



CYCLED

incentive driven recycling platform

Plastics Conference

February 9th 2022



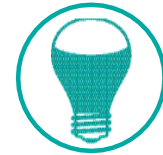
*Thor Sverre Minnesjord,
Chief Executive Officer*



*Ayoola Brimmo,
Chief Operating Officer*

We deliver waste collection technologies that make recycling fun and rewarding for all stakeholders. The **CYCLED** Smart Bin and mobile applications socially engages the public with activities, that offer instantaneous rewards for clean and well-sorted recyclables thereby driving a true circular economy.

Smart collection



Intuitive design



Self-Sorting based on AI technology



Low power consumption







Social incentives driven, disposal of recyclables becomes fun

Cycled SmartBins

SmartBins are physical smart collection points. Each SmartBin have self sorting capabilities, Image recognition technology, AI and a variety of sensors and scales. Our SmartBins are fully integrated with our digital platform and incentive mechanisms

Mobile application



-  Customized incentives for recyclables
-  Logistic tool for waste collectors
-  Personalized recycling profile
-  Serves as a wallet to hold, spend or gift Cycled points



Digital platform

Digital platform with mobile applications, connecting the entire ecosystem of disposers, Cycled SmartBins, collectors, award providers and end users.

Incentives

1 User throws in recyclables



2 SmartBin sorts recyclables




3 Positive feedback





4 User receives reward



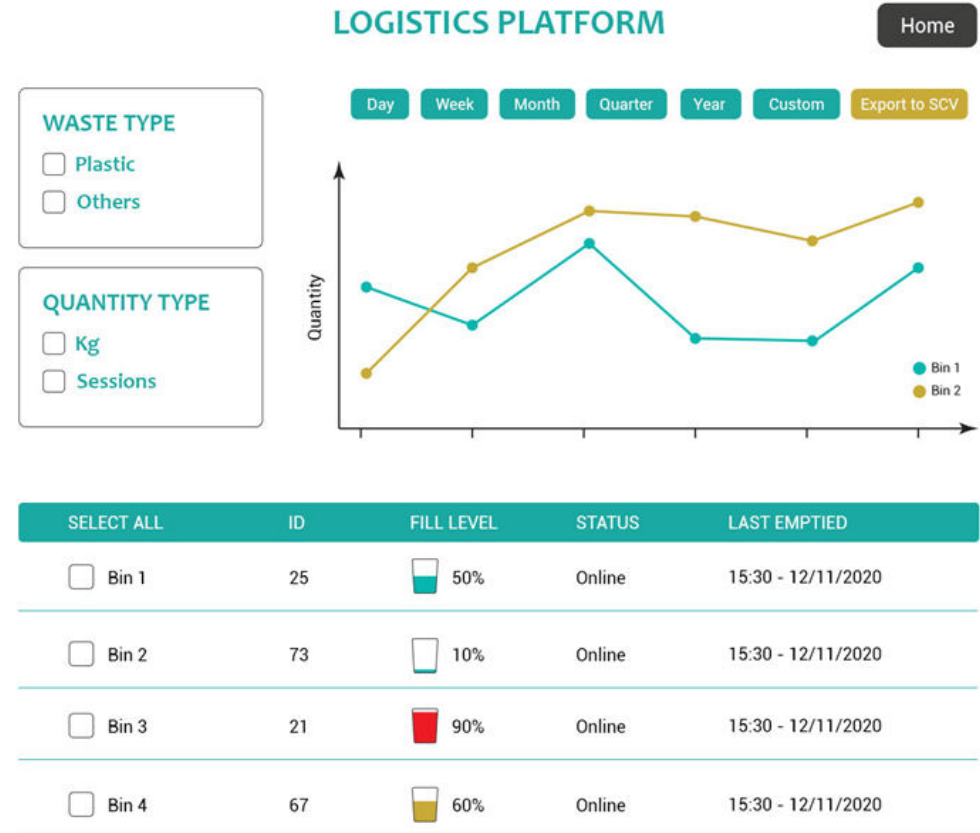
Logistics

 Collection monitored real time

 Optimised waste collection

 Material sorted at source

 Complete overview of sorted materials





Building a circular economy with AI

Tracking several million recyclables requires a system that can self-learn. Cycled has adapted the AI technology for the self-sorting SmartBin based on this criteria. As Cycled grows, our AI technology based circular economy organically grows with us.



Connecting the two value chains

By combining consumer incentivization with the self-sorting technology, we play a key role in connecting clean and sorted recyclables to recycling facilities. Incorporating both value chains in our system ensures better results.



Building the data matrix – value from waste

Cycled intends to log each piece of waste stream in order to build a data matrix. Knowledge and documentation can make the river of waste change course. This can enable multinationals to stop mining the planet, and start mining our data.

User cases



Norway - 100% recycling and source separation at Skagerak Arena

Collection of packaging materials from kiosk purchases during games. Loyalty and game award incentivation mechanism for visitors

<https://www.youtube.com/watch?v=A-tNDivSK7A>



UAE - Source separation of plastics in public spaces

Collection of plastics in public spaces, locations are malls and trade centers in Dubai and Abu Dhabi (UAE). Loyalty and incentivation mechanism for disposers

https://www.youtube.com/watch?v=s5U_3nW5aoM



KSA - CSR initiative for collection of PET in public spaces

Collection of PET in public spaces in selected locations in KSA (Kingdom of Saudi Arabia)

"By engaging with your customers in providing efficient and incentivized collection of recyclables, the waste problem is turned into a positive experience"



Conclusion

Recycling the world's resources instead of building bigger landfills is not a marketing strategy.

Recycling is the foundation for a future where it is possible to continue doing business.



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