Greener ABN 33 615 374 377

EARLY STAGE TECH CAPITAL RAISING

App shifting customer spend to companies with Green credentials

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Fredrik Blencke
Principal / Executive Director
+612 9640 2609 / +61 403 666 656
fredrik.blencke@tribecaprivate.com.au

Damien Williamson
Chief Investment Officer
+613 8376 2215 / +61 419 333 335
damien.williamson@tribecaprivate.com.au

William Clark
Associate
+612 9640 2604 / +61 426 275 554
william.clark@tribecaprivate.com.au

Issue overview

Estimated Offer Size	$1.00m
Use of Funds	
App development	$0.50m
Securing partnerships	$0.25m
Brand / launch strategy	$0.15m
Other	$0.10m

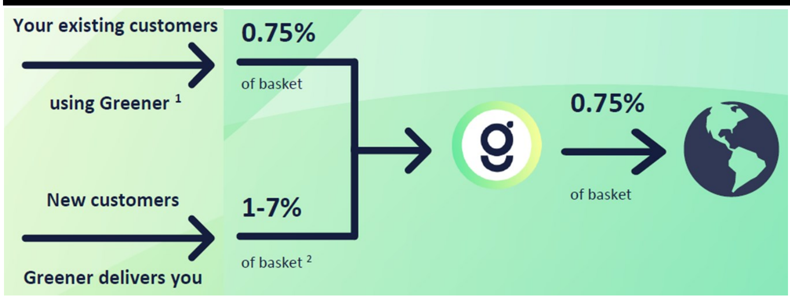
* Greener will pay Tribeca Private a one off placement fee of 5.0%.

- **Early stage Environmental, Social and Governance (ESG) tech investment:** Greener has developed an App to shift to help consumers to make informed spending decisions, where buying products with stronger Green credentials is tangible step in taking action on climate change.
- **Consumers spend linked via the Greener App to be carbon neutral:** Consumers are provided with the information on how to buy products with stronger Green credentials. At no extra cost to the consumer, Greener will charge the retailer a transaction fee to fund the purchase of carbon offsets. This model is more attractive than consumers directly paying, with <10% of Qantas customers paying carbon offsets.
- **45 retail partners signed:** Greener provides the ability for retailers to leverage strong ESG practices to increased sales.
- **Coles/Woolworths renewable electricity by 2025 ads highlight Green credentials:** Retailers are increasingly advertising there Green credentials, where the Greener App can form another channel to drive sales.
- **First mover advantage:** No known competitors in Australia. Greener was recognised at the #1 cleantech start-up in Australia, and are now working with Harvard and WWF to create a world first green economy.
- **Revenue model leverage to customer spend:** Greener's revenue model provides for a material uplift in revenue for new Greener App customers delivered to the retailer (fee 1-7%), versus existing customers (0.75% fee).
- **Strong management team:** In addition the Founders Tom Ferrier and Neil McVeigh, the management team and advisory board have skills in the BNPL sector, behaviour sciences, as well as the developer of the Energy Rating system on products.
- **Innovative and Tax Effective Investment Structure**

  ⇒ **SAFE Note:** A Simple Agreement for Future Equity (SAFE Note) provides for the conversion into ordinary equity at the next major capital raise, at a valuation at the lower either (1) a 20% discount to the valuation of the capital raising, or (2) $9m.

  ⇒ **Greener qualifies as an Early Stage Innovation Company (ESIC):** Once the SAFE Note converts into ordinary equity, the ATO provides that 20% of the investment in ESIC shares can be claimed as a tax offset that financial year, subject to an annual cap of $200,000. Tax offsets that exceed tax payable can be carried forward. Qualifying shares are also exempt from CGT if held between 1-10 years. (We note each investor's profile is different, accordingly investors should seek their own tax advice on how the ESIC tax incentive applies to them).

Greener Revenue Model



SOURCE: GREENER

Retail Partners Signed

SOURCE: GREENER

Important Disclaimer

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