PLANERA®

A Revolution in Convenience & Sustainability

www.planera.care  @planeracare  #ReGENERATION
Flushable pads that disappear in days
Not centuries
The Challenge

OUR WASTE SHOULD NOT OUTLIVE US
260 Billion Pads sold every year

Only used for **8 hours** but takes **500 years** to degrade and creates permanent microplastics

- Global Market Share¹: 91.7%
- UK Market Share¹: 53.5%

Annually choking our planet **1600 times around the earth**
Every single one of those pads ends up in a bin...  

... creates **microplastics** ...

... and keeps emitting carbon after you have thrown it away

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14% **Incinerators**

2nd dirtiest source of energy

56% Can’t degrade in **Landfill**¹

30% Causes blockages & microplastics in **Waterways**

+1.52 kgCO₂

Scope 3 emissions per bin every year²

90%!

Polyethylene back sheet
Acrylic construction adhesive
Hot Melt pressure-sensitive adhesive
Plastic super absorbent polymer
Polyethylene wrapper

¹SINGLE USE PLASTICS: LONDON ASSEMBLY (AUG 2018)
²3.04KG CO2E A YEAR PER BIN (NAREC 2021)
We need a convenient way to dispose of pads without creating permanent waste.
Planera tackles the problem of waste created by disposable menstrual products
The Tech & Data

CONSUMER DRIVEN PRODUCT DEVELOPMENT INTO MULTI-PURPOSE MATERIAL TECHNOLOGY
The World’s Only Certified Flushable Pad
We outperform the UK market leader

Water Dispersible Pad & Wrapper
Convenient & hygienic disposal

More Secure

Flush to Save
Halve your carbon footprint with a flush
Guaranteed zero microplastics

More Comfortable

More Hygienic

+15% Total Absorbency Faster Absorption
+19% Drier top-sheet
0 Acrylic Glue

100% Certified flushable
100% Biodegradable

*FROM LCA COMPLETED BY NAREC (2021)
TESTED USING INDUSTRY STANDARD PROTOCOL FOR UP TO 24 HOURS, WITH 8ML BLOOD
The pad you use today, will **disappear** before your next period.

**30 DAYS** vs **500 YEARS**

NEVER TOUCH A DIRTY BIN AGAIN
Flushable pads are a **revolution**

<table>
<thead>
<tr>
<th>Disposal</th>
<th>PLANERA®</th>
<th>Disposal</th>
<th>PERMANENT PADS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flushable</strong></td>
<td></td>
<td><strong>Bin</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lifetime</strong>(^1)</td>
<td>&lt;30 Days</td>
<td><strong>500 Years</strong></td>
<td><strong>80 Years</strong></td>
</tr>
<tr>
<td><strong>Microplastics</strong></td>
<td>Zero</td>
<td><strong>90%</strong></td>
<td><strong>70%</strong></td>
</tr>
<tr>
<td><strong>Impact</strong>(^2)</td>
<td>2.7 Kg CO(_2)/yr</td>
<td><strong>5.9 Kg CO(_2)/yr</strong></td>
<td><strong>5.1 Kg CO(_2)/yr</strong></td>
</tr>
</tbody>
</table>

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\(^1\) KGCO2 PRODUCED BY 1 PERSON USING PRODUCTS FOR 1 YEAR

\(^2\) FROM LCA COMPLETED BY NAREC (2021) FOR A 15G PAD
Planera’s material technology is a ‘water-dispersible fluid absorber’ & our industrial technology is the world’s first ‘microplastic-free absorbent hygiene manufacturing’

<table>
<thead>
<tr>
<th>Innovates End-of-Life</th>
<th>IP &amp; trade-secrets</th>
<th>Ongoing Data Gathering</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WIS 04-02-06</strong></td>
<td><strong>PATENT FAMILY 1 FUNCTION</strong></td>
<td><strong>LCAs</strong></td>
</tr>
<tr>
<td><strong>CERTIFIED FLUSHABLE</strong></td>
<td>Method of creating a water-dispersible fluid absorber that is stable in fluid whilst still being flushable</td>
<td><strong>PLANERA ISN’T FLUSHED FLUSHABLE vs REUSABLE OPERATIONAL IMPACT</strong></td>
</tr>
<tr>
<td>Created a pathway for non-wipe products to get certified flushable</td>
<td><strong>PATENT FAMILY 2 SCALE</strong></td>
<td>Understand what happens with different end-of-lifes and our hidden impact in launching this product</td>
</tr>
<tr>
<td><strong>LCA (NAREC) FLUSHABLE vs BIN</strong></td>
<td>High speed continuous process of producing a water-dispersible fluid absorber</td>
<td><strong>MICROPLASTICS IMPACT OF MICROPLASTICS</strong></td>
</tr>
<tr>
<td>Eliminates need for landfill and incinerators addressing end-of-life with guaranteed timeframe for degradation</td>
<td></td>
<td>Understand impact on our food ecosystem, environment and waters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Help gratefully received!</td>
</tr>
</tbody>
</table>
Market Acceptance

SOLD OUT EVERY SINGLE MONTH
Our early adopters in the UK

SWITCHED TO FLUSHABLE PADS BECAUSE...

Hygiene
Odourless and clean route of disposal

Discretion
Shared bathrooms means people no longer have to hide their used pads

Convenience
Easily available route of disposal (same as toilet paper) and no need to take out the bin

Meet Mary, our early adopter

AB Middle Class
Smart graduate
Mobile video as primary source
Beginning of sustainability journey

10/10 for comfort.
Super soft and comfortable.
I forgot I was wearing a pad!

Mary, 39, Dancer
The press have been excited

We only wish they’d been invented sooner...

A huge gamechanger for the personal hygiene industry

Future of Femcare is Here

Planera is set to lead the way

These pads are a milestone for anyone who experiences periods

 Cristina Fox, Forbes

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Demand outweighs supply

WE HAVE MET 1% OF OUR WAITING LIST DEMAND

<1hr
Latest store opening
sell out time

17,000+
Joined #ReGeneration so far

1500+
Sign-ups in <24hrs for every day pad trial

500+
Product Developers in our community for liners
Commercialisation

MAXIMISING IMPACT TO ELIMINATE PERMANENT WASTE
Planera is launching the UK in **November 2022**

**Commercialisation**

- **Product ready**
  - Community-developed
  - Market tested
  - IP protected
  - Sold out

- **Funds raised**
  - £7.5 million seed raised
  - Value add investors
  - Next round 6 months post launch

- **Line will be ready by Oct 2022**
  - IP submitted
  - 600 pads/min
  - In process of building
Supported by strategic investors

VCs, FAMILY OFFICES, AND ANGEL INVESTORS

- Imperial College London
- Lord John Nash
- Tim Westwell (PukkaHerb)
- Greg LeTocq (VoucherCloud)
- VECTR
- Ada Ventures
- UKRI
- True Angels
- Eileen Burbidge (Passion Capital)
- Atomico
- VALO

Grants & Competitions
- £100k
- Pre-Seed Sept 2019
- £500k
- Innovate UK Grant
- £200k
- ASA Note Dec 2020
- £500k
- Seed Dec 2021
- £7,000,000
Our technology can be applied across the £98 Billion absorbent hygiene market.
We exist to pioneer technologies that free our planet from permanent waste.
Appendix
Planera Flushable Sanitary Pad

Planera
16 Carlton Mansions
215 Randolf Avenue
London.
W1 1NP

Test Undertaken
Testing in accordance with W/S 4-02-09.

Summary of Test Results
Appendix A & B – Drain and Clearance Test – PASS.
Appendix C – Disintegration in the Dismantle Test – PASS.
Appendix D – Energy in the Drainage Test – PASS.
Appendix E – Disintegration in the Sewer Test – PASS.
Appendix F – Setting Test – PASS.
Appendix G – Determination of Synthetic and Non-Synthetic Organic components Test – PASS.

Date
9th July 2020

Certificate Number
TS.003.0720
We created a world-class pad

DEVELOPED WITH OVER 1500 OF OUR COMMUNITY

<table>
<thead>
<tr>
<th>Feature</th>
<th>V1</th>
<th>V2</th>
<th>V3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable</td>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Soft &amp; Dry</td>
<td>75%</td>
<td>73%</td>
<td>89%</td>
</tr>
<tr>
<td>Secure</td>
<td>63%</td>
<td>53%</td>
<td>86%</td>
</tr>
<tr>
<td>Product Love</td>
<td>81%</td>
<td>84%</td>
<td>82%</td>
</tr>
</tbody>
</table>

1500+ people with 0 leaks
Comfortable to wear
Stays in place during use
Consistently high from start

Made at our R&D house in East London

V1: Nov ‘20
V2: Feb ‘21
V3: Mar ‘21
We have developed the only microplastic-free pads* in the world.

All pads are currently made with thermoplastic acrylic glue.

This is not biodegradable or flushable.