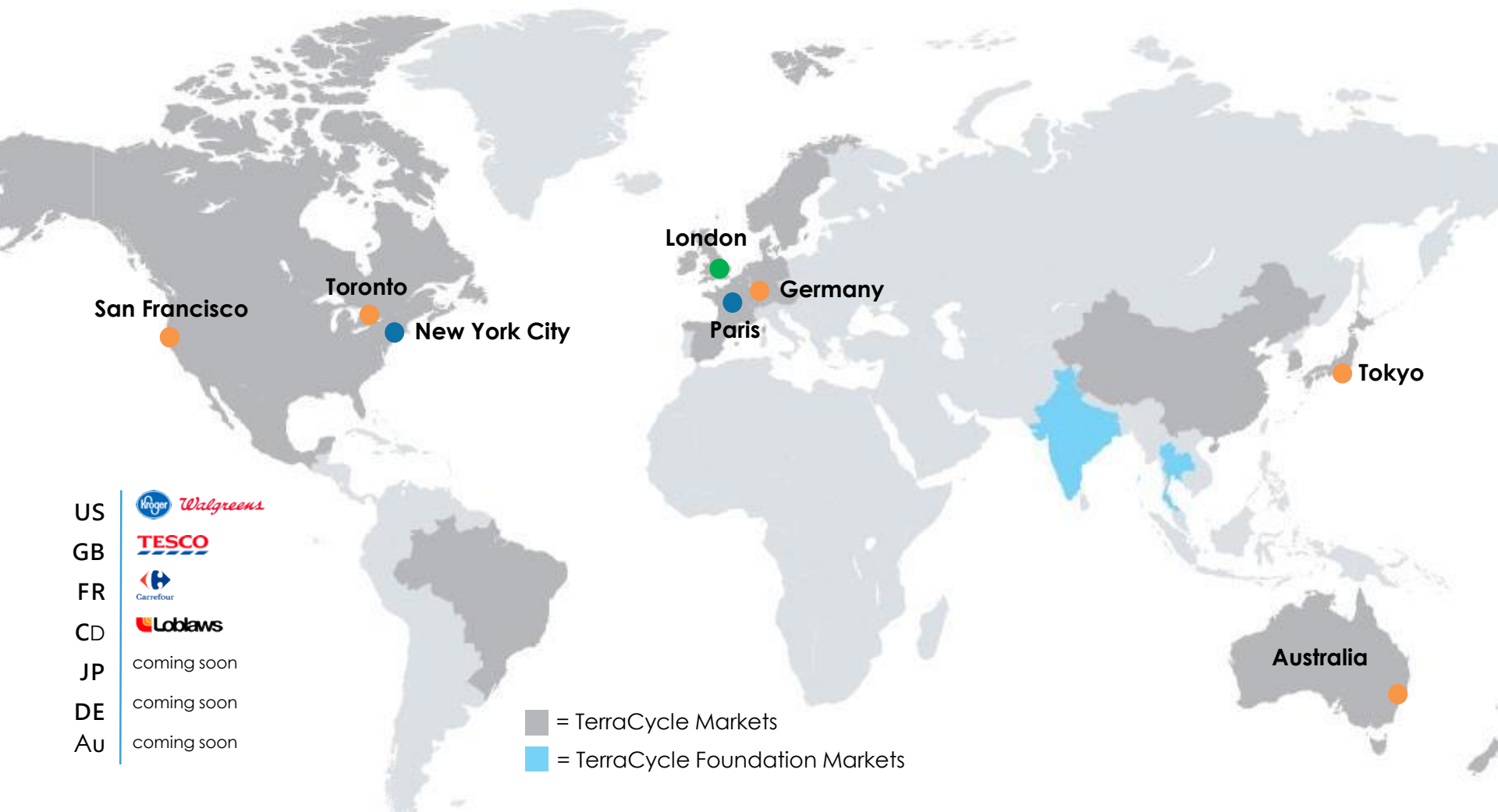




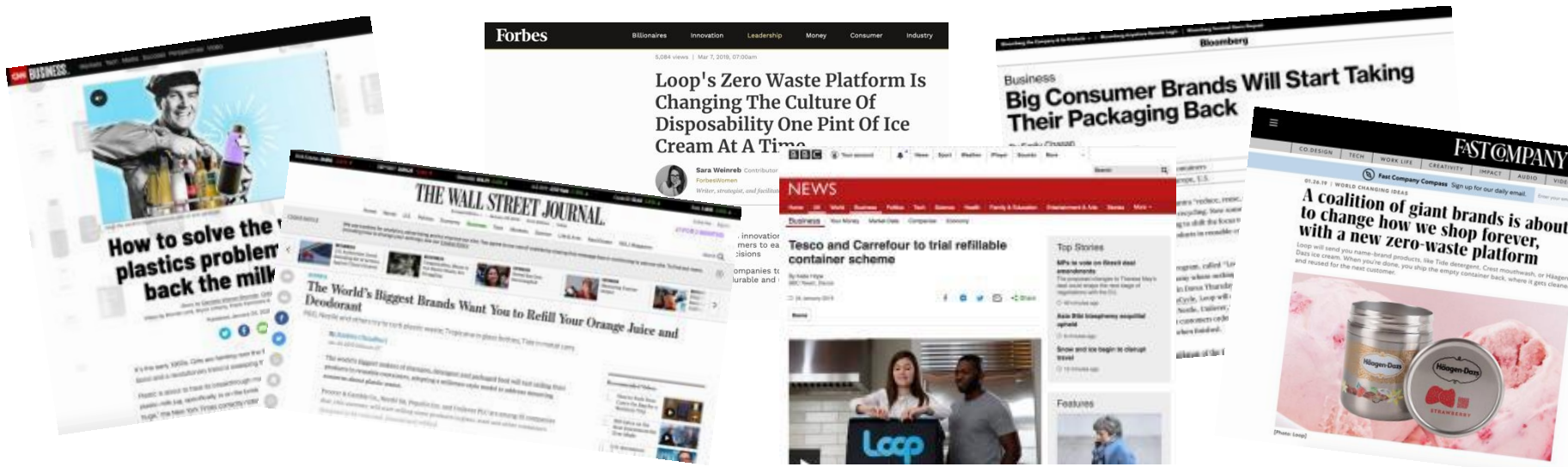
GLAD
 Loblaws
 TESCO
 Coca-Cola
 evian.
 BIC®
 Hidden Valley® THE ORIGINAL Ranch®
 CLOROX
 Colgate
 ARIEL
 Herbal Essences bio:renew
 febreze
 Cascade
 Oral-B clic
 NIVEA MEN
 BRAAM
 HELLMANN'S EST. 1913
 LOVE beauty AND planet
 LOVE home AND planet
 seventh generation
 Rexona
 AXE
 Doves
 REN CLEAN SKINCARE
 reserve
 BURLAP & BARREL SINGLE ORIGIN SPICES
 Greenhouse
 Milka
 arbor teas
 PERFECT FIT
 LES PETITS BIDONS
 THE BODY SHOP®
 NATURE'S PATH ORGANIC
 people against dirty.
 maison VERTE
 MAPLE LEAF
 RENBERGER
 INTERNATIONAL HARVEST
 ecover
 TEVA DELI LET GOOD DO GOOD™
 SOAPPLY
 MEYER'S CLEAN DAY
 purely elizabeth.
 swania
 BULL DOG
 BILLOL'S DESTINY
 Signal.
 Lesieur
 ECOS.
 Sun
 MELA-NIN ESSENTIALS
 CHAMELEON COLD-BREW
 WORLD ECONOMIC FORUM
 COMMITTED TO IMPROVING THE FUTURE OF THE WORLD.
 Living proof.
 CELESTIN
 Häagen-Dazs
 PURINA
 Gerben
 COZIE
 BI & ZERO Oils
 eury Michon
 Crest
 Tide
 purclean
 PANTENE PROV
 Gillette
 Venus
 Pampers.
 jackpot
 Kroger
 Tropicana.
 QUAKER
 Criesli
 Move Free
 nouriva
 MegaRed

Loop is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one.

Loop launched in May 2019 with inaugural markets, **New York** and **Paris**. Loop will expand to **London** next, with **Toronto**, **San Francisco**, **Tokyo**, **Germany**, and **Australia** coming soon.



Since Loop's high-profile press conference announcement at World Economic Forum Annual Meeting on January 24, 2019, there have been **4,400+ media placements** and **7.4 billion+ impressions**, including coverage from CNN.com, Forbes, Associated Press, Bloomberg, BBC, The Guardian, Wall Street Journal, Vox, Fast Company & more.



WISDOM FROM THE PAST

Refillable durable packaging used to be the norm.

A black and white photograph of a man in a white sailor's uniform, including a white cap and a dark bow tie. He is holding a glass milk bottle in his right hand. The bottle has a label that reads "Tandberg's DELIVERY CO." and "DAIRY". A blue outline highlights the bottle, and a blue callout box points to it with the word "ASSET".

ASSET

When a package is considered an asset its allocation per fill is the cost divided by the number of uses it can bear. **The more durable the package the lower the cost per fill.**

THE CURRENT REALITY

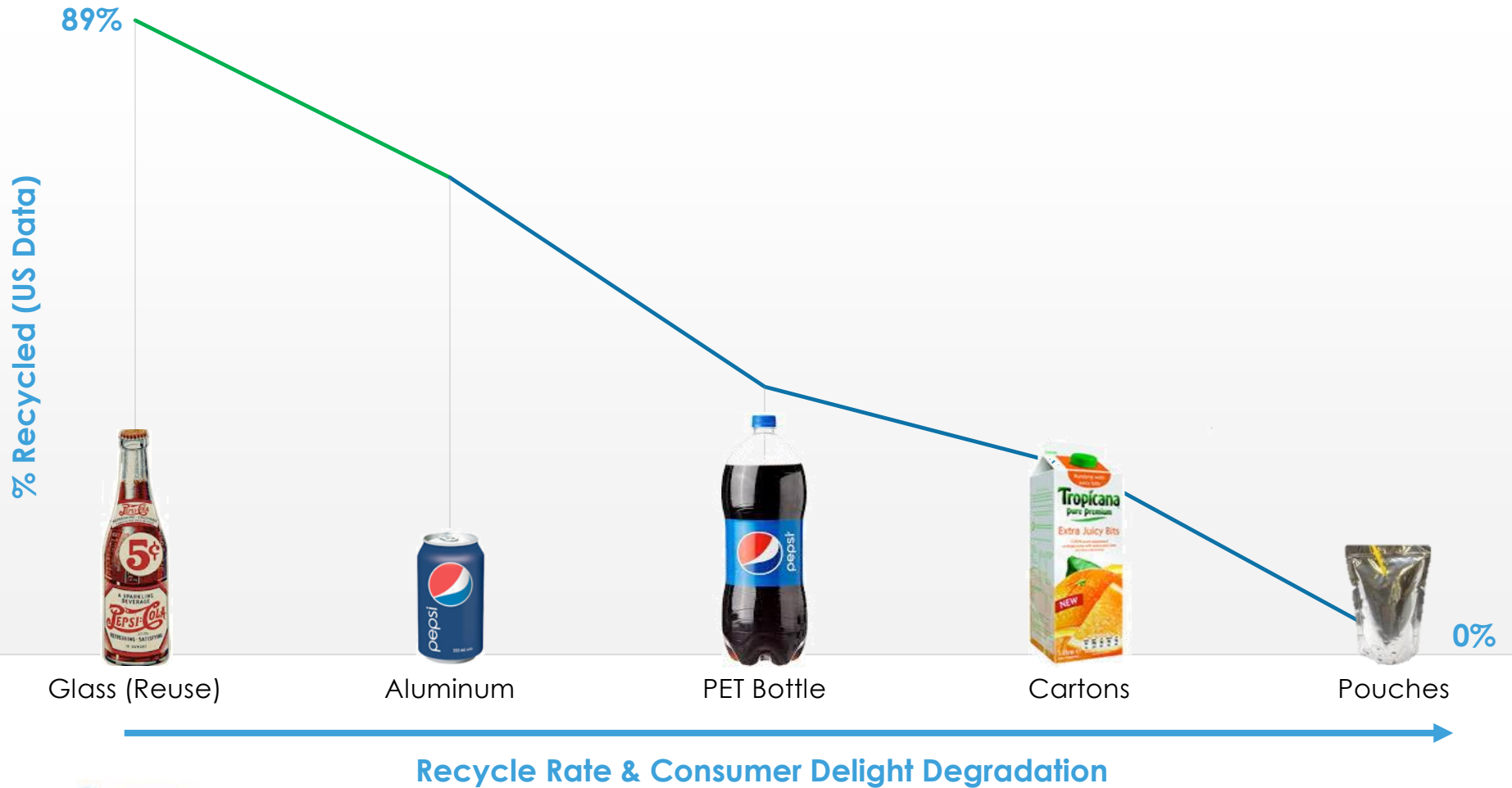
Disposability is **cheap** and **convenient**.



COGS

When a package is considered a COGS (Cost of Goods Sold) its cost is fully allocated per fill. **The cheaper the package the lower the cost per fill.**

Manufacturers reduce the weight of their packaging to save on costs and minimize environmental impact. In the process, **recycling rates** and **consumer delight** have deteriorated.



How do we solve the unintended consequences of disposability while maintaining its virtues?



Loop fundamentally changes the ownership of packaging.

COGS to Brand

Increasing consumer delight

Asset to Brand



1 use

Packaging cost

Cost per use



100+ uses





Durability enables reusability, design & new features.









Integral 8
8 ACTIONS
ToothTabs

Signature
Dentifrice à croquer
brossez-vous
A utiliser deux fois par jour
comme un dentifrice





Cascade

DISHWASHER TABLETS

CAUTION: DO NOT
HANDLE UNWASHED
HANDS AFTER USE
WASH YOUR HANDS
THOROUGHLY
AFTER USE
SEE INSTRUCTIONS
FOR USE

425g (15.0oz)



seventh
generation
HAND SOAP















OPERCULE
FRAICHEUR

L'OR

CLASSIQUE

*Equilibré &
Aromatique*

POUR DÉGUSTER

Versez 1 ou 2
cuillères par tasse
ajoutez 100ml
d'eau fraîchement
et remuez.

CAFÉ SOULÉVÉ

INTENSITÉ









ECODÉTERGENT



LES PETITS BIDONS

LESSIVE CONCENTRÉE
Certifiée ECOCERT

99% d'ingrédients
D'ORIGINE NATURELLE

Avec du Savon de Marseille à l'huile d'olive
Tous textiles, couleurs, noir et blanc

parfum d'origine naturelle
FLEURS BLANCHES



PUMPKIN SEED+FLAX
GRANOLA

CEREAL - NET WT. 11.5 OZ.





BRÂAM

SNACKS A PARTAGER
CHOUCHOUS AU ROMARIN



Loop AS AN ENGINE

The **stand-alone e-commerce model** is suitable for a low-scale, test-and-learn launch. Loop executes all receiving, outbound + inbound distribution, and cleaning. Manufacturers refill product in packaging they have redesigned for durability and reuse.

Kroger, Carrefour, Tesco and more have enabled durability for their retail environment. The **integrated retail models** allow consumers to access Loop **in-store** and through **e-commerce**. Any retailer, small or large, physical or digital, can embed the Loop engine into their stores and enable a circular supply chain for their shoppers.



Walgreens



TESCO

Loblaws

and many more
coming soon.

LOOP STAND-ALONE MODEL

Consumer orders online with choice of one-time or auto-refill when returned

MSRP = \$X (product price) +
\$Y (refundable deposit)

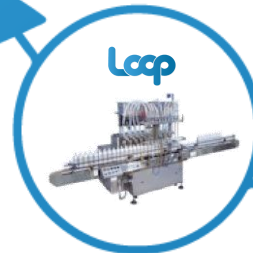
Loop delivers product to consumer in Loop Tote.

After use, consumer places empty packaging in Loop Tote and requests pick-up.

Manufacturer redesigns product for durability with Loop.

Loop cleans packaging and ships to manufacturer for refill.

Loop DC checks in tote and packaging. Products set to replenishment are sent to consumer, who pays only \$X (product price). Deposits are returned for one-time orders.



INTEGRATED MODEL (IN-STORE & E-COMMERCE)

Consumer shops Loop products at retailer.

MSRP = \$X (product price) +
\$Y (refundable deposit)

Consumer receive a return
bag in-store or online.

Manufacturer
redesigns product for
durability with Loop.

Loop cleans packaging and sells to
manufacturer for refill. Retailer then
orders product & packaging
wholesale from manufacturer.

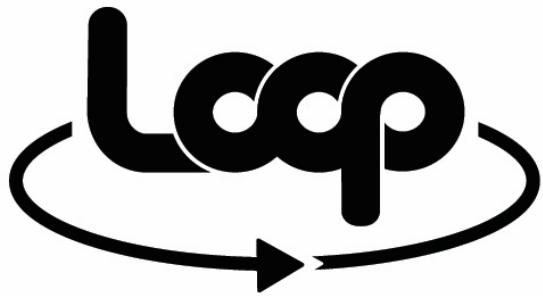
After use, empty
packaging is
placed in return
bag, which is
picked up by
retailer OR
returned in-store.
Retailer sends
return bags to
Loop.

Loop DC checks in return bags and
packaging. Loop buys back
packaging and returns \$Y deposit
to the consumer via the retailer.

Compared to stand-alone, integration has:

- Manufacturer distribution to retailer
- Consumer access to Loop products alongside traditional products
- No replenishment option





QUESTIONS? CONTACT US



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VP Strategic Partnerships



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