

#### **SOLAR OUTDOOR MEDIA**

- ABOUT US: 关于我们
- Solar Outdoor Media GmbH is a Berlin-based company with offices and cooperation partners in Barcelona, Miami, Los Angeles,
   Dominican Republic and Aruba Island.
- <u>户外太阳能传媒公司是一家总部位于柏林的公司,并在巴塞罗那、迈阿密、洛杉矶、多米尼加共</u>和国和阿鲁巴岛拥有办事处及合作伙 伴。
- <u>• We specialize in smart city solutions that promotes self- sustainable, nature compatible, healthy community</u>
   <u>connection waste management and e-mobility.</u>
- 我们专注于智能化城市解决方案,提升城市可持续发展、自然兼容性、健康的社区连接,废物管理和 电子移动性。
- The list of countries that already have orders and in excess of 5,000 units includes: Spain, Portugal, Italy, Czech Republic, Slovakia, Australia, USA (California and Florida), Dominican Republic, Ecuador, Kuwait, Aruba, Curacao, Bonaire, St. Marten and Peru. In addition, we are currently in discussions with the relevant municipalities in India (City of Mumbai, Pondicherry) and Paraguay on the implementation of Solar Wi-Fi Eco Bin projects
- 截至目前,已订购超过5000套的国家包括:西班牙、葡萄牙、意大利、捷克共和国、斯洛伐克 、澳大利亚、美国(加利福尼亚和佛罗里达)、多米尼加共和国、厄瓜多尔、科威特、阿鲁巴、库拉索岛、博内尔、圣马丁和秘鲁。此外,我们目前正在与自己,孟买市、庞迪切里市)和巴拉圭的相关城市就实施太阳能Wi-Fi生态垃圾箱的项目进行讨论。

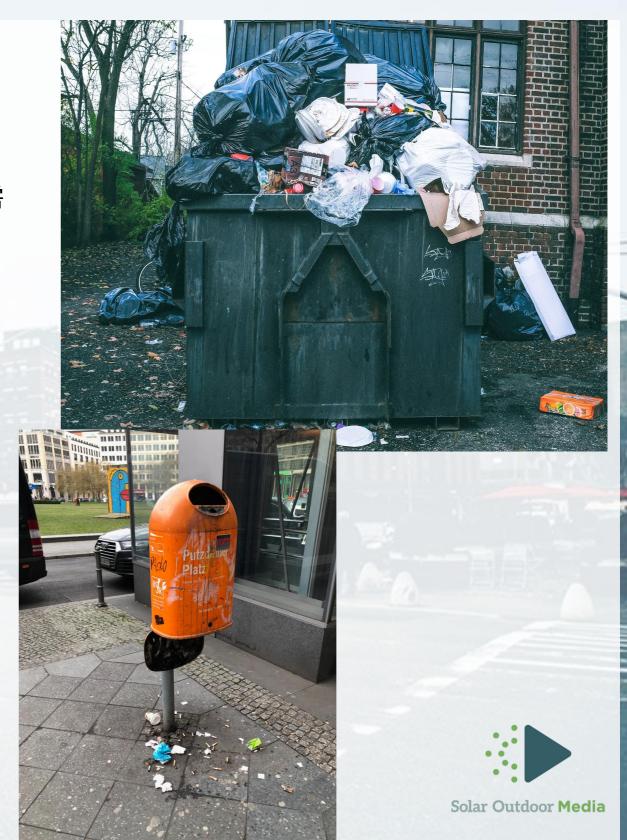


#### **PROBLEM**

We identify the major problem to be the sometimes-major difficulties in the technology needed to separate mixed and thus contaminated recyclables.

我们发现主要问题是分离混合和污染可回收物所需 的技术有时存在重大困难。

- Dramatically increasing generation of waste
- Low awareness of recycling worldwide
- Lack of technological approach towards smart waste management





### **SOLUTION**

- Attractive, sanitary and safe recycling and refuse centers based solution to increase awareness on recycling with
  - USB mobile charging Device
  - FREE HotSpot WI-FI.
- Facilitated and separate waste collection disposal in urban areas
- Optimized waste management through smart IoT sensor technology

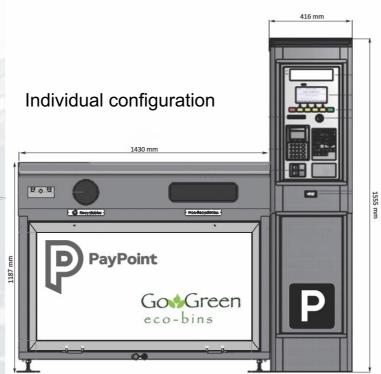






# **SOLAR WIFI ECO BIN (SWEB)**















## **FUNCTION**



# **FUNCTION**







**INNOVATION** 



SOCIAL **RESPONSIBILITY** 





**IoT SENSOR** 



**ADVERTISING** SPACE



**SUSTAINABILITY** 



USB



**MEDIA** 



**ENVIRONMENTAL AWARENESS** 



**ENVIRONMENTAL CONCERN** 



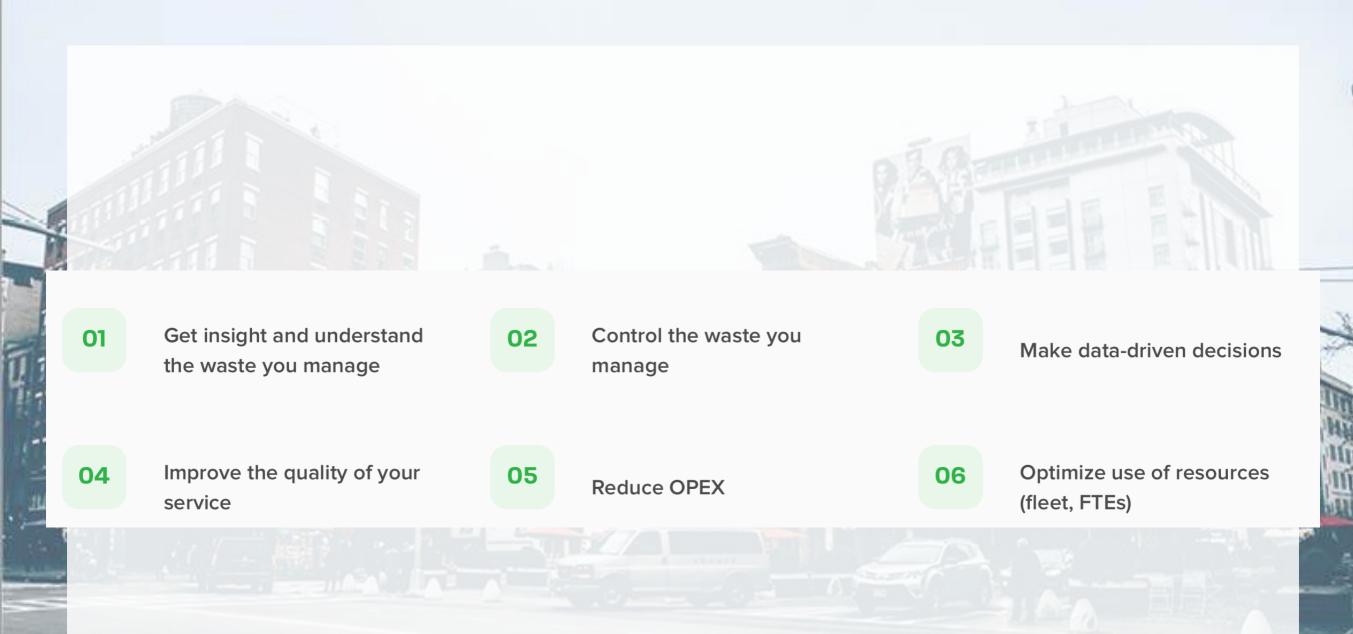
Solar Outdoor Media







### **SMART WASTE MANAGEMENT**



#### **SMART WASTE MANAGEMENT**

# "If you have no data, you are not able to manage"



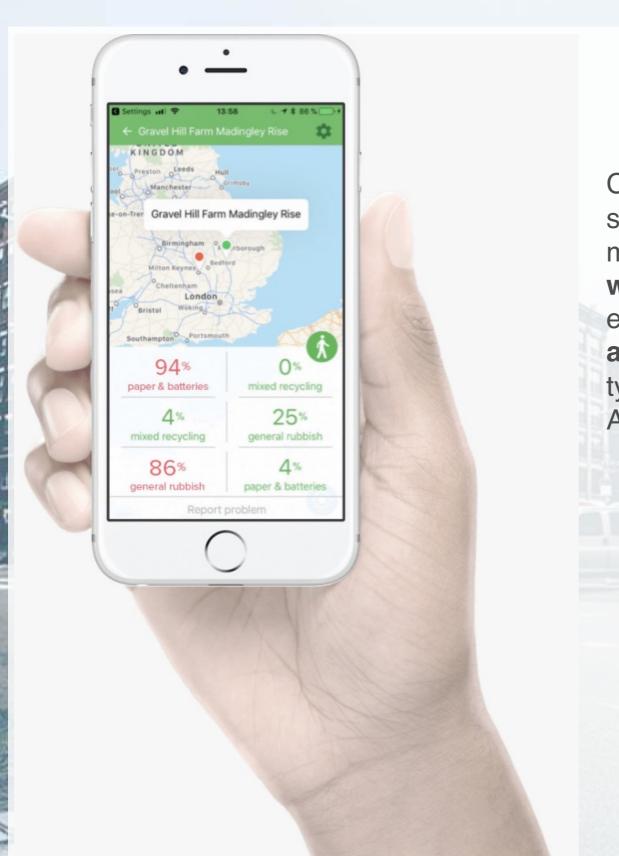
### Monitoring with ultrasound IoT sensor

The sensors installed in our SWEBs, as well as the associated software, have been operating successfully since 2018 in 5,700 conventional waste containers in the Czech Republic, Slovakia, Norway, Sweden, Germany, Netherlands, United Kingdom and Dubai.

#### The sensors are involved in

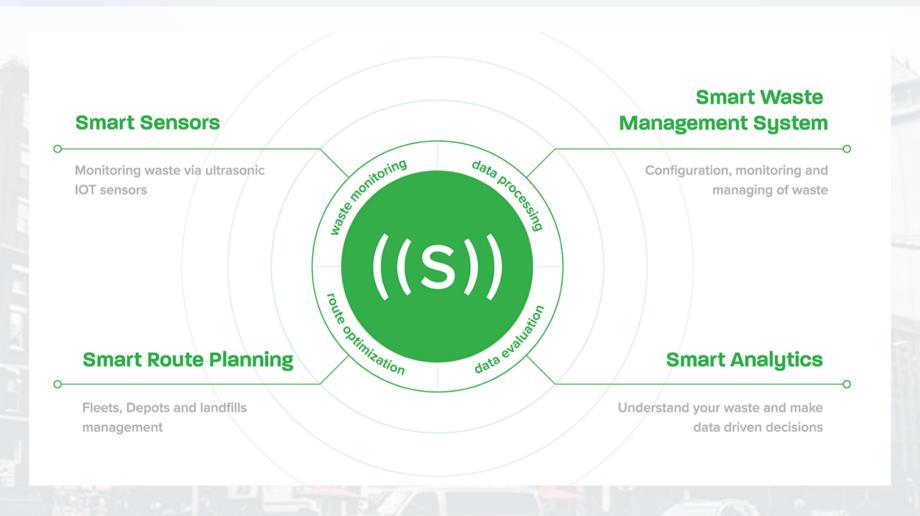
- Optimized route planning for waste companies
- A cloud-based analysis and reporting tool generation
- Enabling citizens to participate in a cleaner and greener city in conjunction with the associated app available in IOS/ Android.

#### **SMART APP WASTE MANAGEMENT**



Citizens have access to data from our sensors via the free 'Citizen App'. The mobile application informs people about waste levels in all monitored bins and enables them to find the nearest available empty bin for specific waste types, including directions to the bins. Available for Android and iOS.

#### **SMART SOFTWARE WASTE MANAGEMENT**



Our solution combines unique ultrasonic Smart Sensors that monitor waste in real-time using IoT or GSM with sophisticated software (Smart Analytics, Smart Route Planning and Smart Management system) providing cities and businesses with data-driven decision making, and optimization of waste collection routes, frequencies and vehicle loads, resulting in overall waste collection cost reduction by at least 30% and carbon emission reduction up to 60% in cities.

SOLAR OUTDOOR MEDIA promotes a healthy community connection to residents and cities. We at Solar Outdoor Media want to make a positive impact on the world in a way that reflects our personal values.

#### **BUSINESS MODEL**



- SWEB will be made available to cities and towns for free of charge
- The financing is provided by the proceedings from the media & app revenue. In addition, when using the WLAN, media revenue is generated (7 to 11 sec ads)
- In order to increase the appeal of our product solution, the cities and municipalities have a 5% share of our net revenues
- Additionally we will contribute another 5% of the proceedings to NGOs in the area of recycling to directly
  influencing the recycling behavior of the population, our SWEB makes a direct contribution to environmental
  protection





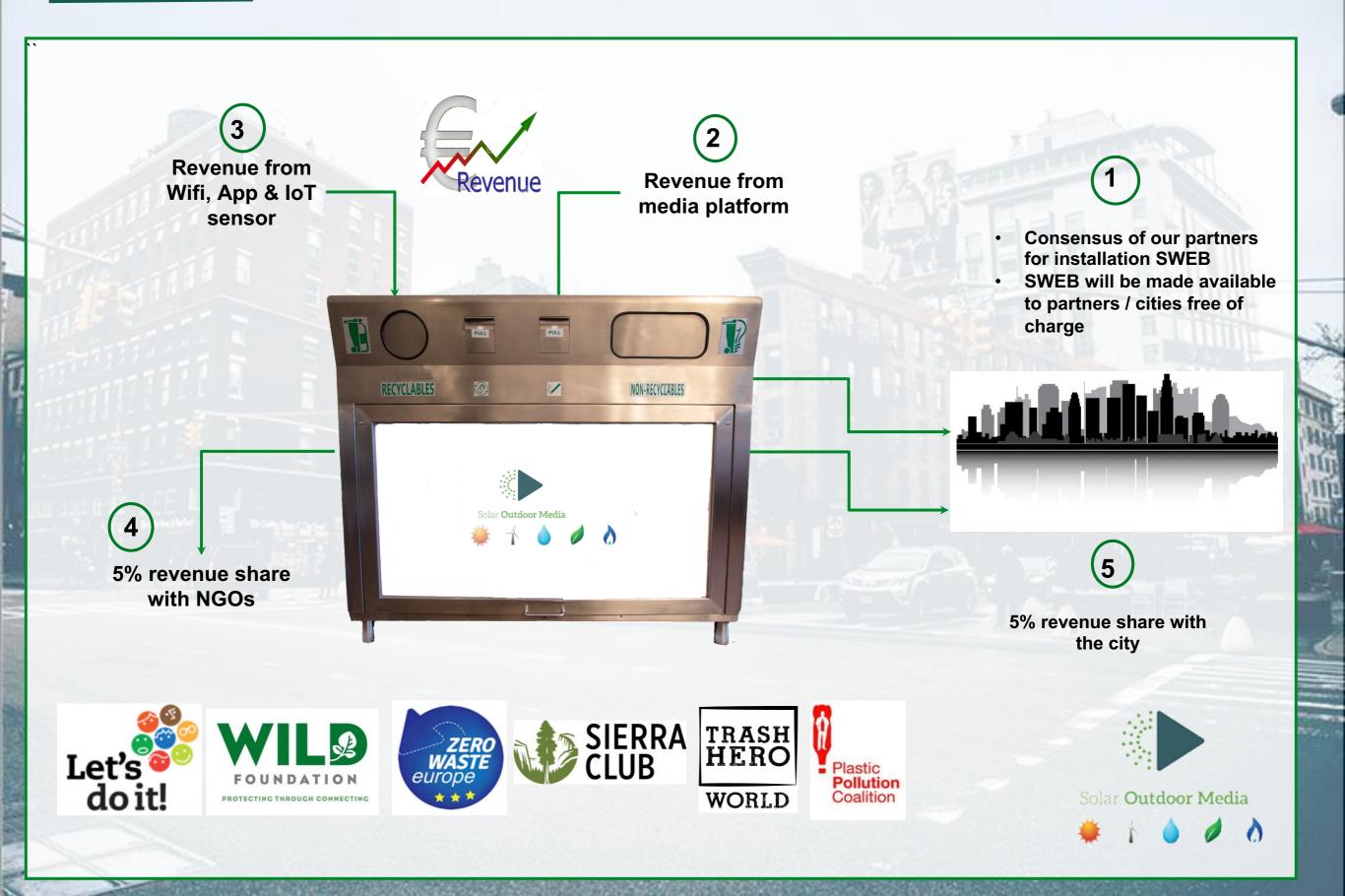








### **BUSINESS MODEL**



#### **SUCCESS STORIES**



Solar Outdoor Media has been selected as one of 12 German Startups to participate in the <a href="Program">Program</a> (Fall 2019 Silicon Valley)



Solar Outdoor Media has been selected for the Semi-Finals of the InnoAlliance Competition (connection of German startups with Chinese investors, corporates and strategic partners)



#### World Alliance for Efficient Solutions

SWEB was selected as one of the 1,000 solutions that make a difference in the sustainable and eco-friendly future



National Association of Convenience Stores

Awarded one of the three "Cool NEW Green Products"



#### Anheuser-Busch

- Outstanding acceptance at a BUD LIGHT event of NFL RAMS, Los Angeles
- Very positive feedback from the public



Former Mayor and City
councilman, "ZUMA" Jay Wagner
Malibu, California USA

 The environmentally conscious philosophy of the city fits in perfectly with the SWEB philosophy











### **CURRENTLY IN OPERATION**













#### Successful installation of 21 SWEBs in Q4 / 2016 for 5 years in the City of Wilton Manors, Florida, USA

- Positive feedback from the public authority
- Public feedback & Overall effectiveness



#### Wilton Manors Mayor: Gary Resnick

- "Our citizens and tourists love the product"
- We are a green city, so the SWEB fits our vision



The sensors installed in our SWEBs, as well as the associated software, have been operating successfully since 2018 in 5,700 conventional waste containers in the Czech Republic, Slovakia, Norway, Sweden, Germany, Netherlands, United Kingdom and Dubai.

### **TARGET MARKET**





- · Busy pedestrian areas and street corners
- Public parks
- Schools, College campuses, Universities
- Gas stations
- Stadiums, Shopping centers
- Live Festivals and Concerts
- Exhibition venues







#### COMPETITION



#### **BigBelly**

Garbage bins from the US company BigBelly Solar; Solar energy is used only for compression of waste.

#### Significant differences to the SWEB:

- No recycling
- No citizen/city app representing location and level of garbage
- Municipalities must buy the equipment: purchase price approx.
   EUR 2,700
- Monthly operating costs for cities and municipalities around EUR 120
- No lighting
- No WIFI
- No USB charger



### **DEVELOPMENT**



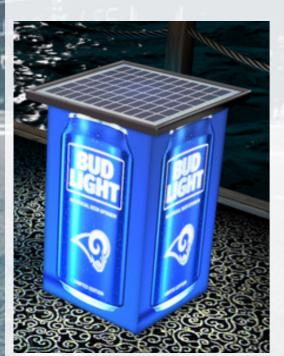
### **MILESTONES**

- Production & installation of existing orders
- Opening new markets in USA, Europe, South America, MENA region, India
- Increase installed bins to 3,000 units
- Growth by 250%
- Start of digital integration of the media platform
- Further product line: Solar Outdoor **Furniture**

Increase in return on sales by 56%

Other offices / locations in Singapore, Philippines, Japan, Qatar





2020 Doubling of market share

> Digital integration of media platform

2022











#### **SWOT ANALYSIS**

#### **STRENGTHS**

- Marketable product
- Present orders that, when executed, allow the company to self-finance
- Many needs are taken into account in one product
- Experienced founder and consultant team
- Revenue through WIFI, Media, App and IoT technology

#### **WEAKNESSES**

- Limited financial power
- Online promotion not yet sufficiently implemented
- No manufacturing location in Europe yet
- High acquisition costs for new markets

#### **OPPORTUNITIES**

- International market growth for Waste Management
- Growing need for "smart city solutions" and "green" products

#### **THREATS**

- Lack of political support
- Lack of innovation awareness in cities and communities





Luciano Guido
Founder and CEO

- 17 years of experience in renewable energy industry
- Successful development and support of solar parks since 2008
- Private Investment Banking Leadership in building advisory business
- Specialties: Acquisition and financing of mergers and acquisitions, new business development, capital markets, investment banking, marketing planning and strategic development



Jeffrey Lucher CFO

- Senior Business Growth Strategy & Execution
- Driving evolution of organizations to meet growth objectives at the highest margin of profitability including three startup companies that advanced into a multimillion-dollar enterprise. Elevating operations to a new level of functionality while launching purposeful revenue-impacting strategies across multiple sectors.
- Stimulating significant performance improvement across both start-up and well-established business













**Ronny Hegert** 

#### Sales Europe

- Master of Industrial Sales & Innovation Management
- Bachelor of Engineering Business Administration and Engineering
- 10 years of experience as sales manager and manager of technical purchasing in industrial equipment, telecommunication and wireless service products



**Gerhard Lauterbach** 

**Business Development Consultant** 

**Berlin Office** 

Senior Relationship Manager in

Wealth Management,

Commerzbank AG

27 Jahre Vertriebs- und

Führungserfahrung

**Certified Financial Planner CFP** 





Nadine Tschira

Marketing & Social Media Strategy

- Graphic Designer & Marketing advisor at Access Microfinance Holding AG, Berlin
- Freelance experience photographer & Graphic Designer, Self-employed
- Graphic Designer at Ogilvy & Mather, Advertisement Agency, Budapest
- B.A Degree Communication Design



Gea Burigana
Sales Marketing, Europe/MENA Region

- Experience in financial management: Revenue generation, Budget administration, Internal Control management, IFRS15 Revenue Recognition proficiency, Budget development, Financial reporting specialist
- 2013 2015: Provided campaign, sales value and analysis with key clients, vendors and community partners in China market
- Representative for Huawei, Italy
- 2018 Present GTS (Global Technical Services) Financial Controller



Solar Outdoor Media









#### **ADVISORY BOARD**



# Ludgero Sousa CR7 FAMILY MANAGER Global Mass-Media and communication Advisor.

Ludgero already participated in widely known events globally, he represent artists as producer/manager and agent and do usually shows around the world with Artists like: Madonna, Jesus Luz, Michelle Rodriguez, Aline Peixoto, Twice Nice 4 Taste, Katia Aveiro & Mrs. Dolores Aveiro, (Cristiano Ronaldo Mom and Sister) Higly network Individual global and with the fashion and marketing events like:

Valentino (fashion designer)

Dolce&Gabbanna

**Cannes Film Festival** 

**Vogue Magazine** (Editorial)

**Live Earth** 

**VIP ROOM** (Paris and Cannes)

Ending party of Berlin Fashion week

Ending party of the Paris fashion Week

Ending party of Lisbon Fashion Week, White Sensation

(Lisbon)

**Formula 1 Tour Concert Series** 

**CR7 Brand** 



#### **ADVISORY BOARD**



Dr. Till Naumann

PhD Mechanical engineer

Founder of MOWEA Wind turbines

Mechanical engineer with specialization in Aerodynamics and Fluid-dynamics.

He is a wind enthusiast at heart and the initiator of MOWEA.

Experience over 10 years in the field of wind energy

Good network connection with Technical University Berlin, Fraunhofer Institute for Wind Energy and Energy System Technology, Berlin School of Economics and Law, business partners and governmental support programs like IBB, BMBF, BMWi Exist, CFE



Fellanza Podrimja
Strategy consultant

- STRATEGIC ADVISOR
  Government Relations Services
  in Germany and the EU.
- Consultant at CONCILIUS AG, clients such as Uber, Tesla, among others.
- IPS scholarship holder of the German Parliament
- MA in Law, Political Science









#### **ADVISORY BOARD**



Cory Weisman

Business Development and
Hollywood Executive

- Decades of history working in the entertainment industry
- Former top Hollywood talent agent/executive at International Creative Management (ICM)
- Strong executive and management skills in Advertising, Licensing, Film and Live Entertainment Production, Emerging technologies and Strategic Global Marketing
- Currently an industry leading executive specializing in Hologram, AR, VR, and Immersive experience productions



#### Ryan Yudell

#### **Strategic Business Advisor**

Ryan is a veteran global operations professional with experience spanning the fields of technology, entertainment and advertising.

 Founder and CEO - Tidal Pull Business Services

Former Global COO Thoughtful Media Group

Previously held director positions within Publicis/4D, Break Media, Fox Audience Network and MySpace



### **LEGAL ADVISOR**



# Dr. Richard Papenbrock GERMANY

- Rechtsanwalt/Associate at White & Case LLP
- Promotion: Humboldt University Berlin
- Rechtsreferendar at Luther LLP
- Rechtsreferendar at Noerr LLP
- Foreign Associate at Kelley Drye & Warren LLP



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