



## ADVANCED INNOVATIONS IN CIRCULAR CONSTRUCTION PRODUCTS

AS STRONG AS CONCRETE

WITH 6x THE THERMAL INSULATION

6% GHG EMISSIONS COMPARED TO CERAMIC TILES

5% GHG EMISSIONS COMPARED TO CEMENT

### COMPANY SUMMARY

CRIATERRA is an R&D company that develops innovative construction materials that are designed for high performance and introduce circular economy solutions in construction. Criaterra's products are suitable for scalable production and demonstrate that it is possible to dramatically reduce GHG emissions in the production process for construction materials without compromising on strength and constructive quality.

This is achieved through a complete redesign of the production process which maintains the chemical and mechanical properties of the raw materials.

Criaterra's construction products excel in quality, design and performance. They are fully recyclable, with low emissions and high energy conservation. Criaterra's business model is based on partnerships for manufacturing and marketing of current and future product lines.

### MARKET NEED

Innovation in the construction materials market presents both a challenge and an immense opportunity both financially and environmentally.

Globally and locally, industry leaders are looking for greener circular economy solutions and technologies. Large corporations in the construction industry are dedicating immense resources in improving their carbon footprint, in order to achieve the necessary estimated 77% reduction in total carbon dioxide (CO<sub>2</sub>) emissions in the building sector by 2050, compared to today's level. Financial market leaders are developing funds that are focusing on sustainable solutions, at the demand of investors. Governments are committing to climate targets with many of them enshrining their commitments in the law. Carbon taxes are spreading and will soon cover over a fifth of global emissions.

The circular economy represents a €4 trillion opportunity and innovators have a key role to play. The global green building materials market size is expected to reach €323 billion by 2022.

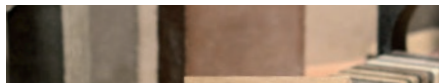
CRIATERRA was founded to introduce innovative production technologies in this important industry.

### CRIATERRA'S SOLUTION

CRIATERRA is using safe and energy efficient production processes while introducing a circular material economy, in which materials are re-usable, preserving the economic value of our natural resources.

Criaterra's solutions perform functionally like other pre-cast construction materials. But they offer 93% savings in energy consumption in the production process, and maintain the carbonates in the raw materials, rather than releasing them into the atmosphere. This results in reusable materials, better efficiency and a dramatic reduction in pollution.

### ENVIRONMENTAL IMPACT



Each Criaterra masonry block will save 1.2kg CO<sub>2</sub> carbon emission



Every 10m<sup>3</sup> built with Criaterra masonry blocks leads to an avoidance of 0.81 ton of CO<sub>2</sub> equivalent



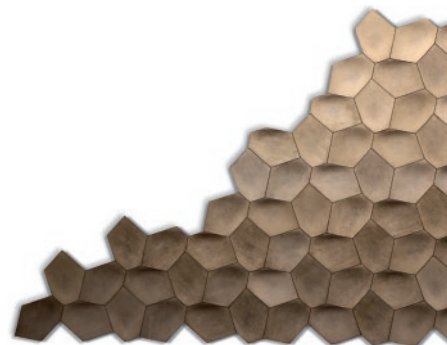
An office project with 10,000 square meters of built wall would save 130 tons of CO<sub>2</sub> equivalent

### INDUSTRY

CLEANTECH

CONTECH

ECO-INNOVATIVE PRECAST  
CONSTRUCTION PRODUCTS



### INVESTMENT OPPORTUNITY

Criaterra is seeking €4M financing towards:

- Building our IP portfolio and advanced product lines
- Developing mass production technologies
- Growing through market partners



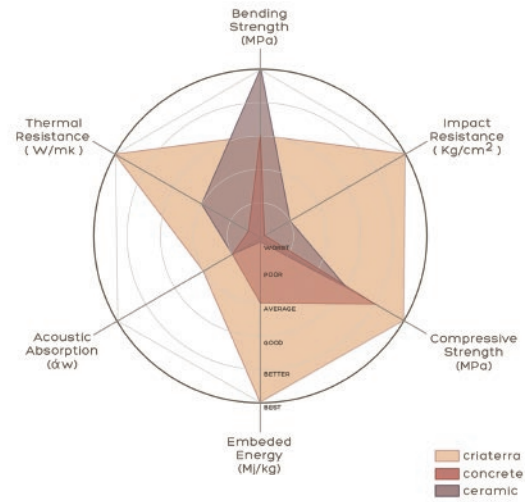
Criaterra is a Horizon 2020 Grant awardee

## MARKET TRACTION

**EARLY SALES** - Criaterra tiles have been included in numerous projects and architectural plans.

**GO-TO-MARKET IN EUROPE** - We are launching our tiles in the UK and Holland in 2021, with an excellent network of partners after extensive market research and validated market need.

**STRATEGIC PARTNERSHIPS** - We are receiving requests from companies of all sizes in construction to discuss co-production and co-development.



## KEY TEAM MEMBERS



**ADITAL ELA**  
FOUNDER & CEO  
Sustainability Expert  
Industrial Designer



**LEAT APPLBAUM**  
CFO & BOARD DIRECTOR  
C.P.A. in Accounting  
Financial Manager



**DAPHNA WIENER**  
CHAIRPERSON  
Business Development  
& Strategic Planning



**LIOR NAHUM**  
R&D MANAGER  
PhD. in building materials  
Construction Engineer



**ELROI OSHRI**  
PRODUCTION LINE R&D  
Mechanical Engineer



**ELROI OSHRI**  
OPERATIONS  
Operations Manager



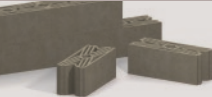
**DICK SALE**  
SALES & MARKETING  
European Sales Expert



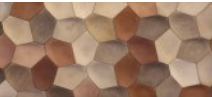
**PROF. DAN GALAI**  
ADVISORY BOARD  
FINANCE & STRATEGY

## USE OF PROCEEDS

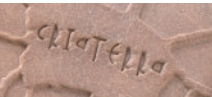
We are active in a huge market which is expected to expand dramatically. We are entering this market with innovative products, leading in parameters of quality and versatility. Our primary goals in this funding round are:



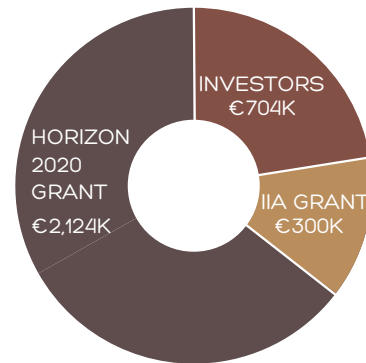
Building our IP portfolio and advanced product lines: weather resistant applications, 3D products



Developing advanced industrial technologies towards mass production with competitive pricing



Growing through market partners for R&D, production and market channels



**FUNDING TO DATE €3,128K**

## SIGNIFICANT ACHIEVEMENTS

Establishment of R&D lab

First Product line - decorative tiles

2015-2018 Multiple Israel Innovation Authority grants awarded

Patent granted in Europe and Israel, pending in USA, China

Pilot production line

First Installations in select commercial projects

2020-2022 European Commission Grant Award of €2.1M

