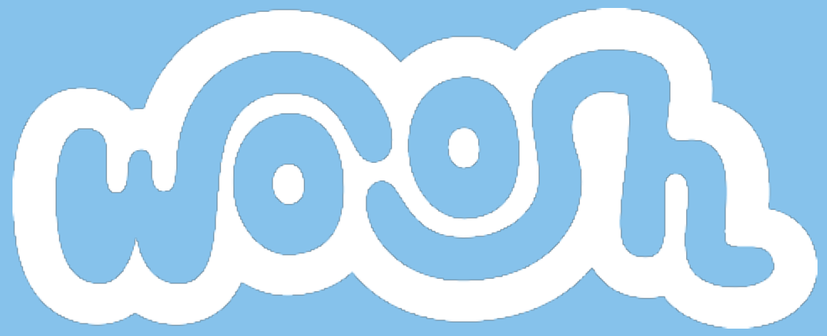
EVERY CHANGE MATTERS



DIAPER WASTE IS A MAJOR PROBLEM

AND THE NUMBERS ARE GIGANTIC

IN EUROPE 32 BILLION BABY DIAPERS ARE CONSUMED ANNUALY, THIS REPRESENTS 4.000.000 TONS OF DIAPER WASTE!



A NEW PARADIGM FOR FMCG PRODUCTS

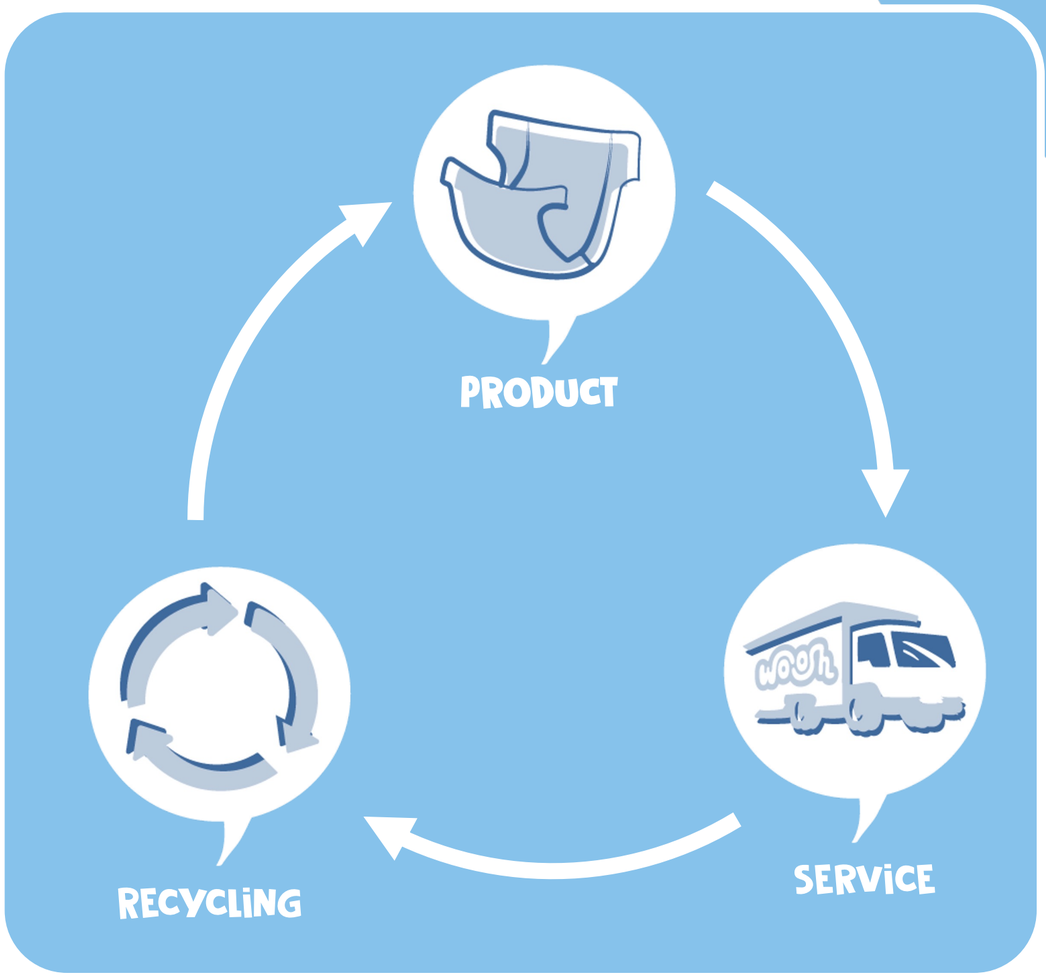
KEEPING MATERIAL IN THE LOOP!

- Traditional design approaches place a particular focus on meeting the **functional needs of the end user.**

- In designing for the circular economy, we need to look much wider than this, considering not only the user but the **entire system within which the product exists.**

- The closed ecosystem Woosh has built is unique in **shifting the incentive for circularity** (back) to us as a brand.

THE FUTURE IS CIRCULAR...



THE WOOSH APPROACH IN 3 PILLARS

STRIVING FOR CIRCULAR AT EVERY STEP

THE WOOSH DIAPER



The Woosh diaper uses recycled material and was developed according to the 'design for recycling' principle with a view to optimum recycling. It is optimised for daycares with clear sizing and large pack sizes.

THE WOOSH SERVICE



Woosh delivers diapers to nurseries and childminders and collects the waste at the same time. Collection of used diapers creates a separated waste stream, a necessary condition for recycling.

THE WOOSH RECYCLING PROCESS



The Woosh recycling process focuses first on extracting the valuable materials from a diaper for re-use in new products. The proces is energy efficient and uses no added water.

THE DIAPER

- ✓ Our diaper is among the highest quality and most sustainable on the market, the first diaper with recycled materials.
- ✓ Approved by daycare professionals
- ✓ Designed for end of life (recyclability)
- ✓ Dermatologically getest (hypoalergenic)







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CIRCULAR PRODUCT DESIGN



PRINCIPLES OF CIRCULAR DESIGN

APPLIED TO WOOSH DIAPERS

- Circular product development vision with commitment for improved CO2 footprint in each new diaper version
- R&D pipeline with development trajectories on specific circular innovations (together with supply chain partners)

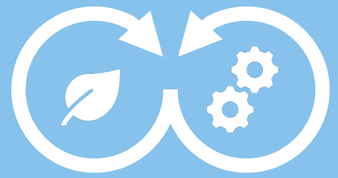
1. ECOSYSTEM THINKING



Partners, partners, partners throughout the value chain… joining the dots to close the loop.

Transparency is key, especially in sustainable communication (LCA in progress).

2. DESIGN FOR INNER LOOPS



Woosh focuses on the recycling loop … design for recycling.

- ✓ Keep natural and technical materials apart
- ✓ Avoid difficult to recycle materials

3. MOVE FROM PRODUCTS TO SERVICE



Incentivises Woosh to take responsibility for the products we deliver. ***End-of-use*** isn't the same as ***end-of-life.***

4. PRODUCT LIFE EXTRENSION



Retain material quality during recycling / reusing to avoid yield and quality losses. No high temperatures.

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PRINCIPLES OF CIRCULAR DESIGN

APPLIED TO WOOSH DIAPERS

Design for disassembly – reduce mixes of embedded materials and enable easier separation.

Development projects in the pipeline which match Woosh diaper to recycling process.



Recycled materials in the waterproof barrier and the packaging reduce CO_2 footprint of new product. Ambition to increase this with every generation of Woosh diaper.

Making our diapers lighter and lighter… less material = less CO_2

5. MODULARITY

6. SAFE AND CIRCULAR MATERIALS

7. DEMATERIALISATION

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B2B DAYCARE BUSINESS

ONZE HUIDIGE CASH DRIVER

TARGET AUDIENCE: daycares

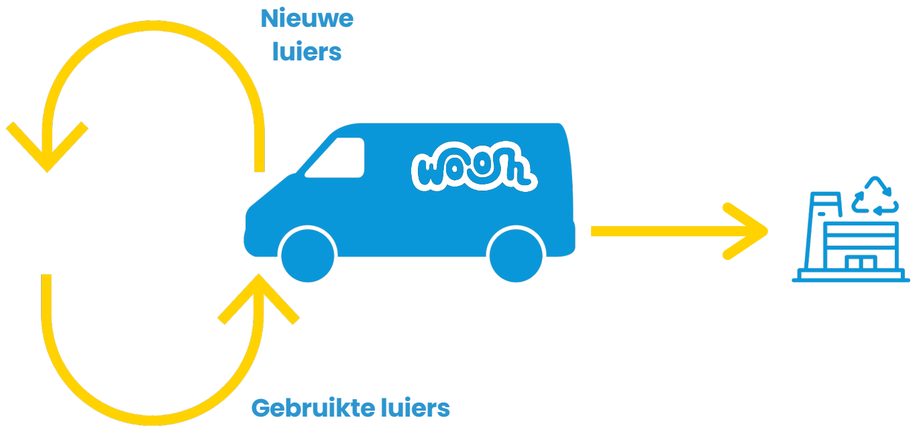


THE VALUE PROPOSITION:

- Qualitative and ecologically responsible diaper brand
- Carefree and convenient reverse logistics service, driven by our myWoosh platform
- Mission to make diapers circular in an auditable trail

THE PRICING MODEL:

Full cost rolled up into the diaper price, all-in contracts of 5 years resulting in a quasi-subscription model, sold through our own sales channel.



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woosh






woosh
DIAPERS
WITH A
MISSION

WOOSH APPROACH

GIVEBACK DIAPER

uses recycled material & is designed to be recycled

RAW MATERIALS — 1

WORK IN PROGRESS

WOOSH HUB

distribution and collection point for new & used diapers

USED DIAPERS — 3

USERS (DAYCARES & PARENTS)

FRESH DIAPERS — 2

RAW MATERIALS — 5

PLASTIC MATERIALS — 4

ORGANIC MATERIALS

ADVANCED RECYCLING

converts plastics into secondary raw materials

WOOSH RECYCLING

separates plastic from organic materials

WOOSH R&D

VS.

DISPOSABLE DIAPER

typically not optimized for recycling

USERS

daycares & parents

1 — 2 — 3

INCINERATOR OR LANDFILL

releases CO_2 into the atmosphere

CO_2 CO_2 CO_2

TODAY






SAVING
PLANET
ONE DIA
A TIME
DIAPERS WITH A MISSION




DIAPERS WITH A MISSION

APPROACH TO DIAPER RECYCLING

- Existing recycling technologies are designed to accept a mix of baby and adult inco products
  = high complexity
  = high energy
  = high volume
  = high CAPEX
- Without mandatory collection of diapers 3rd parties won't invest

FOCUS ON IMPACT

- With a controlled baby diaper stream, Woosh identified an opportunity to develop our own patented process:
  - low energy separation of materials
  - retain properties of high-quality PP and PE
  - further treatment of secondary raw material streams individually as necessary (e.g. sterilisation)
- Recycling the plastic components of a diaper has the single largest CO2 impact of any component (+60%) **so we start here!**

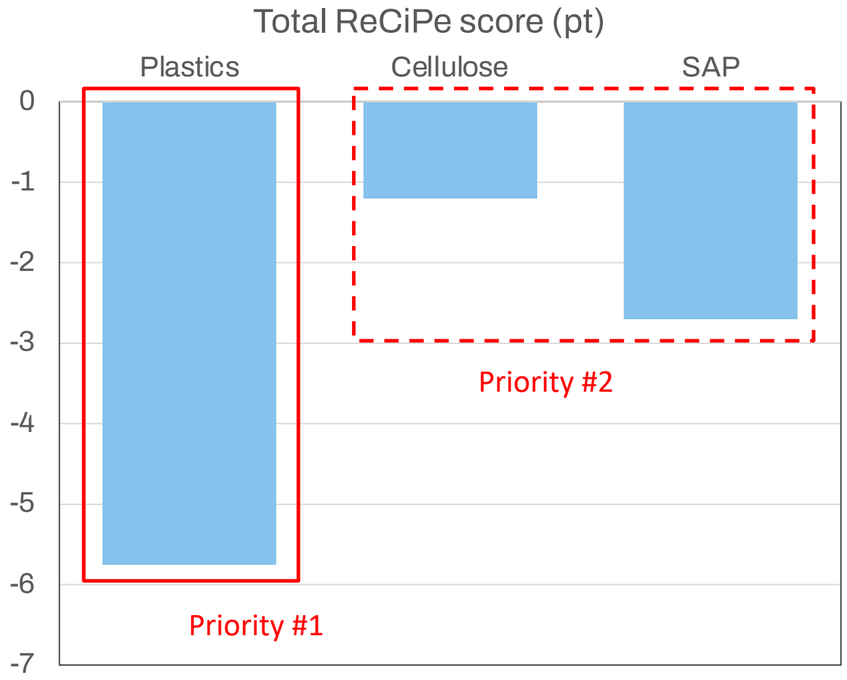


Figure: Extract from LCA study on diaper recycling (SGS, 2021)

WOOSH RECYCLING PROCESS



Used Woosh diapers

Woosh seperation process



Plastic stream (PP + PE)

- Mechanical recycling → Recycled plastic for low-end applications (waste bins, benches, ...)
- **Chemical recycling** → **Hygiene-grade material for use in diaper components (PP, PE, adhesives, ...)**



Organic stream (SAP + fluff + biowaste)

- Composting → Soil improver / green energy fuel
- Biochar → Soil improver / green energy fuel
- Anaerobic digestion → Soil improver / green energy fuel; Biogas
- Further seperation and processing → Secondary raw materials (recycled SAP and fluff, cat litter, ...)

WOOSH RECYCLING TIMELINE TO DATE

January 2021: Woosh is born.

March 2021: Launch of R&D programme on logistics solutions and diaper recycling technologies.

Jan-Dec 2022: Woosh builds cases with partners for investment in diaper recycling plants.

January 2023: Start-up recycling programme with own process tailored to our own diaper in development.

December 2023: proprietary Woosh recycling technology is validated, and a strategic collaboration is signed to install the first commercial plant in Bruges.

September 2024: Environment permit granted for Woosh diaper recycling.

November 2024: Start of commissioning of our recycling process in Bruges.

January 2025: Official opening of our recycling plant.

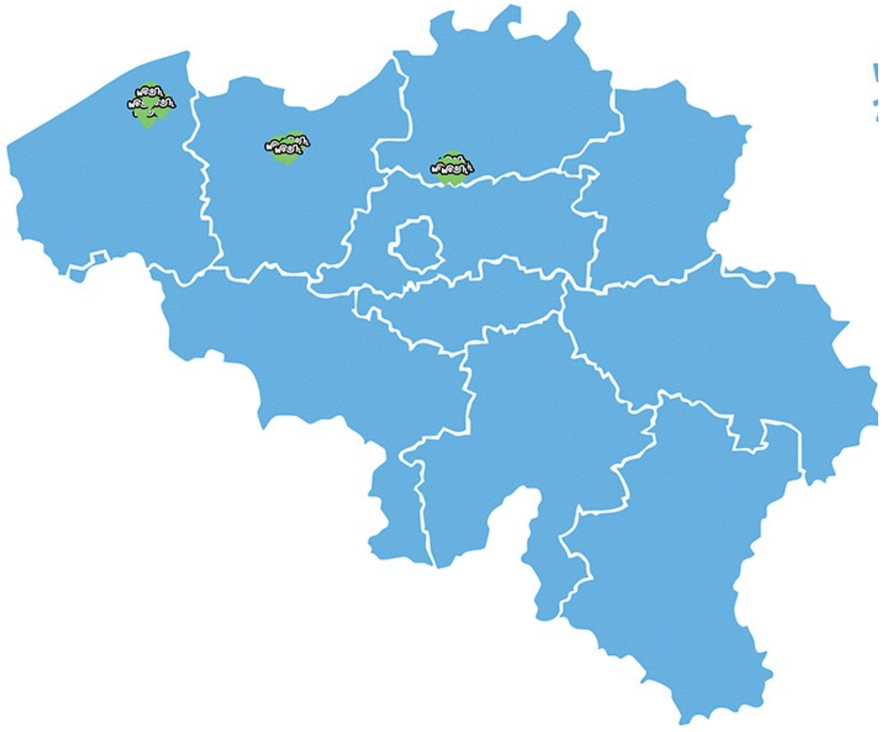
THE LIFE OF A WOOSH DIAPER

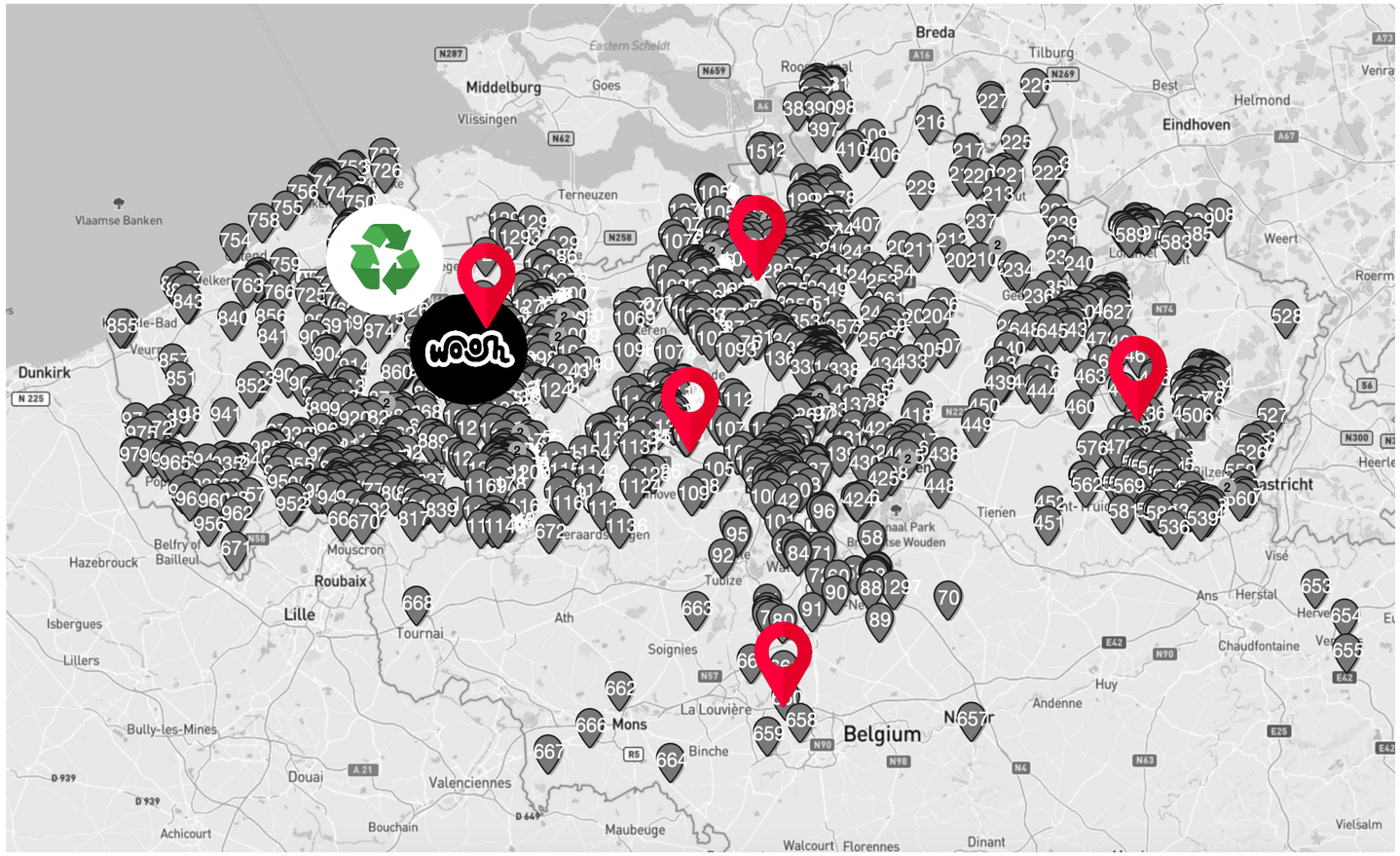


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SUCCESFULLY BUILDING THE CRITICAL MASS

- In the meantime **+1.500 daycares en childminders with** almost **30.000 childplaces have joined Woosh** since 2021.
- By the end of 2025 **1 in 4 children in daycare in Belgium** will be wearing Woosh diapers.





OUR AMBITION

CREATE A WORLD WITHOUT DIAPER WASTE. BY PIONEERING A FULLY CIRCULAR DIAPER ECOSYSTEM TAILORED TO CHILDCARE AND HOME USE



B2C DEPLOYMENT

IN PILOT REGION BELGIUM AND ABROAD

To unlock the household segment which is responsible for 87% of diaper consumption in Europe, following models will be tested in the pilot region of Belgium along with proper B2C marketing & communication:

- Using daycares as a hub for distribution of diapers and collection of waste (partly developed / validated)
- Door-to-door delivery and collection
- Retail solutions working on a collaboration with market leaders.

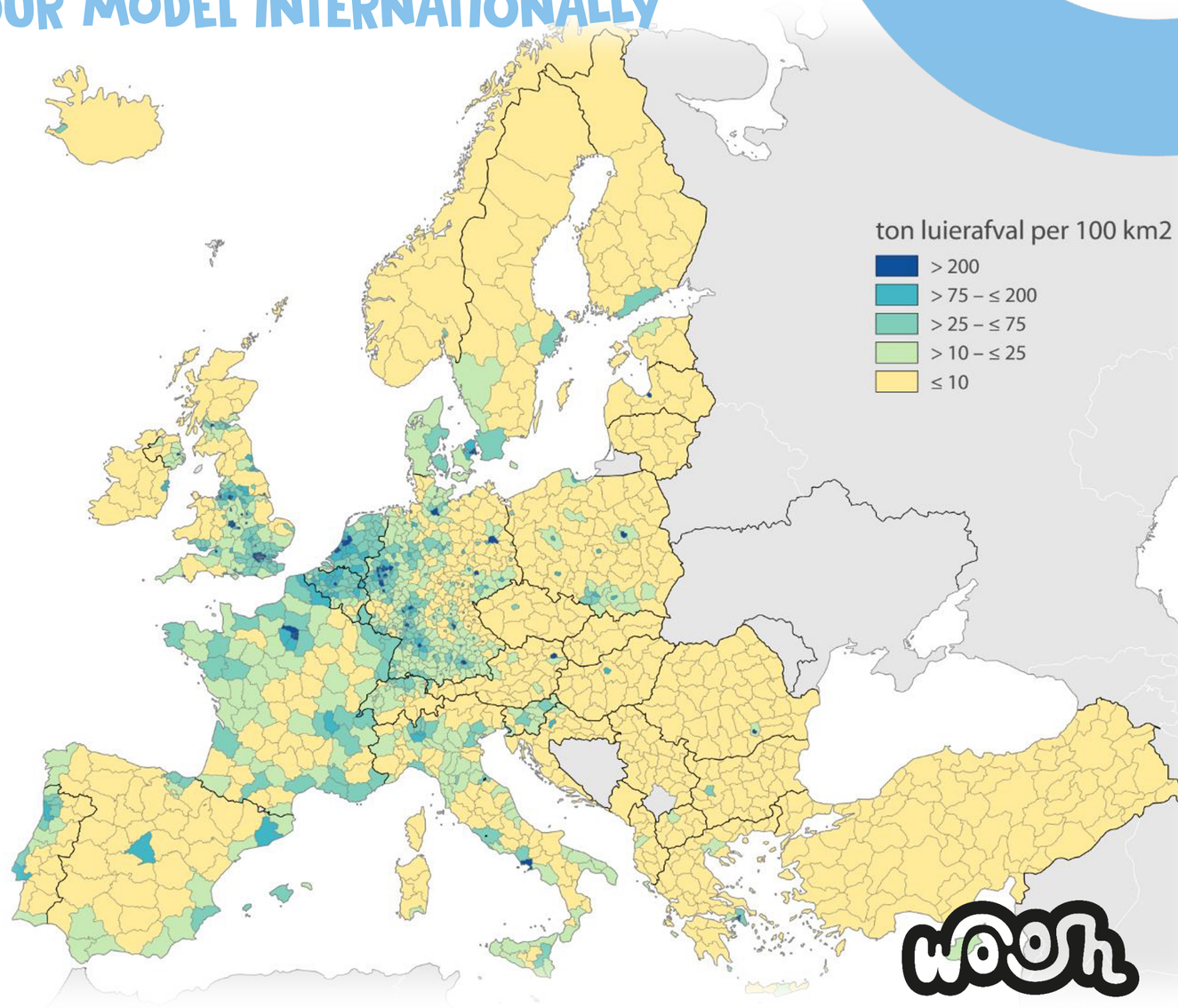


B2B INTERNATIONALISATION

THE OPPORTUNITY FOR ROLLING OUT OUR MODEL INTERNATIONALLY

MARKET SIZE EUROPE:
32 billion baby diapers, corresponding to 4,2 mio tonnes diaper waste per year.
13% is generated in professional childcare locations.

ATTAINABLE B2B MARKET EUROPE:
Taking into account the demographic sitation and local market needs, we have identified 47 attractive regions in Europe to scale our model.




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