternal



Teraderm®



Teraderm® – What is it?

- Soil optimisation and enhancement product that reduces water consumption and increases crop yield
- Odourless organic material made from animal, fish, vegetable or human waste
 - Simple manufacturing process allows regional manufacture
 - Can be applied dissolved in water
 - Or as a powder
 - In same proportions as conventional fertilizer
 - When mixed with soil can be added to in-fertile or arid land
- IP protected technology applied to soil surface
- 15 years in development and testing with trials completed all around the world
 - Now ready for full scale commercialisation
- Endorsement from numerous universities and institutes

Teraderm®

Attribute	Conventional Fertilizer	Teraderm®
Aids nutrients	✓	✓
Increase crop yield	✓	✓
Adjusts soil temperature	X	✓
Reduces water consumption	X	✓
Optimises	X	✓
Reduces water problems	✓	X
Eliminates fungi	X	✓
Increases CO ₂ in the soil	X	✓
Reduces soil erosion	X	✓

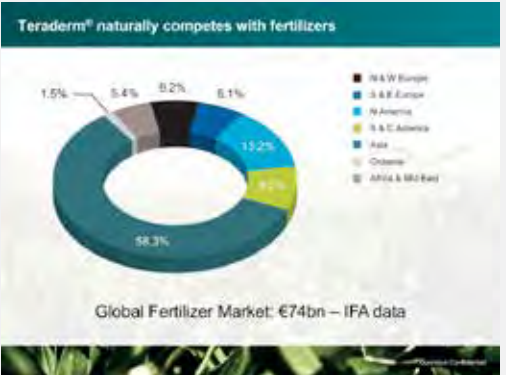


market & fertilizer industry

Competition – Teraderm® a unique product

- Teraderm is a unique product and so has no single competitor
- Teraderm will naturally be associated as a fertilizer or compared to one
- The water saving qualities cannot on their own derive a price or revenue
- The Eco-friendly/Carbon reducing nature of product has no current market
- No other market to determine a price for the product other than the fertilizer industry

Teraderm® naturally competes with fertilizers



Global Fertilizer Market: €74bn – IFA data

Fertiliser prices



- Prices closely correlated to oil/energy prices
 - Energy intensive manufacturing process
- More than doubled since 2002
- Demand also increasing as pressure to increase crop yield continues
 - Demand increased 20% since 2001

Teraderm® has clear and ownable territory



sales & market approach



Teraderm® has three commercial applications

Crop optimisation	Land fertilization	Water efficiency
• Increases product yield • Reduces water demand • Reduces conventional fertilizer use	• Enables normally un-fertile land to become fertile • Assists de-desertification • Creation of arable land from infertile or arid land • Increase in greening	• Reduction in water demand for established green areas • Soil acid and non-arid areas

We have three routes to market



Business model

- Can be sold initially at conventional fertilizer prices ie ca €450/tonne
 - Enables quick market entrance without adversely affecting balance sheet
 - Believe we can get premium : €700/t but have not factored this in to any financials
 - Simple manufacturing process means price not energy dependent
 - Pled to take waste so manufacturing costs are low
 - Can be made locally if access to waste established
 - Price stability can be given to farmer on long term deals
- Product sold from warehouse to N. European trials

management team



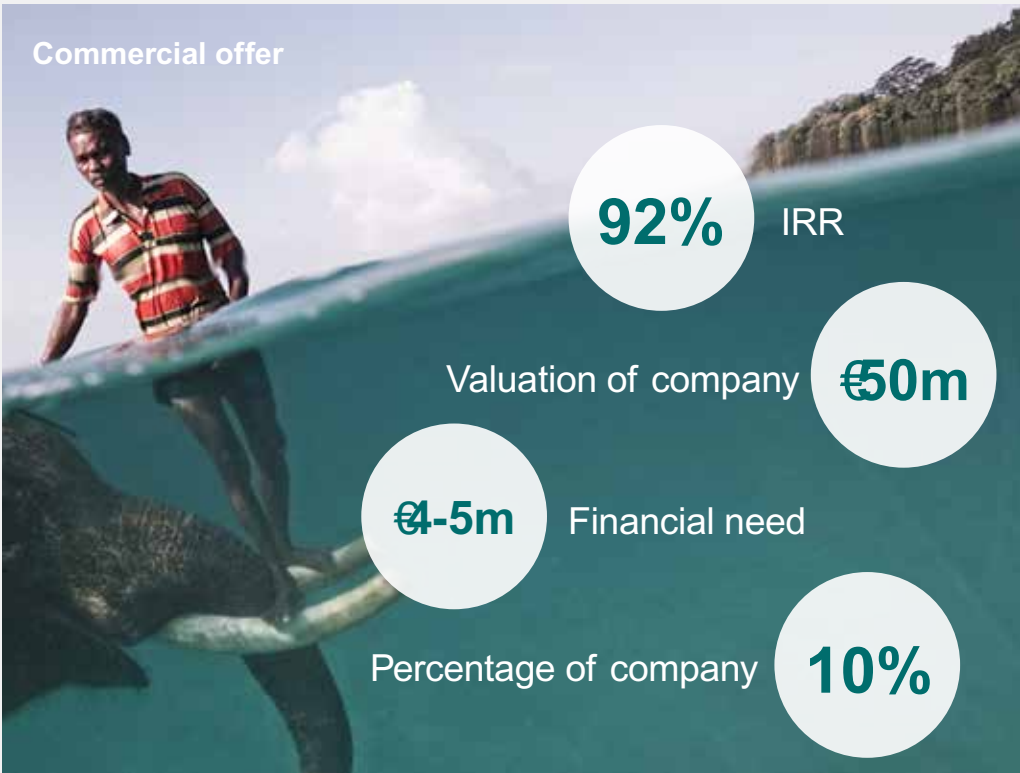
financials



Assumptions for financials

- Priced initially at €450/ tonne to compete with conventional fertilizer (Organic market €700 per tonne)
- Production costs €1-200 per tonne – produced in Norway initially
 - Starting at €200 and reducing to €100
 - We are paid to take the waste
 - Costs are predominantly shipping & manufacturing
- Initial revenues start 20 2013
- 15% of revenue costs included to cover royalty to IP owner and/or sales agents
- Initial staff of 4 rising to 13 by 2016
 - Sales, technical, financial and logistics

Commercial offer



92% IRR

Valuation of company €50m

€4-5m Financial need

Percentage of company 10%

Teraderm®



I champion...

brand as operating system

This approach takes the idea of brand as organising principle to the next level and to its logical conclusion. It involves the handling of brand assets, both tangible and intangible, as elements and principles within a brand identity system; in the same way that assets are created and managed within a digital operating system. This approach enables clients to better engage audiences, go-to-market, advertise and deliver products and services via their brand assets

business-os.com