

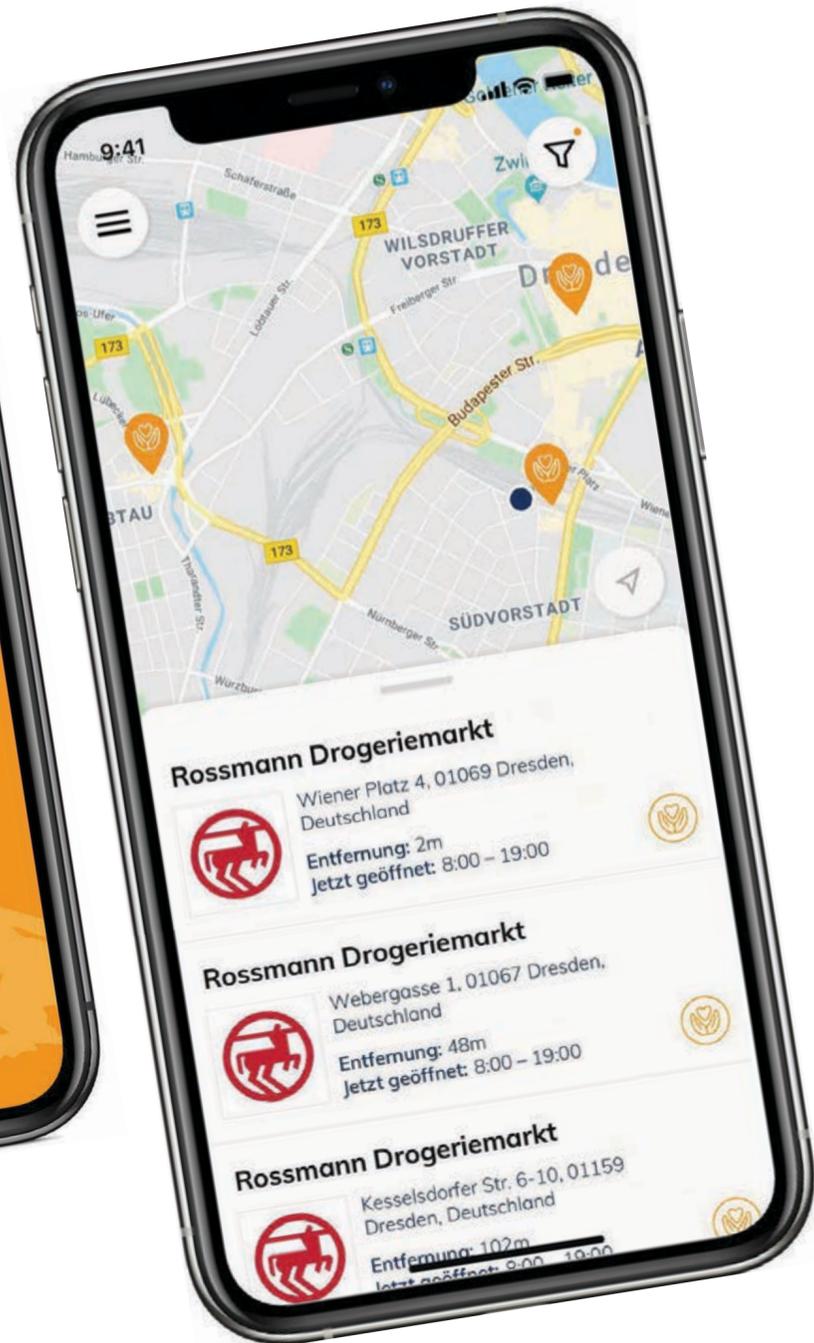


goodbag
Presentation
February 2020



Climate change and plastic pollution are global challenges.

Every year over one trillion plastic bags are used for an average of only 20 minutes before they end up in the garbage.



goodbag is a **smart reusable shopping bag** that connects with the user's phone and lets them:



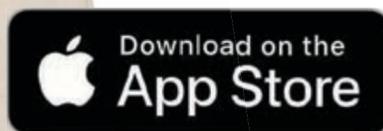
plant trees against climate change,



collect plastic waste out of our oceans



or **receive discounts** every time they bring their own bag to the store.



1

Find participating shops

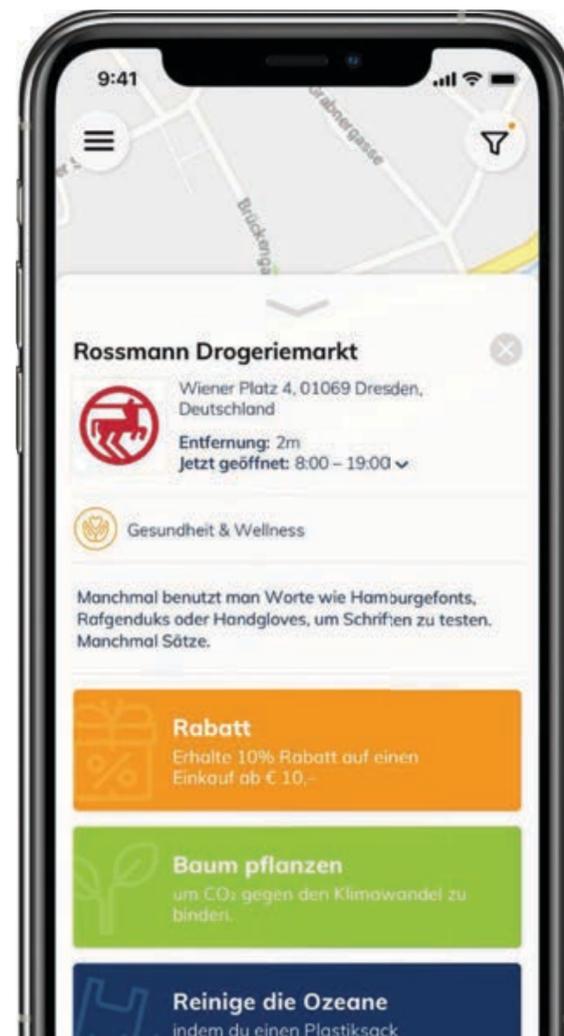
In the goodbag app the customer can find all participating shops on an interactive map.



2

Choose a coupon in the shop

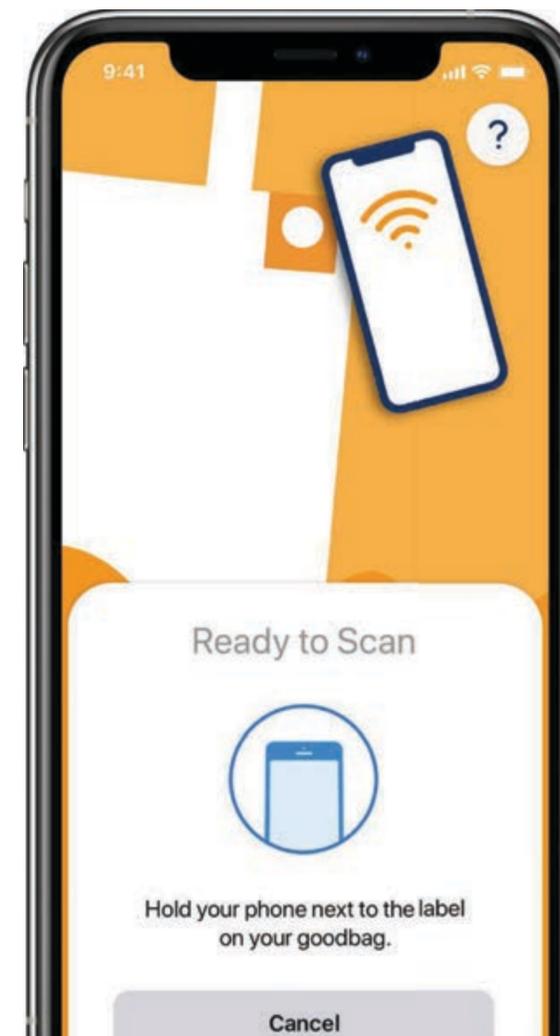
The customer chooses between coupons to support projects or to receive discounts.



3

Activate coupon

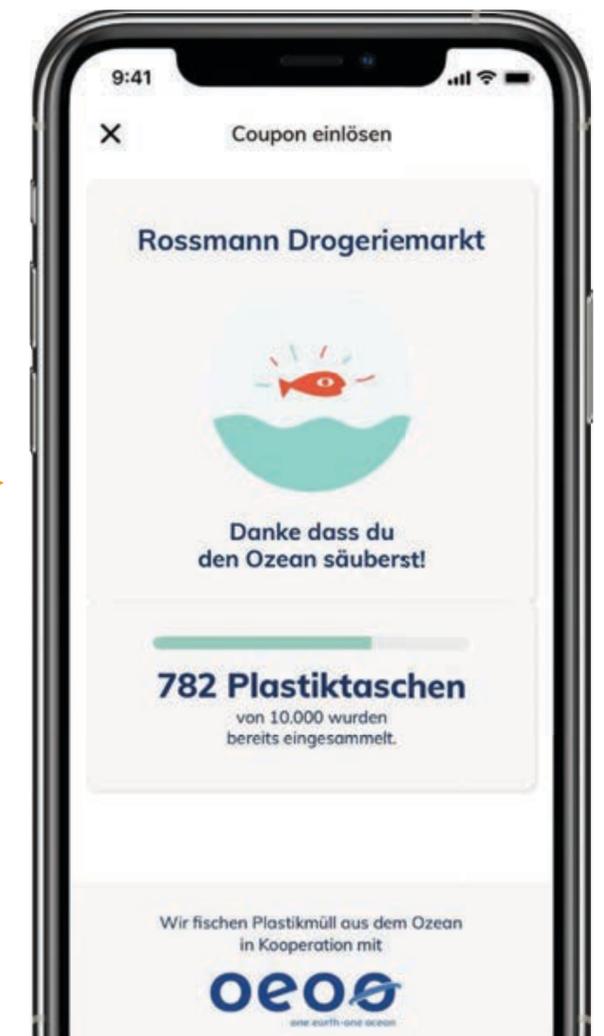
To activate the coupon the customer verifies that they brought their goodbag by holding their phone close to the goodbag logo.



4

Redeem it in the shop

The coupon is immediately activated and can now easily be redeemed directly in the shop.



Join the goodbag system and start benefiting today!



Win New Customers

With goodbag you can offer young, digitally aware consumers that care about the environment an incentive to visit your stores.



Communicate Sustainability

By creating an interactive customer experience that directly connects customers to your environmental activities, you communicate CSR in a truly interactive way.



Increase Customer Loyalty

Customer loyalty is all about building relationships. With goodbag we offer you a brand new way to connect and interact with your customers.

Why customers love goodbag

goodbag creates a gamified customer experience that makes it fun and rewarding to protect the environment



Support Projects

Customers can choose to do good by supporting various projects every time they shop.*

*You can choose your own projects or select one from our partner NGOs.



See Your Impact Grow

Customers see in real-time how often they reused their bag, which projects they supported and how big their impact has grown.



Save Money

The discount coupons allow customers to save money every time they bring their own bag.**

**Offering discounts is optional.

Combining sustainability and customer experience is a huge opportunity

2017
\$ 10,74 bn.



2025
\$ 58,23 bn.



Smart Retail Market
will grow with 23,9% CAGR
to \$ 58 bn. by 2025



„89% of (retail) companies are now competing mostly on basis of customer experience.“ *

The need to enhance the **customers' shopping experience** is the key driver for the growth of smart retail.



Sustainability is a mega trend. Consumers are looking for eco-friendly alternatives. To win consumers of the future, brands need to show that they walk the talk.

*Gartner

Partners who already trust us

„goodbag allows us to offer an interactive experience to our passengers that helps to change customer behaviour in a way that is fun and engaging for them.“

Matt Prescott, Director Sustainability Heathrow Airport



>1000 participating stores
>70.000 goodbags sold
5 countries



Rollout with Denner AG* in
over **800 stores** in
Switzerland in March 2020

*part of MIGROS Group



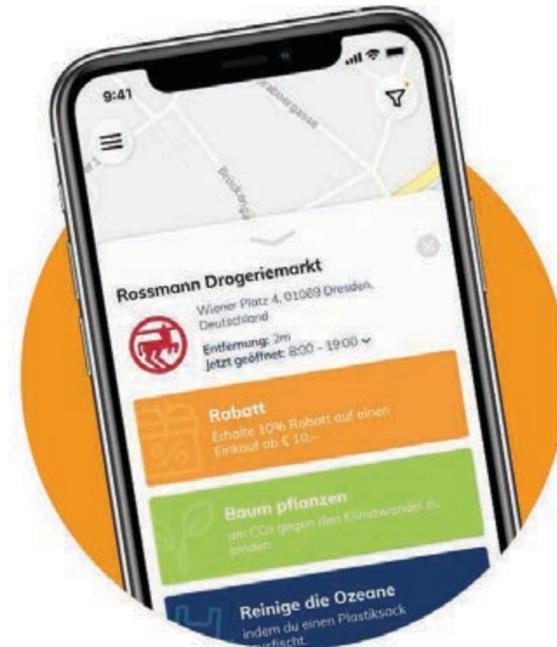
Partnership with
Heathrow Airport in
the UK

Our offer to you



New Features and Services

You get a service and not just a finished product. Our app is continuously improved with new features in order to regularly enhance your and your customer's experience.



Tailored to Your Needs

Our product can be perfectly tailored to your needs. Tell us your requirements and we will make sure you offer your customers the unique experience that they deserve.



Become Part of a Movement

Join our network of companies to take sustainability to the next level and win new customers.

Become part of an international network for good.



One bag to be used with retail partners all around the world.



Incheon Airport



We offer you a customer experience as a service that is tailored to your needs



Works With Any Kind of Bag

You would like to use a specific kind of bag? No problem! We offer a huge variety of bags or can provide you with our NFC chips that can be integrated into any reusable shopping bag!



Define Your Own Rewards

Decide which rewards you want to offer your customers. Offer various options and let them choose every time they go shopping, or just select one project or discount that customers receive with their goodbag.



Choose Your Own Projects

We work with some of the best NGOs but can integrate any NGO of your choice to ensure you can support the projects that you feel need your support the most.

We offer fair, simple and transparent pricing

Setup Fee

To get started and all your stores on board, we charge a one-time setup fee.

Service and Maintenance Fee*

For using our software we charge a yearly fee based on the number of participating shops.

Bags or NFC Chips

You can either order our bags** directly from us, or buy our NFC chips and integrate them into your own shopping bags.

*Join now and benefit from our 100% discount on the service and maintenance fee for the first 6 months.

**goodbags are made out of 100% organic cotton and are available in any custom size and printing



**Let's think outside the bag
and improve the world we live in.**



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