7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

We grow PROUD for ~~you.~~ all of us.

SWISS LAB-GROWN DIAMOND

A DEEPTECH AND PURPOSE-DRIVEN COMPANY

PROUD TECH

PLEASE, DO NOT PRINT ME – SAVE THE PLANET

URE
EAL
UTSTANDING
NIQUE
IAMOND

PROUD

TECHNOLOGY

L.COLINA@PROUD-TECHNOLOGY.CH
JB.DECORZENT@PROUD-TECHNOLOGY.CH

CONFIDENTIAL

JUNE 2022

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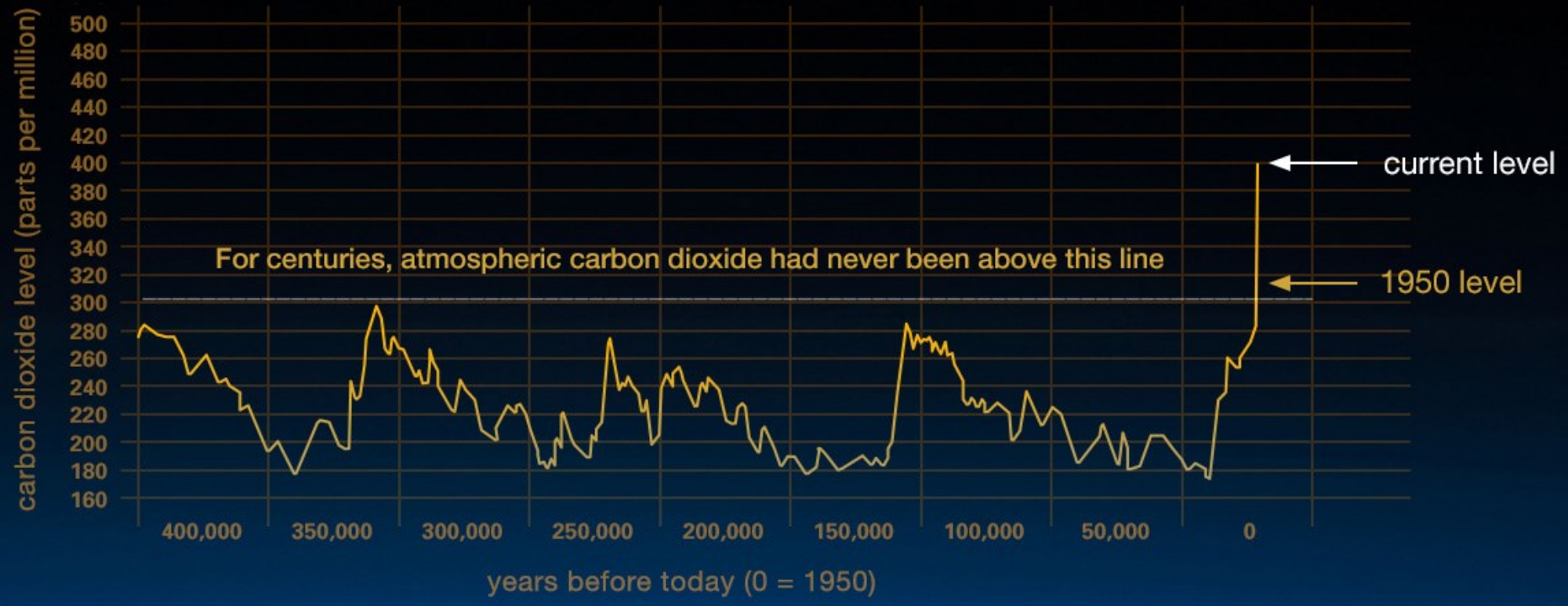
No Comment

GLOBAL CHALLENGE:
Sustainable Development and Climate Change



CLIMATE.NASA.GOV

The Mir mine in Eastern Siberia, Russia. Diamond mining involves the removal of vast amounts of earth and rock creating holes so big they can be seen from space.

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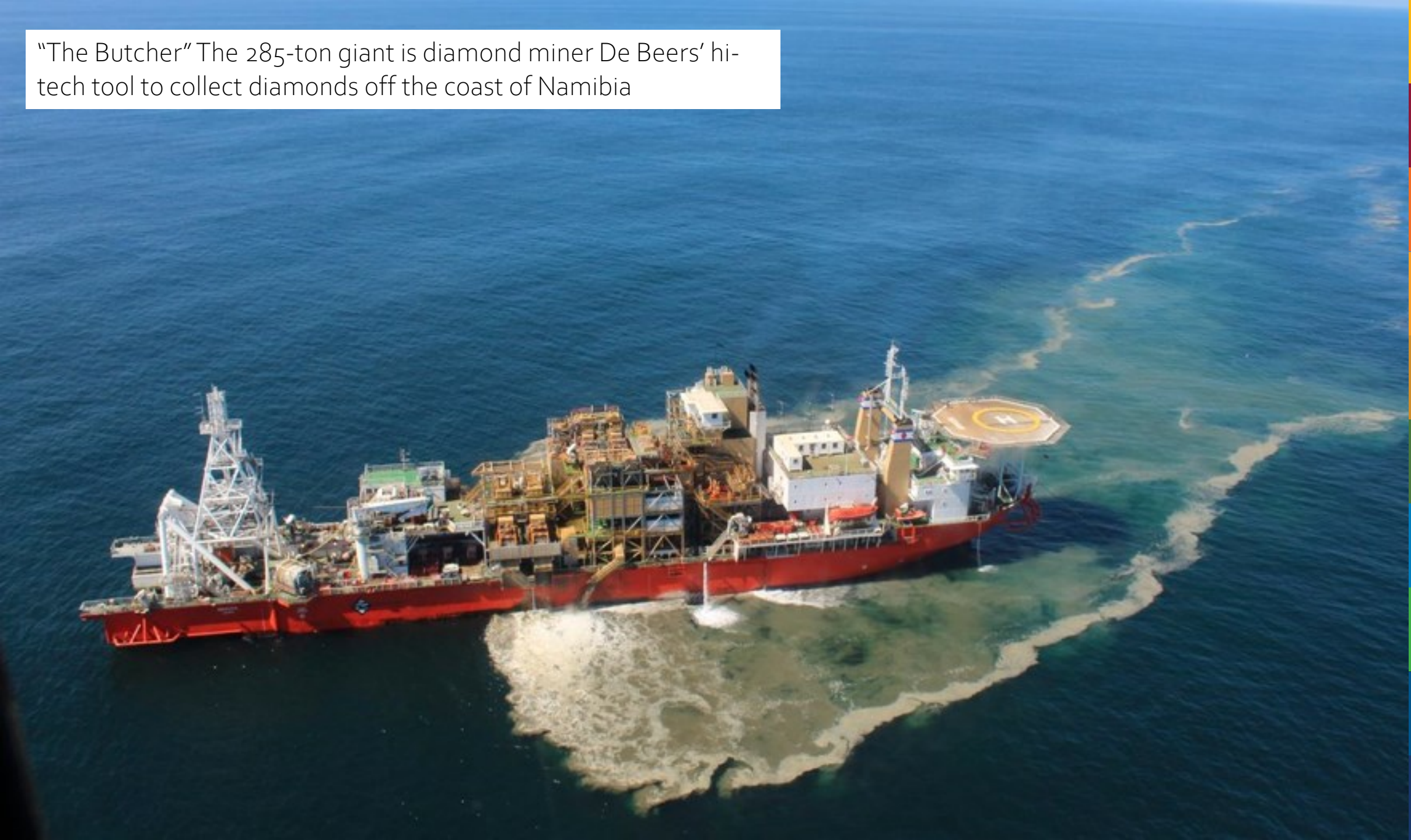

"The Butcher" The 285-ton giant is diamond miner De Beers' hi-tech tool to collect diamonds off the coast of Namibia

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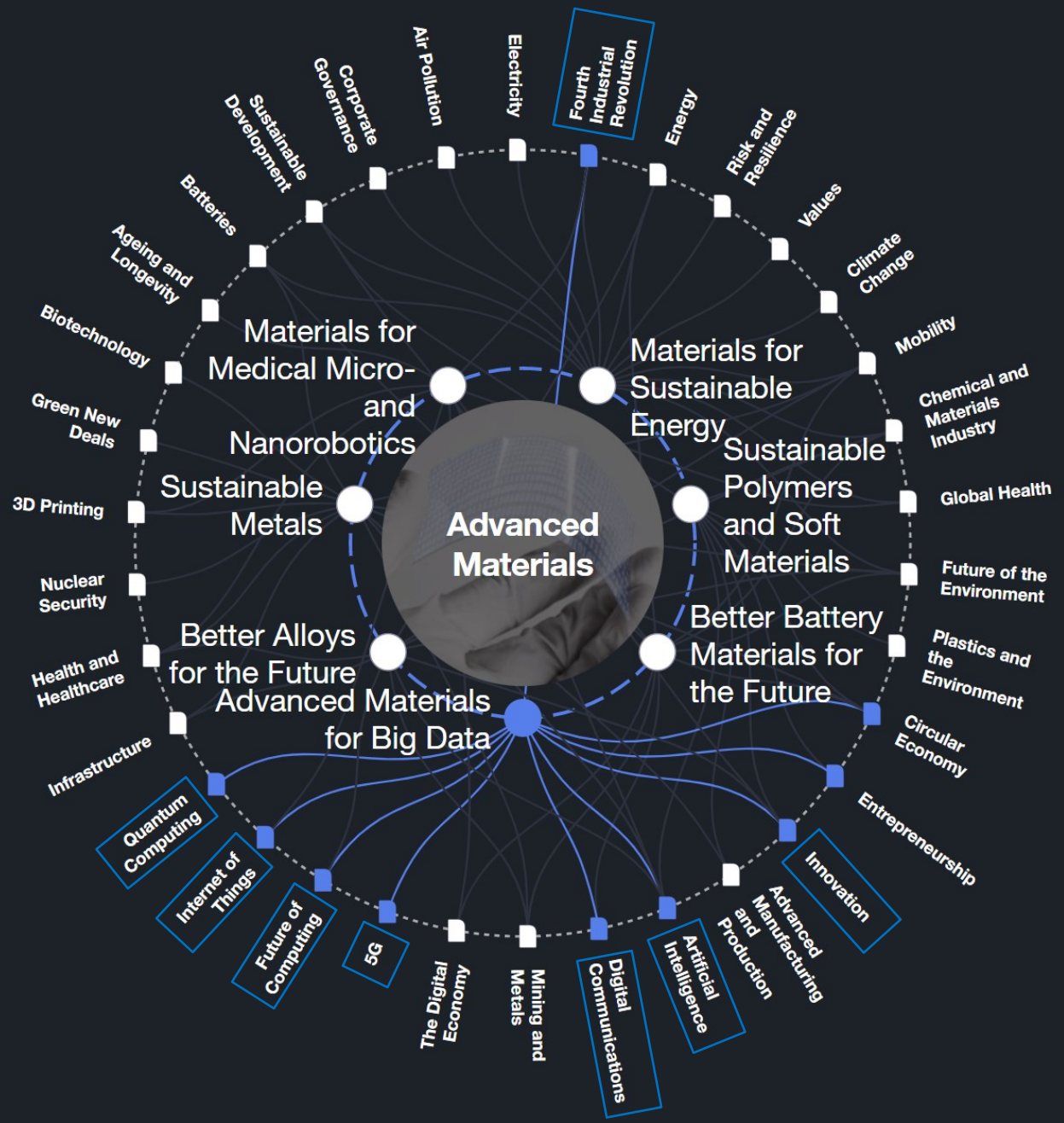


PROUD TECH

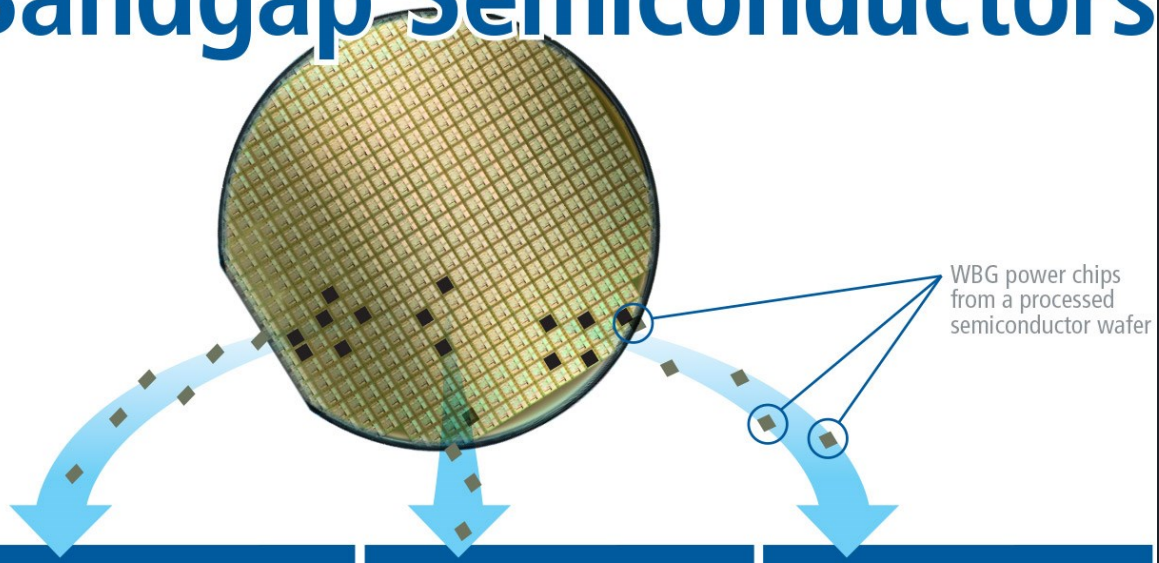
GLOBAL CHALLENGE AND OPPORTUNITY

RAPID INNOVATION AND LOWERING COSTS HAVE **DRAMATICALLY INCREASED** ACCESS TO ELECTRONIC PRODUCTS AND DIGITAL TECHNOLOGY, WITH MANY BENEFITS. THIS HAS LED TO AN INCREASE IN THE USE OF DIGITAL SERVICES, ELECTRONIC DEVICES AND EQUIPMENT. THE **UNINTENDED CONSEQUENCE** OF THIS IS A **BALLOONING** OF ELECTRONIC AND ELECTRICAL E-WASTE, **ENERGY CONSUMPTION**, NATURAL RESOURCES AND **CO_2 EMISSION**.

WORLD ECONOMIC FORUM

Wide Bandgap Semiconductors

to increase the energy efficiency and reliability of power electronics



Application	Industrial Motor Systems	Consumer Electronics and Data Centers	Conversion of Solar and Wind Energy
Power Electronic System	Variable Frequency Drive	Rectifier	Inverter
End Use		AC DC	DC AC DC
Energy Savings Potential*	1 Million Homes	1.3 Million Homes	700,000 Homes

*in annual U.S. household electricity use. = 20,000 Homes Data Courtesy of U.S. Department of Energy

PROUD TECH

POWER ELECTRONICS

Climate change has emerged as the preeminent threat that could destabilize global systems with the onset of sea level rise, extreme weather events, and extreme temperatures affecting every aspect of our civilization. A global consensus is growing towards a carbon free economy encompassing a holistic approach of sustainable growth and security of energy supply. Clean energy and energy efficiency form the key elements of this strategy.

Power electronics is seen to be the disruptive technological breakthrough that facilitates a paradigm shift towards an energy transition to clean energy as well as a major enabler for electrification and energy efficiency. Power electronics enable extremely efficient conversion of electrical power, provide optimal conditions for transmission and distribution, and enable system level digitalization.

Thus, the amount of electricity processed by power electronic components, viz. SiC and GaN, will double over the next decade, reaching up to 80% by 2030

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INDUSTRY & TECHNOLOGY CHALLENGE – PROBLEM

ADVANCED MATERIALS

LUXURY

FOR 1 CARAT EXTRACTED*

- 1000+ TONS OF EARTH REMOVED
- 3000+ LITERS OF WATER USED
- 500+ KG OF AIR POLLUTION RELEASED
- 100+ KG OF CARBON DIOXIDE EMITTED

SUPPLY OF HIGH-GRADE DIAMOND IS A CHALLENGE.

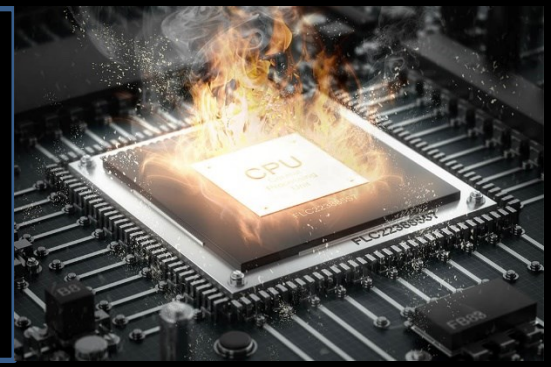
NATURAL DIAMOND EXTRACTION HAS STRONG **NEGATIVE IMPACTS** ON **THE** ENVIRONMENT, HEALTH, WATER USAGE, SOCIAL JUSTICE AND AIR QUALITY.

* Environmental Impacts of Mined Diamonds, Dr. Gbemi Oluleye, 2021

HIGH-TECH

IMPACT OF TEMPERATURE ON SEMICONDUCTORS

- REDUCE DEVICE LIFETIME
- LIMIT THE DEVICE PERFORMANCE
- INCREASE THE POWER CONSUMPTION



CURRENT METHODS FOR THERMAL MANAGEMENT
NO LONGER EFFECTIVE TO ADDRESS NEW GENERATION OF SEMICONDUCTORS

"ICT'S SHARE OF GLOBAL GREENHOUSE GAS EMISSIONS ACTUALLY LIES BETWEEN 2.1-3.9 %. ICT GHG EMISSIONS COULD BE AS HIGH AS 8 % BY 2025»

MP CVD LAB-GROWN DIAMOND

Microwave Plasma Chemical Vapor Deposition

Advantages of MP CVD diamond

- The highest known thermal conductivity
- The highest known resistance to thermal shock
- The broadest optical transmission spectrum
- A wide electronic band gap
- A very low coefficient of friction
- Excellent electric insulator properties
- Excellent p-type (IIb type) semiconductor properties
- Chemically and biologically inert (resistance to any acid and base)

Parameter	Si	SiC	GaN	Diamond
Thermal conductivity [W/m.K]	130	460	140	2000
Bandgap [eV]	1.12	3.26	3.45	5.45
Critical electric field (E_C) [MV/cm]	0.3	2.2	3.7	10
Mobility [cm^2/Vs]	1450	700	1200	2000
Baliga figure of merit (relative to Si)	1	500	1300	23000

WHY

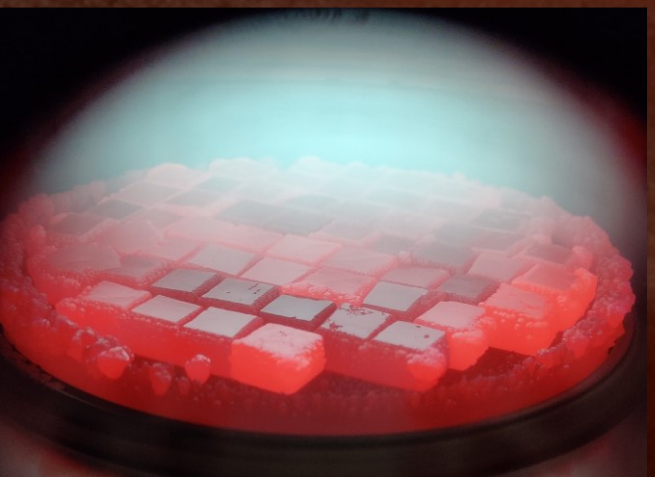
PROUD TECH

Diamond is famously a very hard material, but it also has the highest chemical stability, as well as unique conductivity and thermal shock resistance.

CVD diamond offers outstanding physical properties	to a broad range of high-tech applications
Transparency	Optics
Biocompatible	Medical devices
Tailored Atomic Defects	Quantum & Sensors
Hardest Material on Earth	Micromechanics
Best Material to Dissipate Heat	Photonics & Electronics
Best Material to Sustain High Voltage	Power Electronics
Best Material to work in Harsh Environment	Space & detectors

PROUD TECHNOLOGY : CVD LAB-GROWN DIAMOND

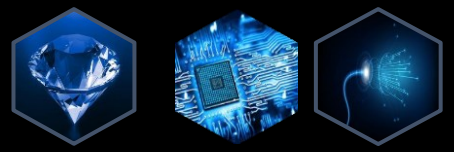
SWISS LAB-GROWN DIAMOND



PROUD TECHNOLOGY : ADVANCED MATERIALS

PRODUCTS Π SOLUTIONS Π SERVICES

SWISS LAB-GROWN DIAMOND



LUXURY

- AS-GROWN OR PRE-SHAPED
- CUT & POLISHED
- FANCY COLOR
- MICRO-MECHANICS

- CERTIFIED BY GIA, IGI, HRD, GGTL
- 100 % SWISS MADE
- 100 % ETHICAL AND SUSTAINABLE
- 100 % TRACEABLE

HIGH-TECH

SEMICONDUCTOR

- TRI-WAFER Diamond on GaN on Si (EPFL IP)
- BI-WAFER Diamond on GaN (EPFL IP)

HIGH VOLTAGE

- DIAMOND-BASED TRANSISTORS

HIGH FREQUENCIES

- DIAMOND-BASED POWER AMPLIFIER

HIGH ENERGY LASER

SENSOR

- AGGRESSIVE ENVIRONMENT (SPACE, RADIATION, CHEMICALS)
- VERY LOW MAGNETIC FIELD DETECTION (MEDICAL, MATERIAL CHARACTERIZATION)

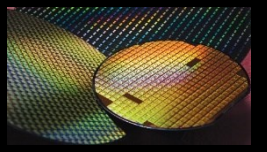
LAB ACHIEVEMENTS

HIGH QUALITY DIAMOND ON SEMICONDUCTOR SUBSTRATE

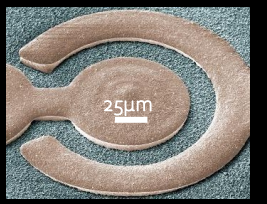
- HIGH-QUALITY LAB-GROWN DIAMOND ON GaN
- PATENTED TECHNOLOGY

LAB ONGOING PROJECTS

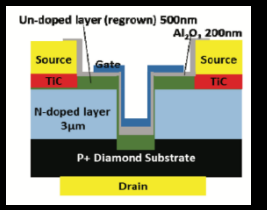
HIGH QUALITY DIAMOND ON ≠ SEMICONDUCTOR SUBSTRATE



DIAMOND-BASED PIN DIODE HETEROSTRUCTURE



HIGH VOLTAGE P-CHANNEL MOSFET



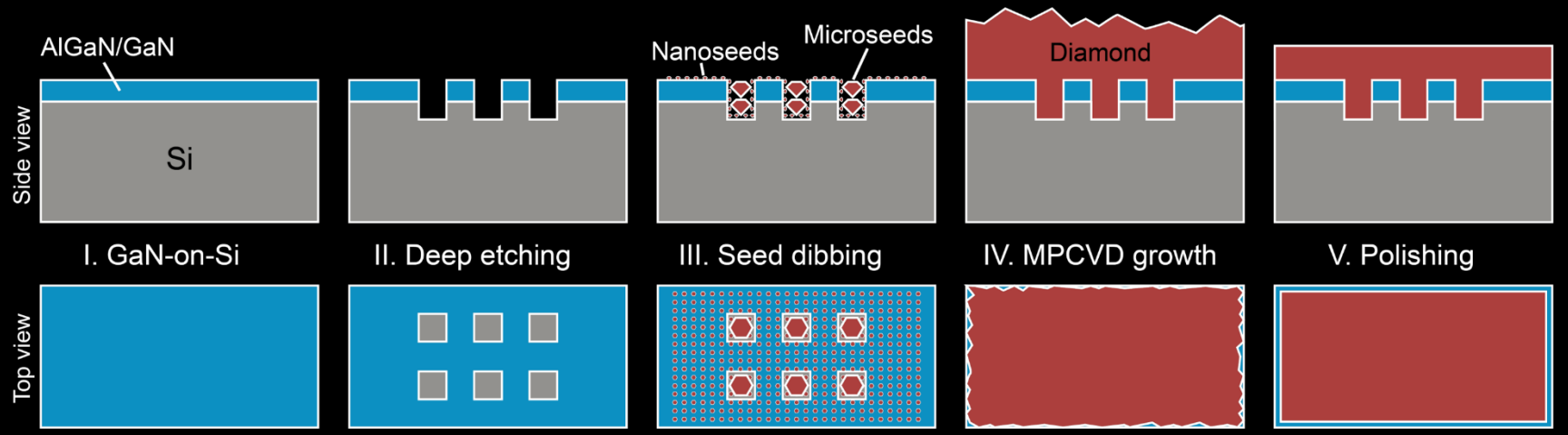
PROUD TECHNOLOGY : DEMONSTRATED TECHNOLOGY

PATENT FILLED WITH TTO

EPFL

OUR STATE-OF-ART FABRICATION METHOD

INSPIRED BY AN AGRICULTURAL METHOD



SEED DIBBLING DIAMOND GROWTH

- RELIABLE METHOD TO GROW HIGH QUALITY DIAMOND ON GAN
- COMPLETELY SOLVED THE ISSUE OF DELAMINATION
- ENABLED THE POLISHING OF DIAMOND
- OPENS PATHS FOR THE DEVELOPMENT OF FUTURE DEVICES

DIAMOND TRANSISTORS ON GAN

- EXCELLENT PERFORMANCES WITH A SIMPLE STRUCTURE AND FABRICATION PROCESS
- HIGH POTENTIALS FOR INTEGRATED CIRCUITS WITH GAN (CMOS, LOGICS, GATE DRIVER, POWER SWITCHES)

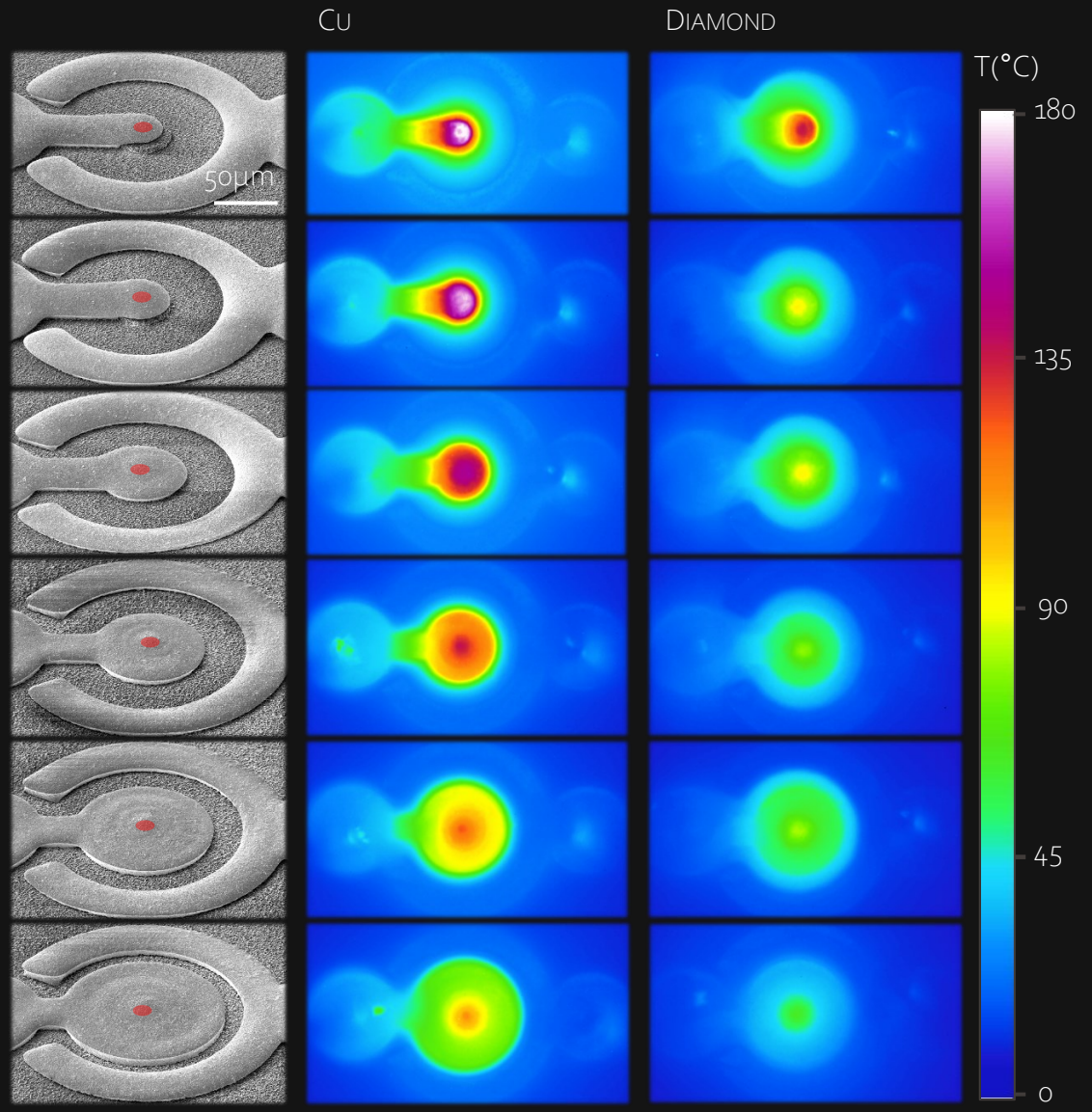
DIAMOND NEAR JUNCTION HEAT SPREADERS

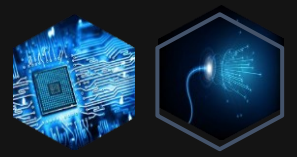
- HIGHLY EFFICIENT IN REDUCING THE THERMAL RESISTANCES (2.5X) AND THERMAL GRADIENTS
- THE THERMAL PERFORMANCE OF GAN-ON-SI WAS UPGRADED TO SIMILAR PERFORMANCES OF GAN-ON-DIAMOND SUBSTRATES

PROUD TECH

PROUD TECHNOLOGY : DEMONSTRATED TECHNOLOGY

STEADY-STATE TEMPERATURE WITH HEAT SPREADERS





Our state-of-art fabrication method

DIAMOND HEAT SPREADERS ARE VERY EFFICIENT:

- 3 µm diamond on affordable GaN-on-Si substrates
- 50°C of temperature reduction !
- Electronic lifetime multiply by 5 !
- Thermal dissipation capacity multiply by 7 (vs Si or GaN) !

CVD DIAMOND GROWTH ON GAN-ON-SI

Patent filled with TTO

EPFL

MARKETS & TRENDS : OVERVIEW

LUXURY

GLOBAL JEWELRY MARKET (2020)

$ 330 Bn

GLOBAL DIAMOND JEWELRY MARKET (2020)

$ 80 Bn
CAGR +3.0%

GLOBAL LAB-GROWN DIAMOND MARKET BY 2030

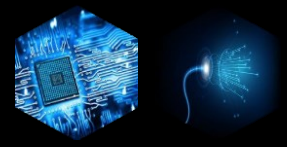
$ 49.9 Bn

GLOBAL LAB-GROWN DIAMOND MARKET (2020)

$ 19,3 Bn
CAGR 9.4%

https://www.alliedmarketresearch.com/lab-grown-diamonds-market-A13694

HIGH-TECH



$ 72.8 Bn

GLOBAL GAN SEMICONDUCTOR DEVICES MARKET (2030)

$ 12.08 Bn
CAGR +22,1%

GLOBAL GAN SEMICONDUCTOR DEVICES MARKET (2021)

$ 179.3 Mn

GLOBAL GAN ON DIAMOND SEMICONDUCTOR SUBSTRATES MARKET (2028)

DIAMOND ON GAN ON SI SEMICONDUCTOR SUBSTRATES MARKET (START 2023)

https://southeast.newschannelnebraska.com/story/46218631/gan-on-diamond-semiconductor-substrates-market-worth-usd-1793-million-globally-by-2028-at-197-cagr-and-classification-application-industry-chain

https://www.psmarketresearch.com/market-analysis/gallium-nitride-gan-semiconductor-devices-market

MARKET LANDSCAPE

TARGETED HIGH-TECH COMPANIES

POWER ELECRTONICS

ABB
SUMITO ELECTRIC
EATON
INFINEON
L3HARRIS
NXO
RENESAS
TOSHIBA
FUJI ELECTRIC
FE
MICROSEMI CORPORATION
STMICROELECTRONICS
ROCKWELL AUTOMATION
TEXAS INSTRUMENTS
PRYSMIAN GROUP
MITSUBISHI ELECTRIC

QUANTUM COMPUTING

QUANTUM BRILLIANCE
PSI QUANTUM
XANADU
Q-CTRL
RIGETTI
DWAVE
SEEQC

SEMICONDUCTOR MANUFACTURER FOUNDRY

WIN SEMICONDUCTORS
TSMC
SAMSUNG
POWERCHIP
HUAHONG GROUP
UMC
GLOBAL FOUNDRIES
SMIC
TOWER SEMICONDUCTOR

HARDWARE

DOVER MICROSYSTEMS
TENSTORRENT
RASPBERRY PI
MSI
CLOUNIX
ASUS
GRAQ

SEMICONDUCTOR MANUFACTURER WAFER

BUHLER GROUP
SILTRONIC
TMGCORE
SOITEC
NTT
IQE

FABLESS

AEONSEMI
WILIOT
USOUND
AEPONYX
SCALINX

FABS

KIOXIA
SMIC
SJSEMI
CANSEMI
ZTE
SMART PHOTONICS

SENSORS

SOREXSENSORS
SKYRORA
DISPLAY

LIDAR

LEDDAR TECH
LUNEWAVE
SOSLAB
TRIEYE

AI CHIPS

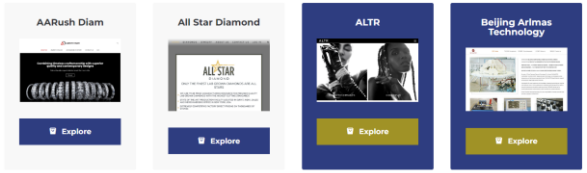
KNERON
ENFLAME
UNTETHER AI
ANOTHER BRAIN
HAILO
CEREBRAS
MYTHIC

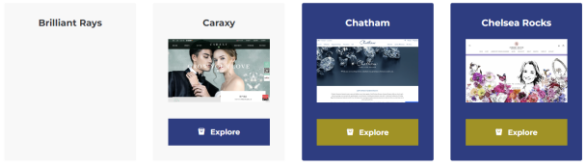
CHIP DESIGNER

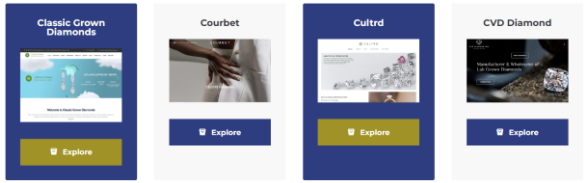
SAMSUNG
INTEL
NVIDIA
HUAWEI
AMD
THALES
IBM

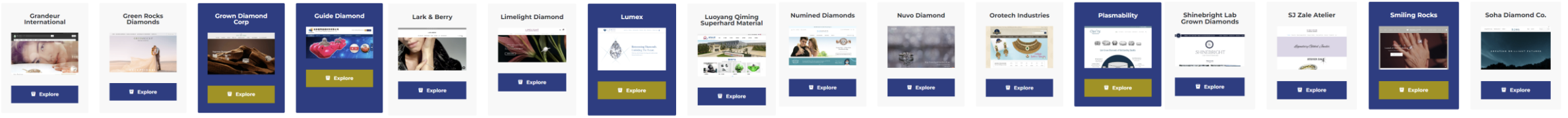
MARKET LANDSCAPE

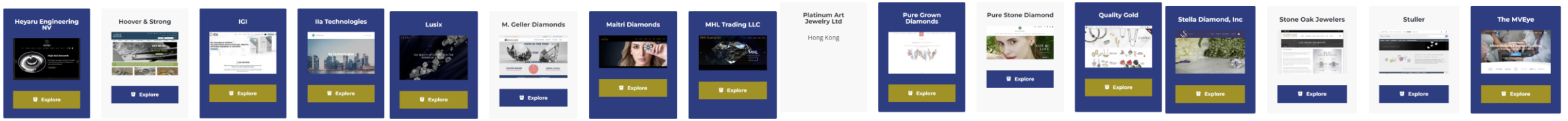
TARGETED PRESTIGIOUS LUXURY BRANDS

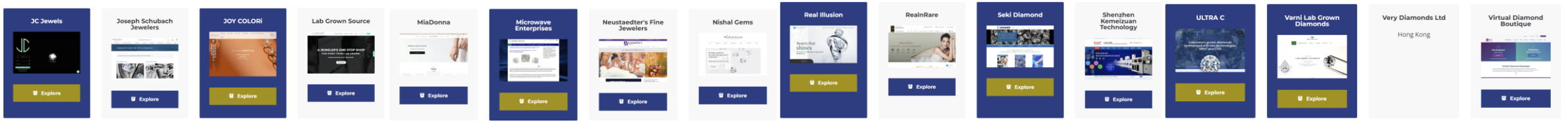












Key Partners

- High-Tech Companies
- Wafer Manufacturers
- Luxury Watch Manufacturers
- CVD Reactor Manufacturers
- Institutes of Technology and Research Centers
- EPFL, CERN
- Cutting & Polishing Network
- Governments Agencies
- Key Opinion Leaders

Revenue Streams

- High-Tech
- Luxury
- Customer Projects
- Managed Services
- Licensing & Royalties
- Research Grants

Value proposition

- High Quality Swiss Lab-Grown Diamond
- Cost Effective & Value for Money
- Reliable Supply Chain
- Ethical & Sustainable

Next generation of semi-conductor wafer

Tri wafer Diamond on GaN on Si with enhanced physical properties than traditional electronic wafers at an affordable price

Key Resources

- CVD reactors
- Cutting & Polishing equipment
- Human Resources
- Product & Technology
- Intellectual Property

PROUD

TECHNOLOGY

Key Activities

- Innovation & Development
- CVD Diamond on wafer for electronics
- CVD Diamond gems for luxury goods
- Cutting & Polishing
- Co-development
- Professional Service

Customer Segments

▪ Thermal management suppliers ▪ RF system integrators ▪ Semiconductor foundries ▪ Wafer Manufacturers ▪ Healthcare & Life Sciences ▪ Government Agencies ▪ Luxury Groups ▪ Institutes of Technology and Research Centers ▪ Telecoms & Energy

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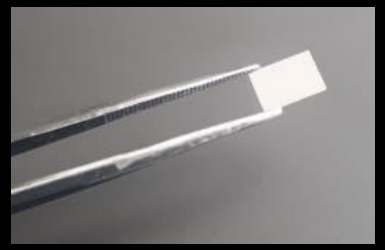
PROUD TECHNOLOGY : CVD LAB-GROWN DIAMOND

SWISS LAB-GROWN DIAMOND

PROUD TECH

100 % REUSABLE DIAMOND SUBSTRATE



DIAMOND SUBSTRATE AS A SEED MATERIAL

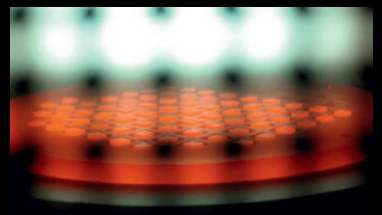
GASES ARE INTRODUCED IN THE DEPOSITION CHAMBER

PLASMA IS FORMED

DIAMOND GROWTH STARTS

CUT & POLISH

MP CVD REACTOR



CARBON DIOXIDE EMITTED COMPENSATED

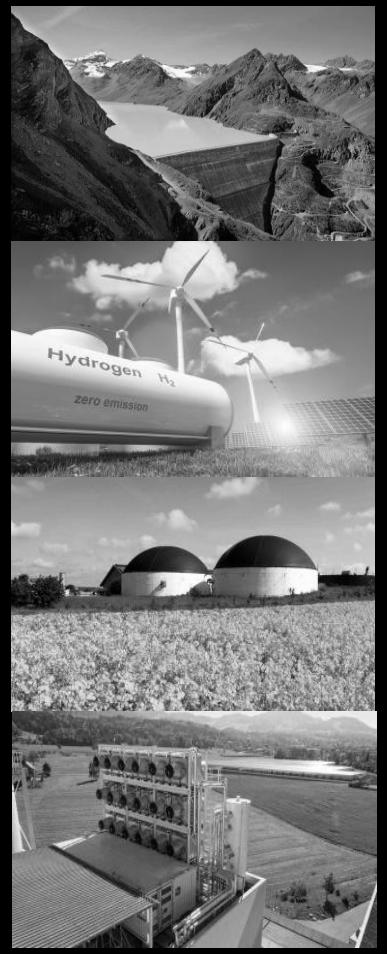
CLOSED LOOP WATER-CIRCUIT

100 % GREEN ENERGY SWISS HYDRAULIC POWER

GREEN HYDROGEN PRODUCTION WITH RENEWABLES ENERGIES

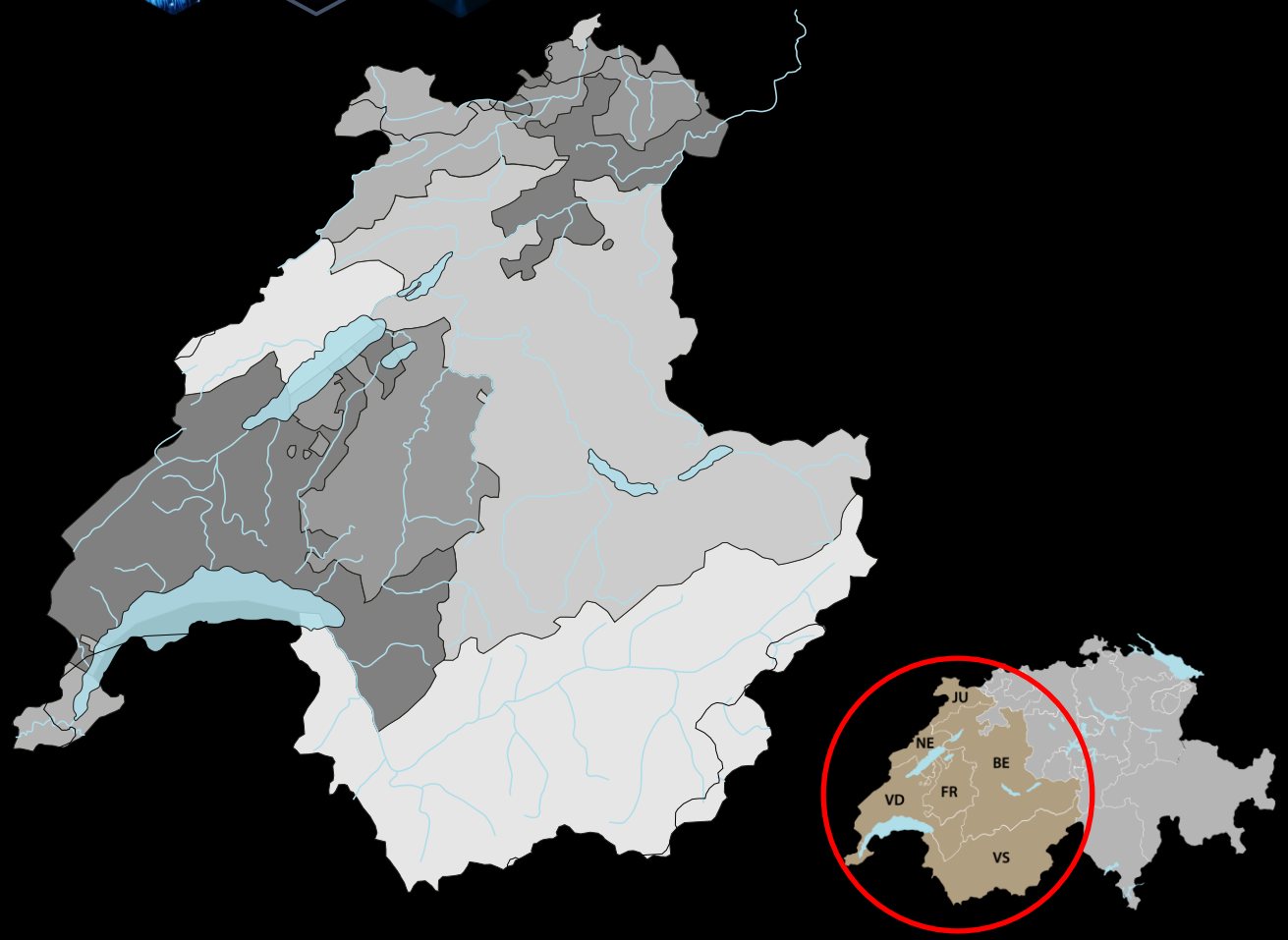
BIO-METHAN FROM ORGANIC MATERIALS

CO_2 FROM THE AIR SWISS-MADE SOLUTION



PROUD TECHNOLOGY : CVD LAB-GROWN DIAMOND

SWISS LAB-GROWN DIAMOND



PRODUCTION SITE (SUISSE ROMANDE)

- EQUIPMENT (REACTORS FOR GROWTH & POST-TREATMENTS)
- 20 MIN FROM EPFL AND 40 MIN FROM GENEVA
- ACCESS TO SWISS RENEWABLES ENERGIES
- SECURED AREA

TRANSFORMATION SITE (GENEVA, FREE PORTS) – 1ST AUGUST 2022

- EQUIPMENT (POLISHING MACHINES, LASER SYSTEMS & CHEMICALS)
- DIRECT ACCESS TO PARTNERS & CUSTOMERS
- EASY ACCESS TO DIAMOND SETTER
- ACCESS TO LAB PARTNERS (GGTL)
- SECURED AREA

STRATEGIC PARTNERS (SWITZERLAND, FRANCE, GERMANY)

OUR ECOSYSTEM

COMPETITIVE ANALYSIS

Europe and Middle East: ~0.5 Mcts
- AOTC
- Ziemer Technologies
- Green Rocks
- Lusix

Russia: ~0.2 Mcts
- Wonder Technologies
- New Diamond Technology

US: ~1 Mcts
- Diamond Foundry
- Lightbox/Element Six
- Washington Diamonds

China: ~3 Mcts
- Ningbo CrysDiam Industrial
- Shanghai Zheng Shi Technology
- Zhengzhou Sino-Crystal Diamond
- Zhongan Diamond
- Henan Huanghe Whirlwind

WE ARE HERE

India: ~1.5 Mcts
- Creative Technologies
- New Diamond Era
- Diamond Elements
- ALTR

Singapore: ~1 Mcts
- IIa Technologies
- Trosik

Chemical Vapor Deposit

CVD — HPHT

High Pressure High Temperature

COMPETITIVE ANALYSIS

ADVANCED POWER ELECTRONICS

DIAMOND-ON-GAN

- FUJITSU LABORATORIES: FUJITSU AIMS TO COMMERCIALIZE IMPROVED-HEAT-DISSIPATION GAN HEMT AMPLIFIERS IN YEAR 2022 FOR USE IN WEATHER RADAR SYSTEMS AND NEXT-GENERATION WIRELESS COMMUNICATION SYSTEMS. THEY USE A DIFFERENT APPROACH THAN PROUD TECHNOLOGY. USING A MIX OF DIAMOND AND GRAPHITE.

GAN-ON-DIAMOND

- ELEMENT SIX (R&D)
- AKASH SYSTEMS (SPACE APPLICATIONS : POWER AMPLIFIER AND RADIO-TRANSMITTER BASED ON GAN-ON-DIAMOND SUBSTRATE). AKASH SYSTEMS AIMS TO DEVELOP A NEW GENERATION OF SMALLER, LIGHTER, MORE EFFICIENT SATELLITES AND THE COMPONENTS THAT POWER THEM TO PAVE THE WAY FOR LOWER LAUNCH COSTS, LOWER COST PER BIT, MORE LAUNCH CYCLES, IMPROVED ACCESS, AND HIGHER COMMUNICATION SPEEDS.
- QORVO (MILITARY AND TELECOM 5G, 6G 7G APPLICATIONS): QORVO IS AN AMERICAN SEMICONDUCTOR COMPANY THAT DESIGNS, MANUFACTURES, AND SUPPLIES RADIO-FREQUENCY SYSTEMS FOR APPLICATIONS THAT DRIVE WIRELESS AND BROADBAND COMMUNICATIONS, AS WELL AS FOUNDRY SERVICES. THEY WORK WITH GAN-ON-DIAMOND TECHNOLOGY FOR MILITARY APPLICATIONS (WITH LOCKHEED MARTIN, DARPA PROJECT).
- RFHIC CORPORATION : RFHIC IS A COMPANY SPECIALIZED IN GAN TECHNOLOGY FOR THE FABRICATION OF MW GENERATOR SYSTEM. RFHIC CORPORATION PURCHASED GAN ON DIAMOND IP FROM E6 – A PART OF THE DEBEER'S GROUP BACK IN 2017 AND HAS DEVELOPED THE WORLD'S FIRST COMMERCIALIZED GAN ON DIAMOND TRANSISTOR FOR DEFENSE, MILCOM, RF ENERGY, AND COMMUNICATION APPLICATIONS. THEY DO NOT PUBLICLY COMMERCIALIZE ANY GAN ON DIAMOND TRANSISTOR SO FAR. THEY ONLY OFFER GAN-ON-SIC TRANSISTOR.
- MITSUBISHI ELECTRIC CORP
- DIAMOND FOUNDRY

GRAPHENE

CARDEA

PARAGRAF

NANOTECH ENERGY

SKELETON TECHNOLOGIES

GALLIUM NITRIDE GAN

GAN SYSTEMS

VISIC TECHNOLOGIES

EXAGAN

SILICON CARDIDE SIC

SGKS

GENESIC

PALLIDUS

LIGIA COLINA
CEO - CFO

LIGIA COLINA HOLDS A PHD IN PLASMA PHYSICS & PROCESS ENGINEERING FROM THE UNIVERSITY OF SORBONNE PARIS CITÉ AND AN MBA IN MANAGEMENT OF INNOVATION FROM EPFL. WITH A DECADE OF EXPERIENCE IN PROCESS AND PRODUCT DEVELOPMENT, LIGIA ALSO MASTERS ALL THE CODES OF THE START-UP ENVIRONMENT AND THE ASSOCIATED MARKETING STRATEGY. MOREOVER, LIGIA HAS A SIGNIFICANT EXPERIENCE IN THE CREATION OF ACADEMIC AND INDUSTRIAL PROJECTS WITH ASSOCIATED FUND RAISING. SHE IS ONE OF THE ESSENTIAL PILLARS FOR PROUD'S SUCCESS.

AND GROWING..

- SENIOR CVD DIAMOND ENGINEER, EQUIPMENT & DESIGN
- SENIOR ELECTRICAL ENGINEER, THERMAL & HIGH-POWER DEVICES
- MICRO ENGINEER, CLEANROOM APPLICATIONS
- TECHNICIAN
- ADMINISTRATION ASSISTANT
- MARKETING AND SALES MANAGER

MEHDI NAAMOUN
CTO - COO

MEHDI NAAMOUN, PH.D. IN MATERIALS PHYSICS, TRAINED IN AN INTERNATIONALLY RENOWNED LABORATORY IN PARIS, HAS BEEN IMMERSED IN THE FIELD OF DIAMOND AND CVD GROWTH FOR MORE THAN 13 YEARS NOW. HE IS AN EXPERT IN CVD DIAMOND GROWTH (WHICH WAS THE SUBJECT OF HIS PHD THESIS) AND HIS SCIENTIFIC CONTRIBUTION HAS BEEN VALUED BY NUMEROUS PUBLICATIONS IN PEER-REVIEWED JOURNALS AND 5 INTERNATIONAL PATENTS.

DURING HIS VARIOUS EXPERIENCES, DR NAAMOUN HAS ACQUIRED A UNIQUE EXPERTISE COMBINING THE INDUSTRIALIZATION OF DIAMOND GROWTH FOR VARIOUS HIGH-TECH APPLICATIONS AS WELL AS A DEEP KNOWLEDGE OF THE JEWELRY AND WATCH MANUFACTURING MARKET. MOREOVER, THANKS TO HIS STRONG NETWORK WITHIN THE DIAMOND COMMUNITY, HE IS ONE OF THE MAJOR ASSETS FOR THE FUTURE SUCCESS OF THE COMPANY.

ISAAC CHAN
CIO

ISAAC CHAN HOLDS A BS IN BUSINESS ACCOUNTING & FINANCE FROM THE UNIVERSITY OF SOUTH WALES AND A MASTER'S IN BUSINESS ADMINISTRATION FROM THE UNIVERSITY OF MANCHESTER. ISAAC HAS MORE THAN 10 YEARS OF MULTIPLE STARTUPS EXPERIENCE INCLUDING END TO END OPERATION, GROWTH HACKING AND BUSINESS DEVELOPMENT (2 X SUCCESSFUL FUNDING ROUND, 1 X PUBLIC TOKEN LISTING). HE HAS STRONG NETWORK IN CHINA AND TAIWAN (NATIVE SPEAKER OF MANDARIN AND CANTONESE) THANKS TO HIS 15 YEARS OF MULTINATIONAL CORPORATION MANAGEMENT EXPERIENCE ESPECIALLY DIGITAL MARKETING AND ECOMMERCE (FULL P&L RESPONSIBILITY AND 5 MANAGERIAL DIRECT REPORTS). ISAAC IS OF GREAT SUPPORT IN THE DEVELOPMENT OF PROUD'S DIGITAL STRATEGY AND CONNECTING TO KEY PARTNERS AND CUSTOMERS IN ASIA.

JEAN-BAPTISTE DECORZENT
CSO - CMO

JEAN-BAPTISTE HOLDS A BS IN ELECTRICAL ENGINEERING, AUTOMATION & ROBOTICS FROM THE HES-SO OF GENEVA AND AN MBA IN MANAGEMENT OF TECHNOLOGY FROM EPFL. JB HAS MORE THAN 20 YEARS OF EXPERIENCE IN BUSINESS DEVELOPMENT AND STRATEGIC PLANNING FOR GLOBAL ENTITIES RANGING FROM START-UPS AND MULTINATIONALS TO GOVERNMENTAL AND INTERNATIONAL ORGANIZATIONS. JB HAS ALSO A THOROUGH EXPERTISE IN MOBILE TELECOM (NOKIA, ERICSSON), ICT SYSTEMS AND SOLUTIONS AND A BROAD NETWORK IN THE HIGH-TECH ECOSYSTEM IN SWITZERLAND. JB IS ONE OF THE KEY ELEMENTS FOR THE SUCCESS OF FUTURE PROUD'S FUNDRAISING AND FOR THE IMPLEMENTATION OF PROUD'S LONG-TERM SUSTAINABLE STRATEGY.

ELISON MATIOLI
SCIENTIFIC ADVISOR

ELISON MATIOLI IS AN ASSOCIATE PROFESSOR OF ELECTRICAL AND MICRO ENGINEERING, AT EPFL. HIS RESEARCH INTERESTS ARE IN THE FIELDS OF WIDE-BAND-GAP SEMICONDUCTOR DEVICES FOR POWER AND ULTRAFAST ELECTRONICS, POWER CONVERSION, AND THERMAL MANAGEMENT OF ELECTRONICS. PROF. MATIOLI RECEIVED NUMEROUS PRIZES FOR HIS OUTSTANDING WORK SUCH AS THE UCSB OUTSTANDING GRADUATE STUDENT SCIENTIFIC ACHIEVEMENT AWARD FOR HIS PH.D. THESIS, THE 2013 IEEE GEORGE SMITH AWARD, THE 2015 ERC STARTING GRANT AWARD, THE 2016 SNSF ASSISTANT PROFESSOR ENERGY GRANT AWARD, AND THE 2020 UNIVERSITY LATSIS AWARD FOR HIS WORK. AS A SCIENFITIC ADVISOR, PROF. ELISON MATIOLI IS A GREAT ASSET FOR PROUD IN THE DEVELOPMENT OF NEW GENERATION OF POWER ELECTRONICS DEVICES AND BENEFITING OF HIS BROAD ACADEMIC AND INDUSTRIAL NETWORK.

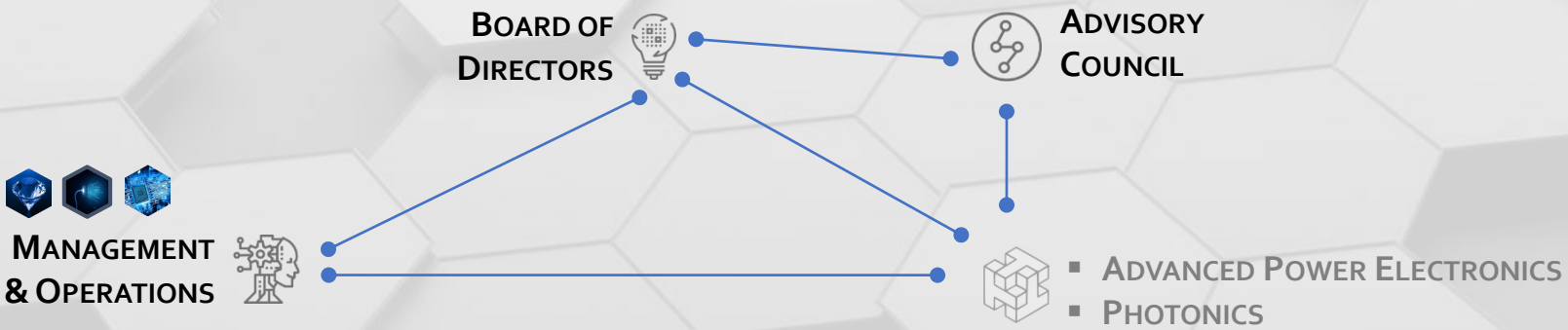
STRUCTURE & STRATEGIC PARTNERS

PROUD TECHNOLOGY

HIGHEST AUTHORITY IN PROUD TECH, WITH SUPERVISORY POWERS. ITS RESPONSIBILITIES INCLUDE CHANGES TO PROUD TECH'S STATUTES, NOMINATION OF THEMATIC FOCUS GROUPS, AND APPROVAL OF THE ANNUAL BUDGET AND FINANCIAL REPORT.

TAKES THE DECISIONS NECESSARY TO ACHIEVE THE AIMS OF PROUD TECH, SUCH AS DEFINING THE SCIENTIFIC STRATEGY AND INTERNAL PROCEDURES, AND ALLOCATING PUBLIC FUNDS TO SERVICE AND INFRASTRUCTURE ACTIVITIES.

ACT AS A CONSULTATIVE BODY, PROVIDING RECOMMENDATIONS TO THE BOARD OF DIRECTORS AND THE THEMATIC FOCUS GROUPS. ITS MAIN TASKS CONSIST IN MONITORING SERVICES AND INFRASTRUCTURE ACTIVITIES AS PROUD TECH RESOURCES.



DEFINE AND IMPLEMENT PROUD TECH'S STRATEGIC GOALS AS WELL AS ENSURING THE ORGANIZATION'S REPRESENTATION AT THE NATIONAL AND INTERNATIONAL LEVEL.

SUPPORT FUNCTIONS INCLUDE FINANCE & GRANT SERVICES, LEGAL & TECHNOLOGY TRANSFER, HUMAN RESOURCES, COMMUNICATION AND PUBLIC RELATIONS, MARKETING AND BUSINESS DEVELOPMENT AND R&D, TRAINING & EDUCATION.

THEMATIC FOCUS GROUPS

DISCUSSES ALL MATTERS RELATED TO THEMATIC FOCUS GROUP AS A WHOLE AND PROPOSES NEW GROUP LEADERS FOR NOMINATION.

STRATEGIC PARTNERS

DIAMOND CUTTING & EXPERTS

thibault leclerc GENÈVE

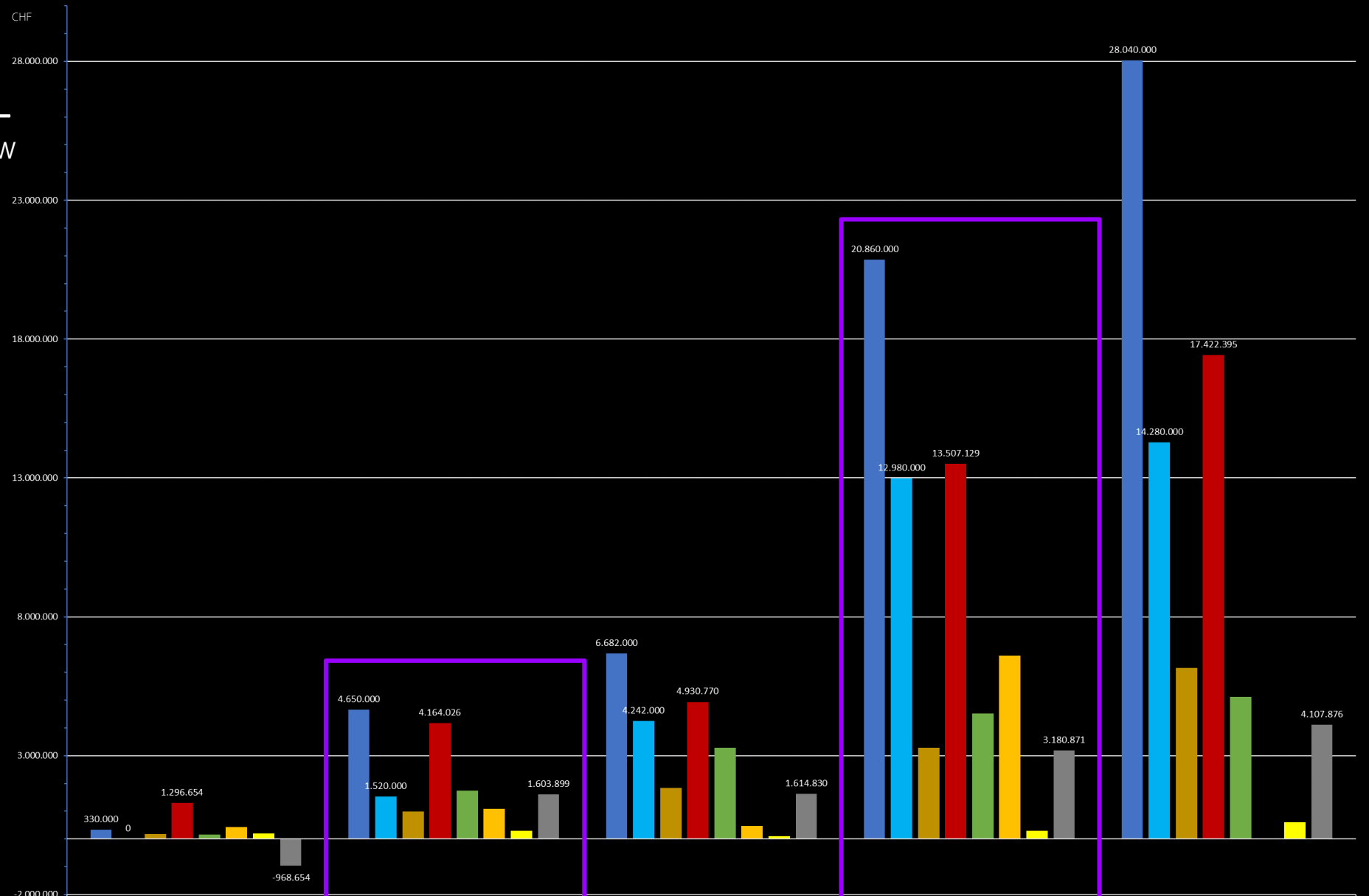
TOBIAS JENNI

STRATEGIC PARTNERS

2 SWISS LUXURY WATCHMAKING MAISONS
1 FRENCH FINE JEWELRY MAISON

FINANCIAL

OVERVIEW

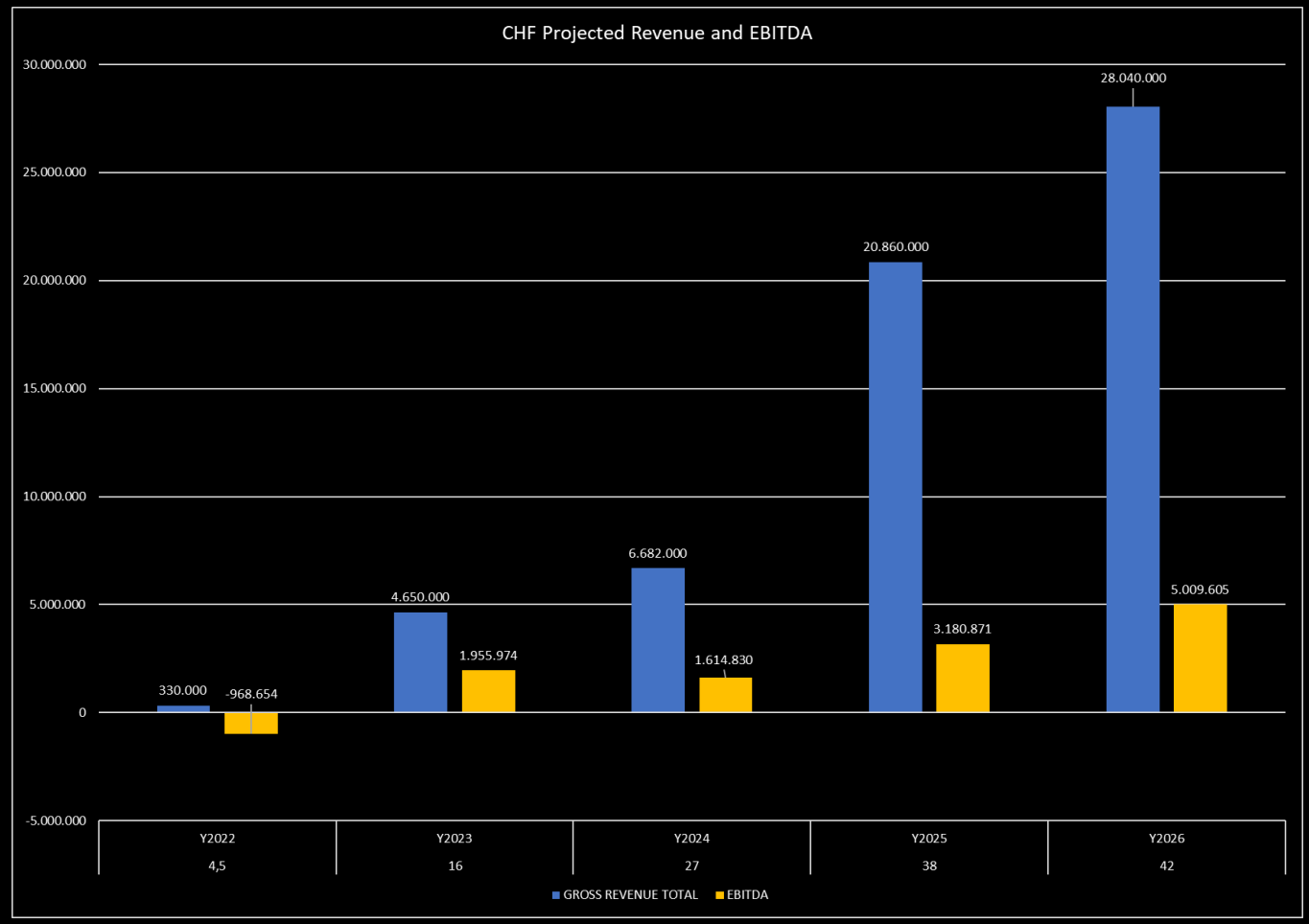


	Y2022	Y2023	Y2024	Y2025	Y2026
GROSS REVENUE TOTAL	330.000	4.650.000	6.682.000	20.860.000	28.040.000
HIGH-TECH TOTAL	0	1.520.000	4.242.000	12.980.000	14.280.000
LUXURY INDUSTRY	180.000	980.000	1.840.000	3.280.000	6.160.000
EXPENSES TOTAL	1.296.654	4.164.026	4.930.770	13.507.129	17.422.395
HEADCOUNT TOTAL	148.551	1.741.872	3.281.792	4.514.071	5.117.887
CVD REACTOR MAXI-SIZE	429.000	1.089.000	462.000	6.600.000	0
CVD REACTOR MID-SIZE	195.000	300.000	105.000	300.000	600.000
NET PROFIT	-968.654	1.603.899	1.614.830	3.180.871	4.107.876

FINANCIAL

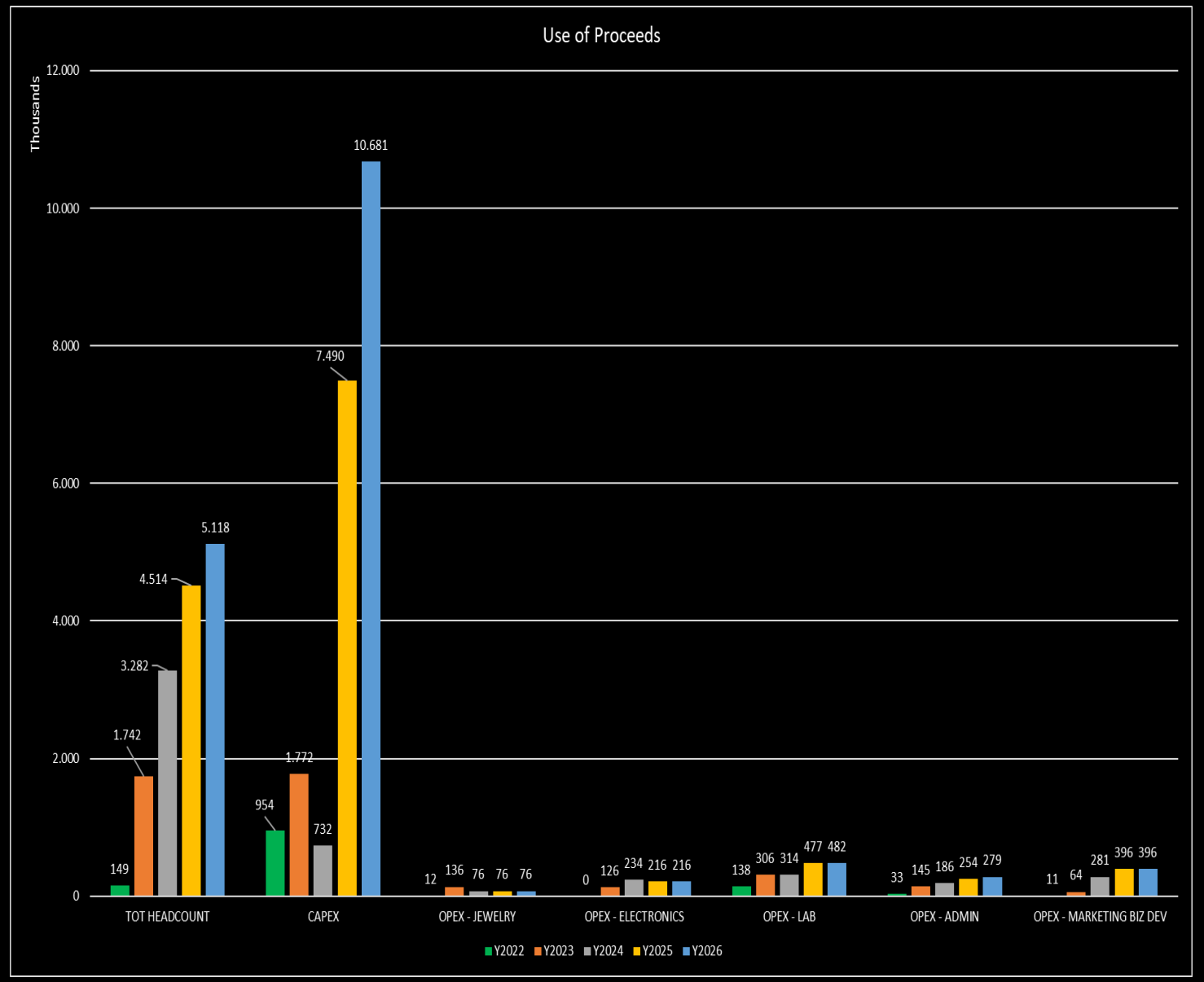
2022 - 2026

CHF	FTE	4,5	16	27	38	42
		Y2022	Y2023	Y2024	Y2025	Y2026
GROSS REVENUE TOTAL		330.000	4.650.000	6.682.000	20.860.000	28.040.000
HIGH POWER - THERMAL CONDUCTIVITY		0	300.000	2.516.000	6.548.000	6.048.000
HIGH-MID VOLTAGE - BREADOWN FIELD		0	150.000	200.000	200.000	0
HIGH FREQUENCY - ELECTRON DRIFT VELOCITY		0	300.000	500.000	1.000.000	0
PHOTONICS - HIGH ENERGY LASER		0	160.000	340.000	480.000	480.000
PHOTONICS - QUANTUM ENCRYPTION KEY		0	200.000	120.000	360.000	360.000
SENSOR PROTECTION AGGRESSIVE ENVIRONMENT		0	150.000	246.000	192.000	192.000
SENSOR - VERY LOW MAGNETIC FIELD DETECTION		0	260.000	320.000	200.000	200.000
LUXURY INDUSTRY		180.000	980.000	1.840.000	3.280.000	6.160.000
CUSTOMER PROJECT		150.000	50.000	0	0	0
RESERVE DIAMOND CASH EQUIVALENT		0	2.100.000	600.000	600.000	600.000
IP - ROYALTIES PROUD EPFL		0	0	0	4.000.000	7.000.000
IP - ROYALTIES PROUD MASS PROD		0	0	0	4.000.000	7.000.000
GRANT TOTAL		80.000	3.000.000	1.500.000	0	0
COST OF REVENUE - COGS		82.000	1.530.000	1.636.400	4.172.000	5.608.000
GROSS PROFIT		328.000	6.120.000	6.545.600	16.688.000	22.432.000
PRE-SEED		4.000.000	0	0	0	0
SEED		0	0	15.000.000	0	0
SERIES A		0	0	0	0	15.000.000
FTE		5	16	27	38	42
AVG REV / FTE		72.889	382.500	242.430	439.158	534.095
TOT HEADCOUNT		148.551	1.741.872	3.281.792	4.514.071	5.117.887
MANAGEMENT		99.440	533.478	837.217	968.778	1.090.368
ENGINEERING & INNOVATION		38.772	530.530	1.155.406	1.647.325	2.096.596
OPERATIONS & LOGISTICS		0	186.106	376.088	782.729	782.729
GENERAL & ADMIN		10.339	87.883	127.948	267.604	300.561
PHD & INTERNS		0	104.038	284.974	332.198	332.198
MARKETING & BIZ DEV		0	299.837	500.159	1.030.870	1.030.870
CAPEX		954.000	1.771.500	731.500	7.490.000	10.681.000
OPEX - JEWELRY		12.000	135.698	75.528	75.528	75.528
OPEX - LAB		138.363	306.407	314.400	476.500	481.570
OPEX - ADMIN		32.540	144.950	186.070	253.590	278.970
OPEX - MARKETING BIZ DEV		11.200	63.600	281.000	396.000	396.000
IP EPFL LICENSE ROYALTIES		0	0	60.480	301.440	391.440
EXPENSES TOTAL		1.296.654	4.164.026	4.930.770	13.507.129	17.422.395
OPENING CASH		15.274	2.773.029	4.136.453	7.796.720	25.738.264
CASH IN (REVENUE + NEW CAPITAL)		4.330.000	10.650.000	24.682.000	20.860.000	42.440.000
CASH OUT (COGS + EXPENSES)		-1.378.654	-5.819.900	-6.740.456	-17.593.473	-22.854.739
NET CASH		2.951.346	4.830.100	17.941.544	3.266.527	19.585.261
CLOSING CASH		2.966.620	7.603.129	22.077.997	11.063.247	45.323.525
EBITDA		-968.654	1.955.974	1.614.830	3.180.871	5.009.605
(18%) TAXES		0	352.075	0	0	901.729
NET PROFIT		-968.654	1.603.899	1.614.830	3.180.871	4.107.876



FINANCIAL

Use of Proceeds



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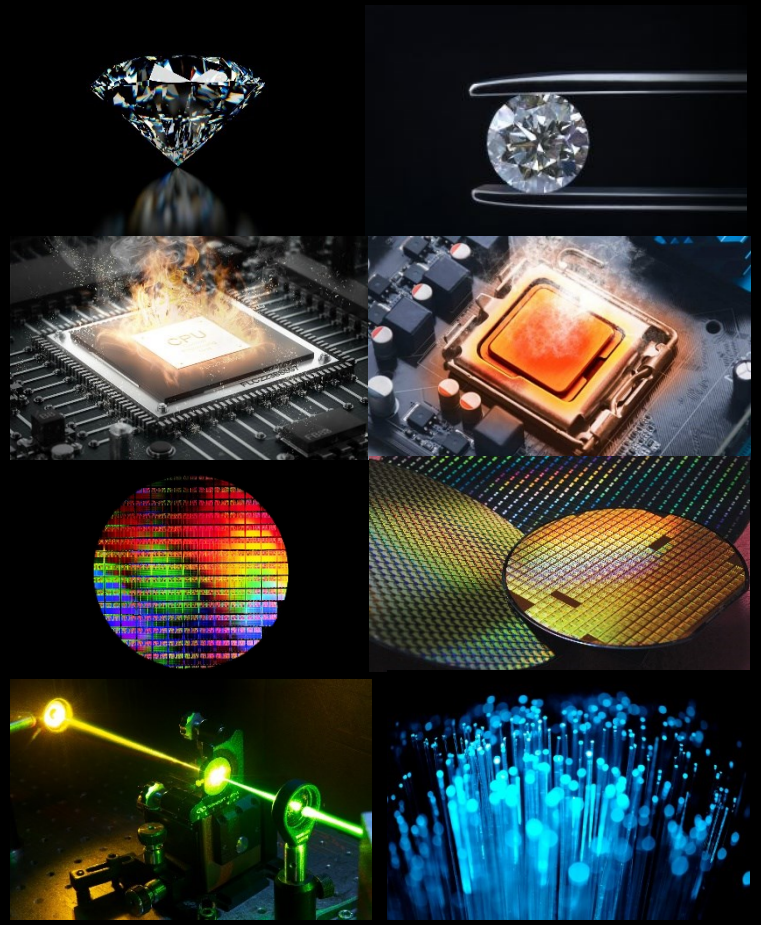
CAPEX	954.000	1.771.500	731.500	7.490.000	10.681.000
CVD REACTOR MAXI-SIZE	429.000	1.089.000	462.000	6.600.000	0
CVD REACTOR MAXI-SIZE	0	3	3	13	13
CVD REACTOR MID-SIZE	195.000	300.000	105.000	300.000	600.000
CVD REACTOR MID-SIZE	0	1	2	3	5
PROUD OFFICE FURNITURE	20.000	61.000	20.000	30.000	0
PROUD OFFICE EQUIPMENT	10.000	30.000	0	30.000	0
PROUD LAB EQUIPMENT	61.500	100.000	0	100.000	0
PROUD LAB INSTALLATION	50.000	30.000	0	40.000	0
PROUD LAB ACCESS SECURITY	3.000	20.000	0	10.000	0
DIAMOND POLISHING MACHINE	15.000	0	15.000	150.000	0
DIAMOND POLISHING MACHINE	1	1	3	10	10
DIAMOND LASER CUT MACHINE	45.000	0	45.000	90.000	0
DIAMOND LASER CUT MACHINE	1	1	2	4	4
DIAMOND 3D SCANNER	31.000	0	31.000	0	31.000
DIAMOND 3D SCANNER	1	1	2	3	3
DIAMOND COLORING MACHINE	50.000	50.000	50.000	0	50.000
DIAMOND COLORING MACHINE	1	2	2	3	4
OPEX - JEWELRY	12.000	135.698	75.528	75.528	75.528
OPEX - ELECTRONICS	0	125.874	233.766	215.784	215.784
OPEX - LAB	138.363	306.407	314.400	476.500	481.570
OPEX - ADMIN	32.540	144.950	186.070	253.590	278.970
OPEX - MARKETING BIZ DEV	11.200	63.600	281.000	396.000	396.000

Novelty + Scalability + Impact

PROUD technology



NOVEL TECHNOLOGY & APPROACH : Ongoing patent filing with the EPFL TTO. No past records of successful direct diamond growth on GaN-on-Si chip. Complete new approach of producing a semiconductors Diamond on GaN bi/tri-wafers

SCALABLE TECHNICAL SOLUTION : Manufacturing system and process capable to adapt easily to increased workload or market demands. It's able to benefit from economies of scale and quickly ramp up production.

TARGETED IMPACT : Reduce environment impacts. Remove today's heat management limitations to unlock power electronics potential

THE INVESTMENT

Opportunity

Pre-Seed – May to October 2022

CHF 4,000,000
FUNDING REQUIRED
25% EQUITY IN THE COMPANY
(soft cap at CHF 3,000,000)

CHF 150,000 – 400,000
PER MONTH
CASH EQUIVALENT FROM DIAMOND FARMING

Use of the initial funding
CHF 4,000,000

Talent recruitment (FT9) – CHF 1,119,040

- Senior CVD diamond engineer, equipment & design
- Senior Electrical engineer, thermal & high-power devices
- Micro engineer, cleanroom applications
- Technician
- Administration assistant
- Marketing and Sales manager

Operational expenditures – CHF 776,559

- Opex - Luxury –CHF 135,698
- Opex - Electronics –CHF 125,874
- Opex - LaB –CHF 306,407
- Opex - Admin –CHF 144,950
- Opex - Biz –CHF 63,600

Production set-up – CHF 1,947,500

- Purchase of Equipment – CHF 1,852,500
- Installation –CHF 95,000

OPERATIONAL PLAN

THE FIRST 15 MONTHS

2022 2023

JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MARCH	APR	MAY	JUNE	JULY	AUG	SEPT	OCT

SUPPLYING FIRST B2B CUSTOMERS BY PRODUCING IN OUR STRATEGIC PARTNER SITE (FRANCE)

PRE-SEED FUNDING ROUND

★ PURCHASE OF MACHINERY

★ TRANSFORMATION SARL TO PROUD SA

★ TRANSFORMATION SITE (GENEVA FREE PORTS)

TALENT RECRUITMENT & ON-BOARDING – FTE 16

★ PRODUCTION SITE (VAUD)

★ FIRST SUPPLY OF PROUD LAB-GROWN DIAMONDS 100% MADE IN SWITZERLAND

SETTING OF A CUTTING & POLISHING PLATFORM

PRODUCTION CAPACITY

With the initial investment of 4,000,000 CHF

- Monthly average Production per "small" reactor : 105 ct of rough diamond
- Monthly average Production per "big" reactor : 525 ct of rough diamond

- PRODUCTION CAPACITY OF ROUGH DIAMOND FOR THE FIRST 3 REACTORS

1155 ct /month => 13 860 ct/year

IMPLEMENTATION
THE FIRST 15 MONTHS

CHF 1,089,229
HUMAN RESOURCES
FTE 11

CHF 1,880,500
CVD REACTORS & MACHINES

CHF 671,491
OPERATING EXPENSES

CHF 3,641,220
EXPENSES
15 MONTHS

CHF 4,650,000
GROSS REVENUES
15 MONTHS

PROUD TECH TIMELINE

ASSESSMENT & ANALYSIS
INITIAL BUSINESS PLAN

01

- Business Models & Plans
- Product & Service Portfolios
- Financial Plan
- Data & Stats Gathering
- Marketing Intelligence
- Marketing & BD Strategy
- Implementation Plan
- Legal Aspects
- Findings & Analysis

2022 Q2

CONCEPTION
INITIATION
REDEFINED

02

- Blueprints & Documents
- Concept Charter
- Costs & Benefits
- Priorities
- Risk assessment
- Digital Comms Strategies
- Leadership & Team
- Consultation & Partnership
- Feasibility assessment & Market Analysis
- Partner Engagement & Fundraising

2022 Q2

DEFINITION
PLANNING
ANALYSIS

03

- Scope & Budget Tasks & WBS
- Gantt chart
- Communication Plan
- Risk Management
- Stakeholders
- Technologies Assessment
- Resources
- Business plan
- IT project plan
- Core Infrastructure ERP
- CRM & Sales Process
- Solution Validation
- Partner Engagement & Fundraising

2022 Q3

KICK-OFF
DESIGN & DEVELOPMENT

04

- Marketing & Sales
- KOLs & Influencers
- 3rd Parties Incentives
- Customer Validation
- Website Traffic-Engagement
- Refine the Business Plan
- Status & tracking & KPIs
- Quality Forecast Specifications Requirements
- Selection of pilot projects

2022 Q4

TESTING
INTEGRATION
PROJECTS – 1 NEW BIZ CASE

05

- Diamond Farm Setup
- MoU with Market Players
- Product Validation
- Quality deliverables Effort & cost tracking Performance
- Advocacy & diffusion
- Key Hires & Operating
- On-Boarding & Training
- Partner Engagement & Fundraising

IMPLEMENTATION
PROJECTS – 2 NEW BIZ CASES

06

- 100% Swiss Lab-grown Diamond
- Upscale Services across Market Verticals
- Integrate with other Market Players
- Implement Revenue Model
- Status & tracking
- Quality deliverables Effort & cost tracking Performance
- Advocacy & diffusion
- Products Improvement & Innovations
- Scale Operations (Staff & Equipment)
- Marketing & Sales
- Expand to key partners
- Quality deliverables
- Effort & cost tracking & Performance

2022 Q4

2023 Q1 – Q2

PRODUCTION
R&D WAFER

DIAMOND ON 2 INCH WAFERS - GAN/SI, GA2O3/SI, GAAS , GAP/SI, SIC/SI

DIAMOND ON 4 INCH WAFERS - GAN /SI, GA2O3/SI, GAAS , GAP/SI, SIC/SI

TEST RUNS

TECHNOLOGY COST STRUCTURE

- Scale Operations (Staff & Equipment)
- Marketing & Sales
- PR & advertising
- Refine the Business Plan
- New IP Strategy
- Farming stabilization, compatibility and capacity enhancements
- Quality deliverables
- Effort & cost tracking Performance
- IP Management
- Key Hires & Operating
- On-Boarding & Training

BLOCK 01 – PREPARATION
FTE: 2 - 3

BLOCK 02 – KICK-OFF
FTE: 6 - 8

BLOCK 03 – CUSTOMER & PARTNER ACQUISITION
FTE: 11

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

WE GROW PROUD FOR ~~YOU~~ ALL OF US

SWISS LAB-GROWN DIAMOND

A DEEPTECH AND PURPOSE-DRIVEN COMPANY

PROUD TECH

PLEASE, DO NOT PRINT ME – SAVE THE PLANET

THANK YOU

URE
EAL
UTSTANDING
NIQUE
IAMOND

PROUD

TECHNOLOGY

L.COLINA@PROUD-TECHNOLOGY.CH
JB.DECORZENT@PROUD-TECHNOLOGY.CH