

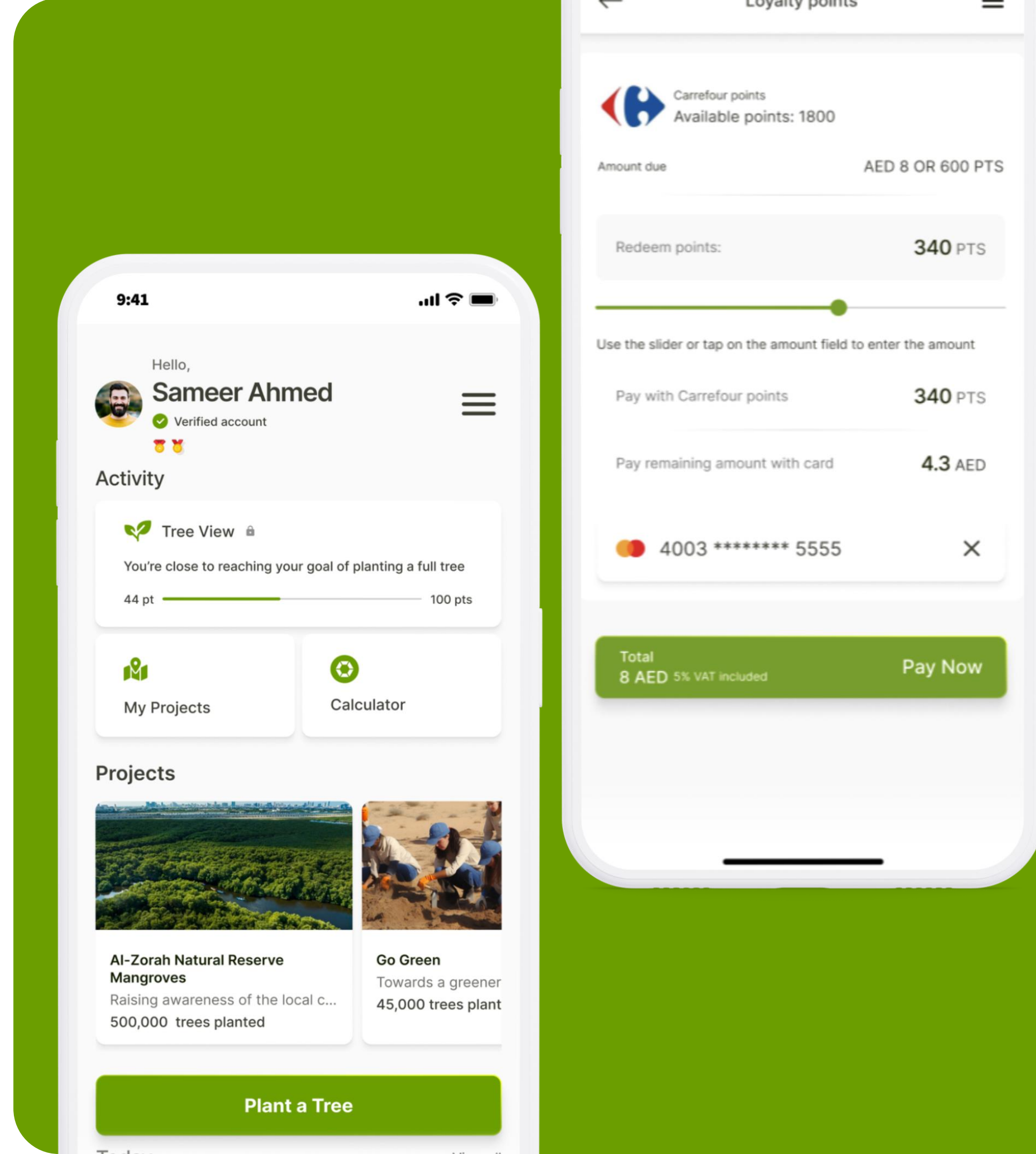


# Sustainable Tourism

## Transforming Every Transactions Into Trusted Environmental Impact



Proud to partner with  
**Microsoft for Startups**



FROM  
**6 Trillion**  
TREES

→

DOWN TO  
**3 Trillion**  
TREES

With **15 billion** trees cut down every year

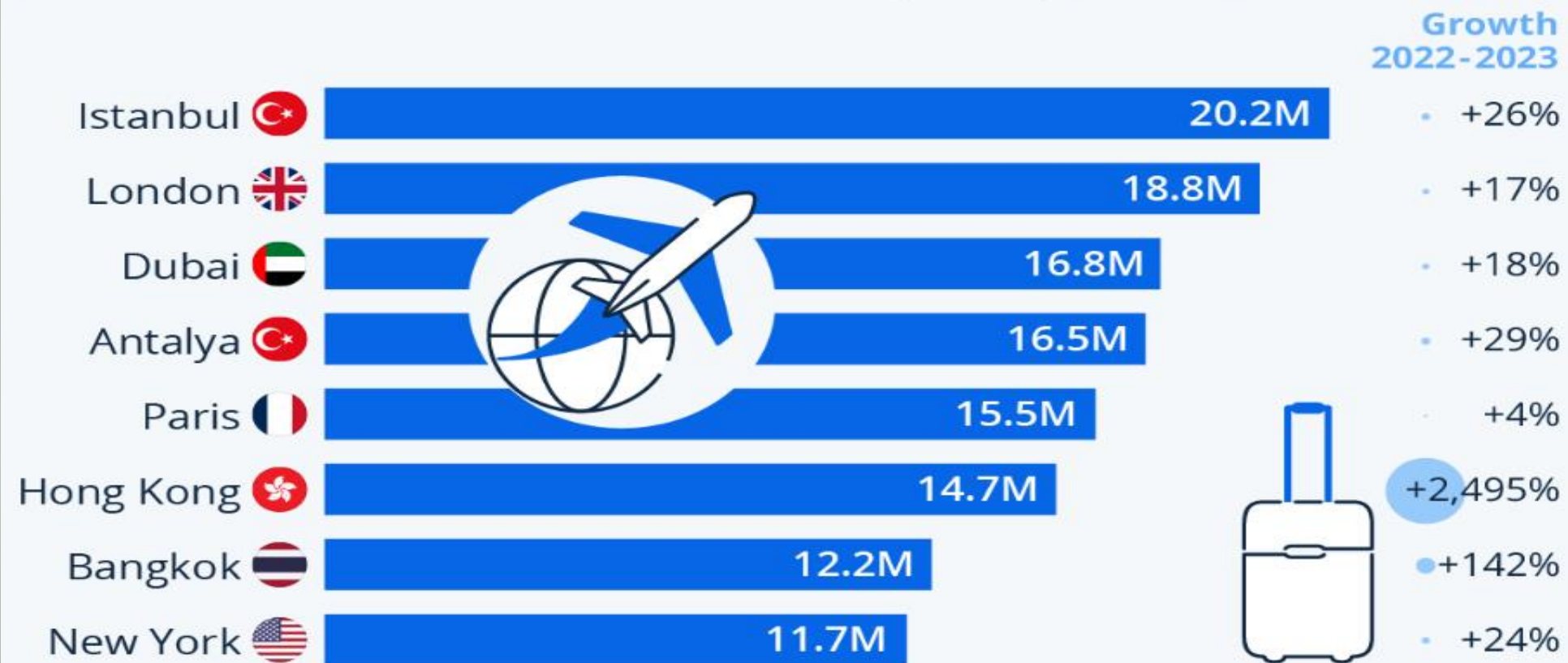


# MISSED OPPORTUNITY

## Sustainable Tourism

### Top Cities for International Visitors in 2023

Number of international arrivals per city in 2023\*



20M+ international visitors in 2023 to UAE

MEANWHILE...

88%

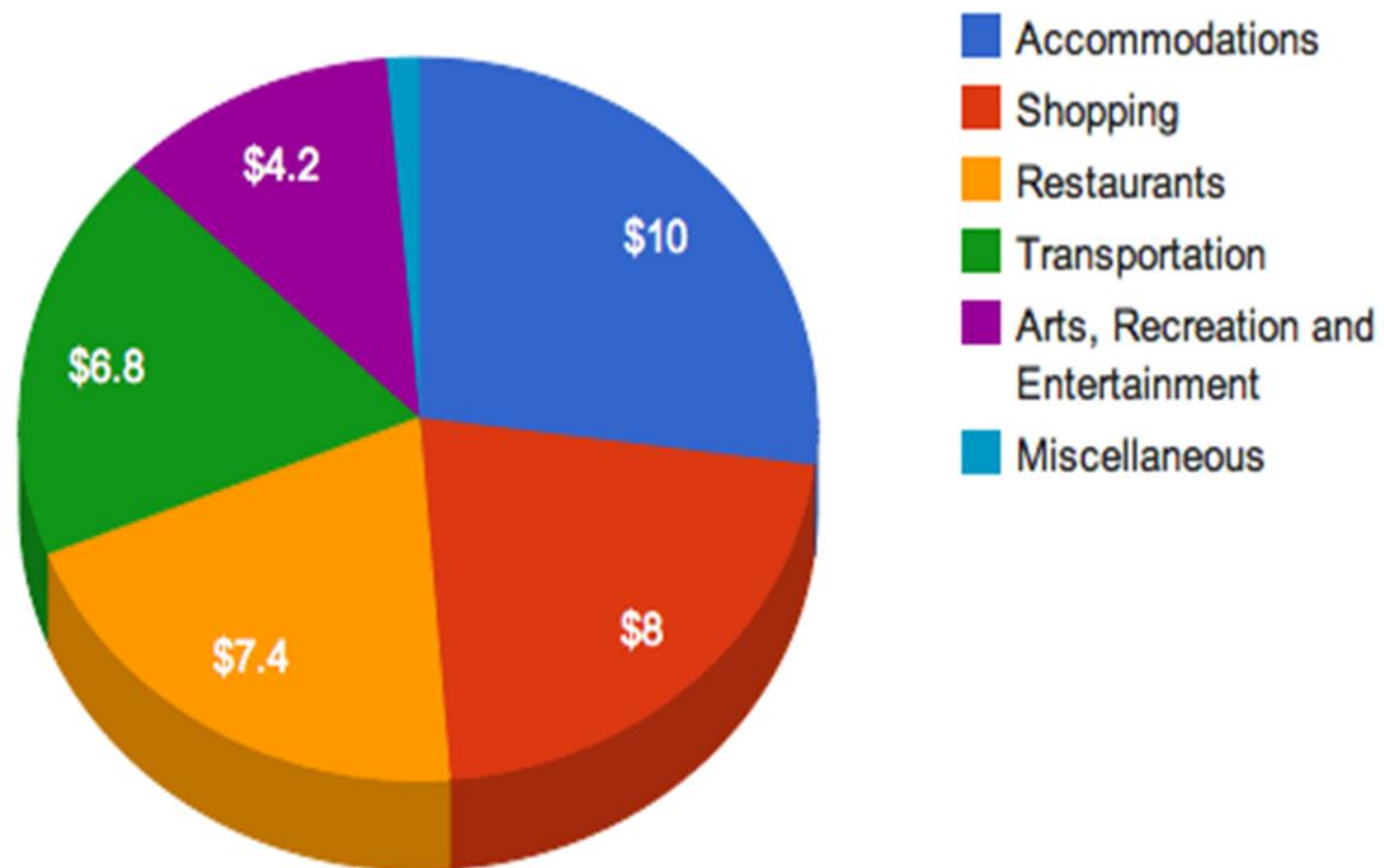
Of Consumers Want to Make An Environmental Impact



# NetGreen Makes "Plant Tree Service" Accessible

Seamless Integration with loyalty programs of retails, airlines, hotels, ecommerce, PoP & ATMs

Visitor Spending in New York City (\$US billions)



**40% of tourism income** is retail and F&B in UAE.

**NetGreen Connect**  
**"Plant Tree Service"**  
with loyalty programs of  
retails, airlines, hotels,  
ecommerce, PoP & ATMs



# NETGREEN MODEL EMPOWERS TOURISTS TO PLANT & TRACK 1 BILLION TREES GLOBALLY BY 2030



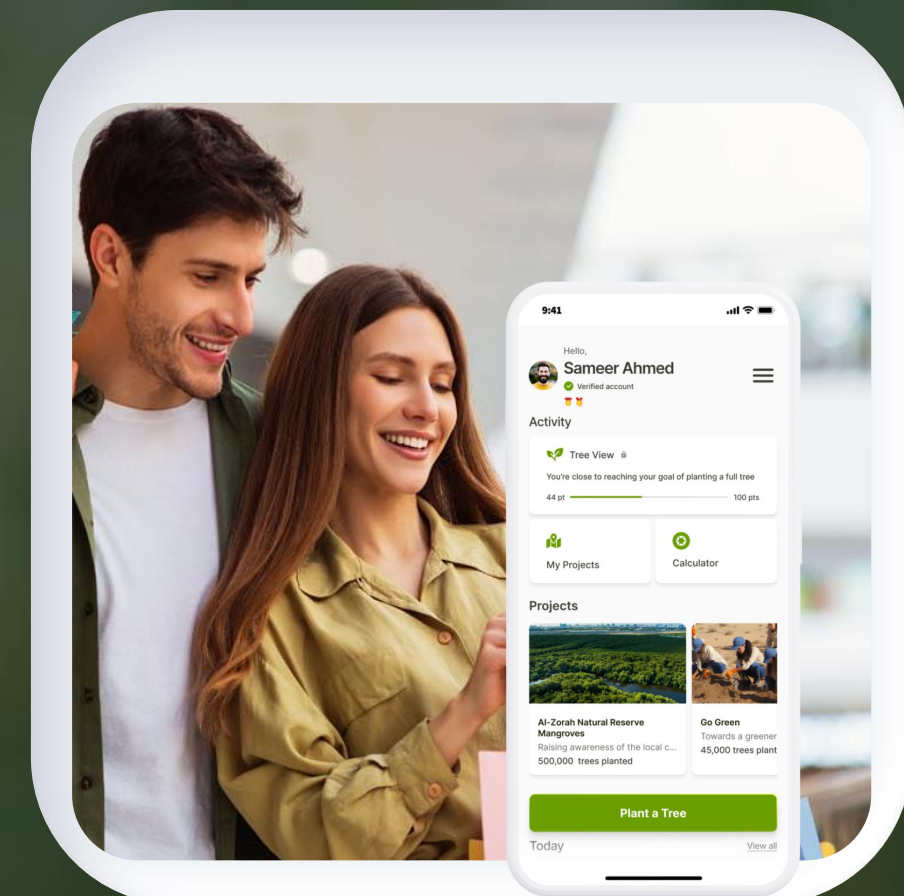
**Convert Loyalty Points Into Trees**



**Tree Planting Bundled With Product Purchase**



**'Plant A Tree' Service At PoP & ATMs**



**Subscription for Plant Tree Service**



# FOR BRANDS & RETAILERS TO TURN IMPACT INTO LOYALTY

*84% of consumers would tell friends and family about a brand's CSR efforts*

## Platform



Simple & Trusted

Convert loyalty points into trees and record all the movements on Blockchain

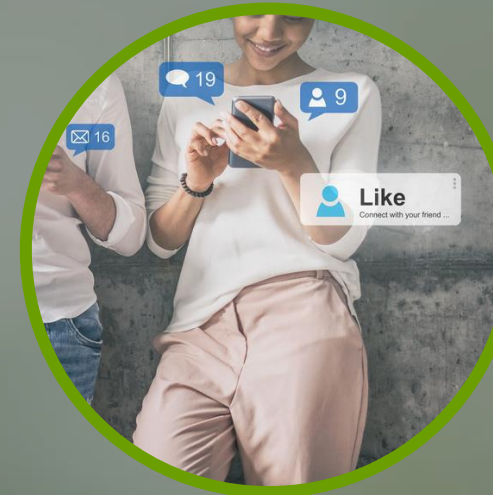
## Reports



Measurable Impact

Real-time data on Responsible Consumers for enterprises' CSR reports

## Marketing



Near Zero Cost

Green Marketing Campaigns at Near Zero Cost with Social Sharing

## Branding



Brand Impact

Re-forestation to engage customers long-term on tree lifecycle and impact



# CONSUMERS AND BRANDS ARE PARTNERING TO SCALE UP VALIDATED REFORESTATION PROJECTS

- Loyalty App users are enabled to redeem their points for tree planting.
- RAINBOW Milk sponsors tree planting based on the converted loyalty Points.
- NetGreen connect users and brands to reforestation projects in UAE.
- Users get to track impact on NetGreen App

**4 Million Loyalty Points**

for Tree Planting in less than 2 months

## Convert Your Loyalty Points



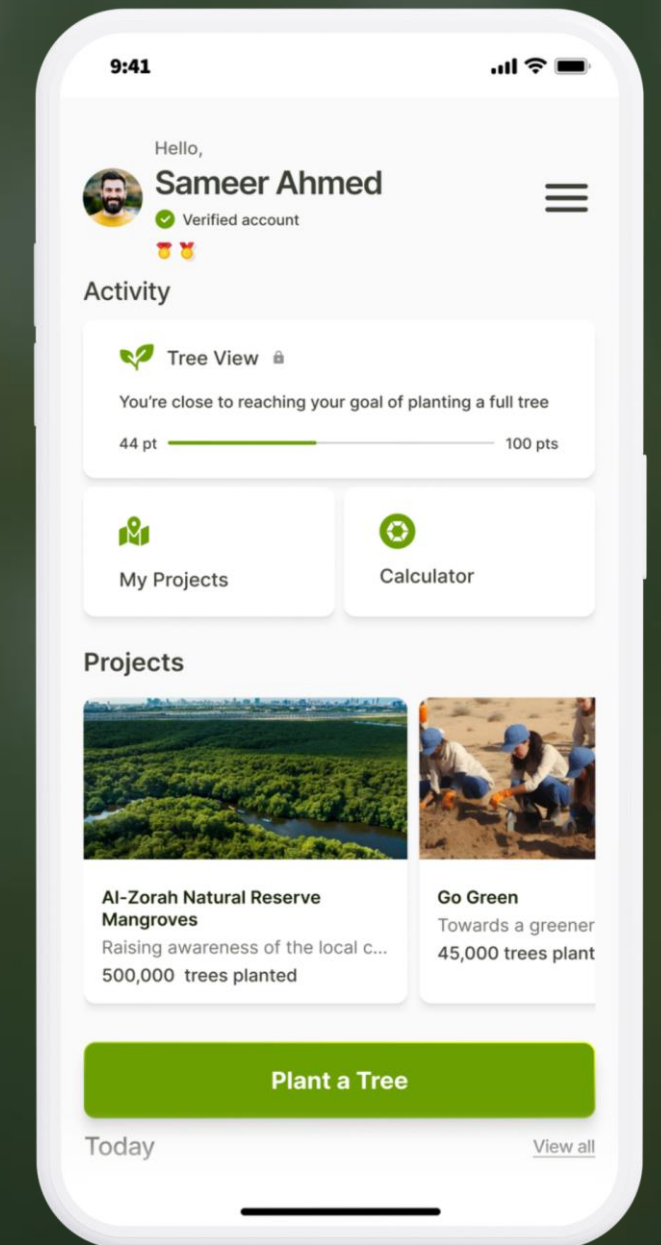
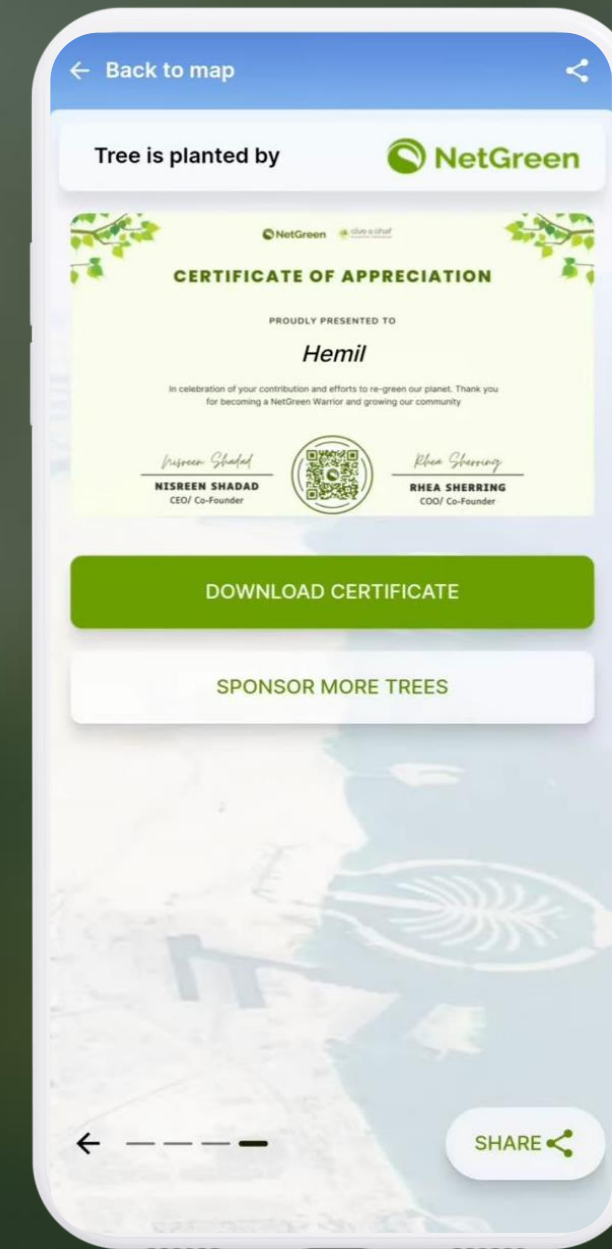
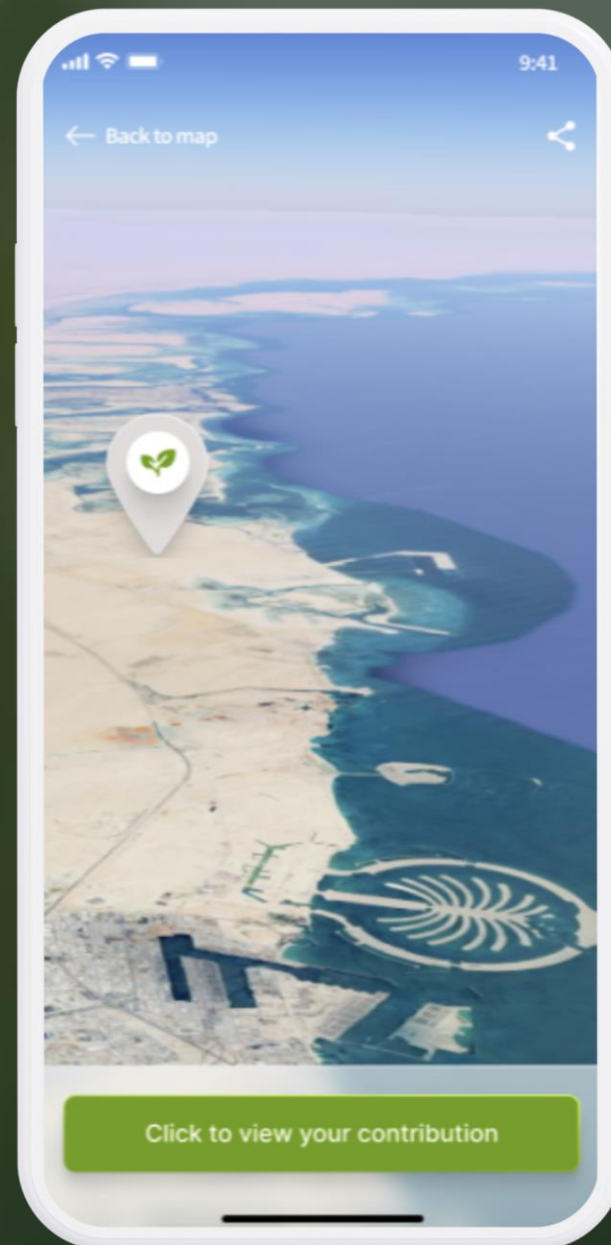
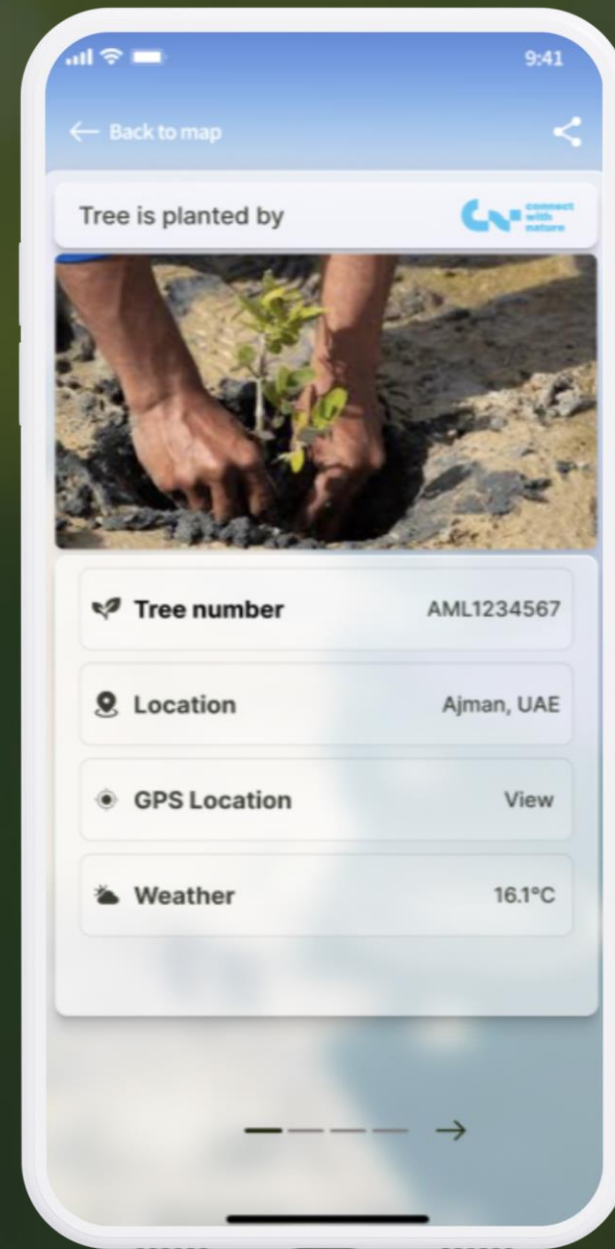
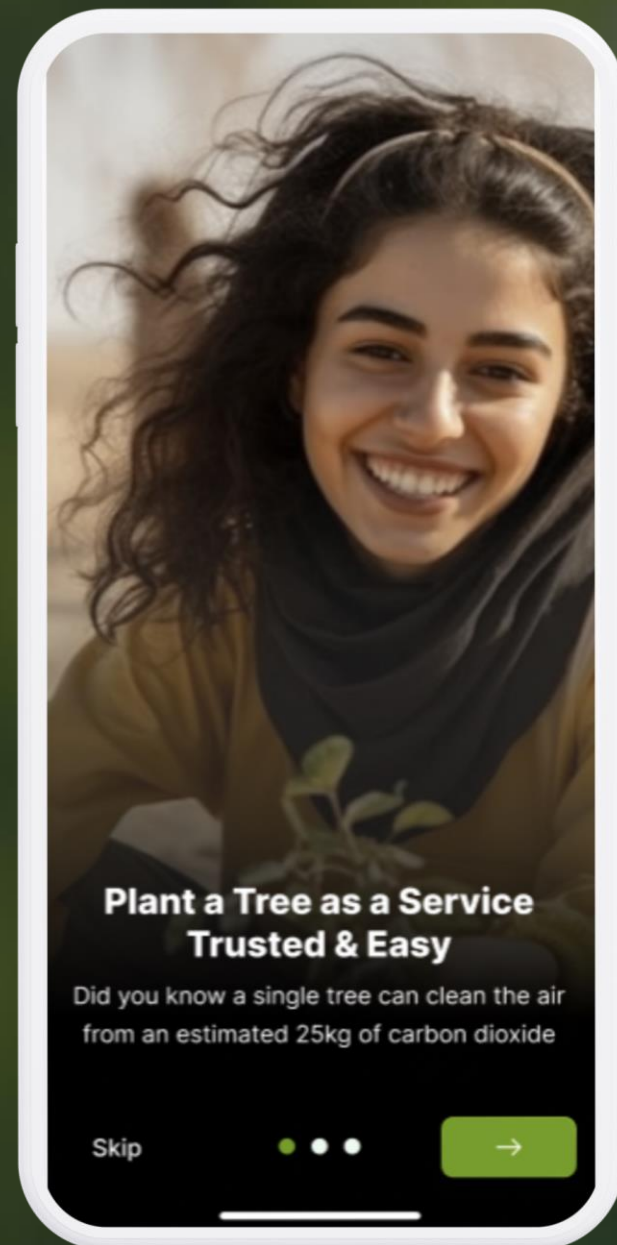


# TRACKABLE IMPACT BY CONSUMERS & CORPORATE PARTNERS

*User-Friendly  
Web-App*

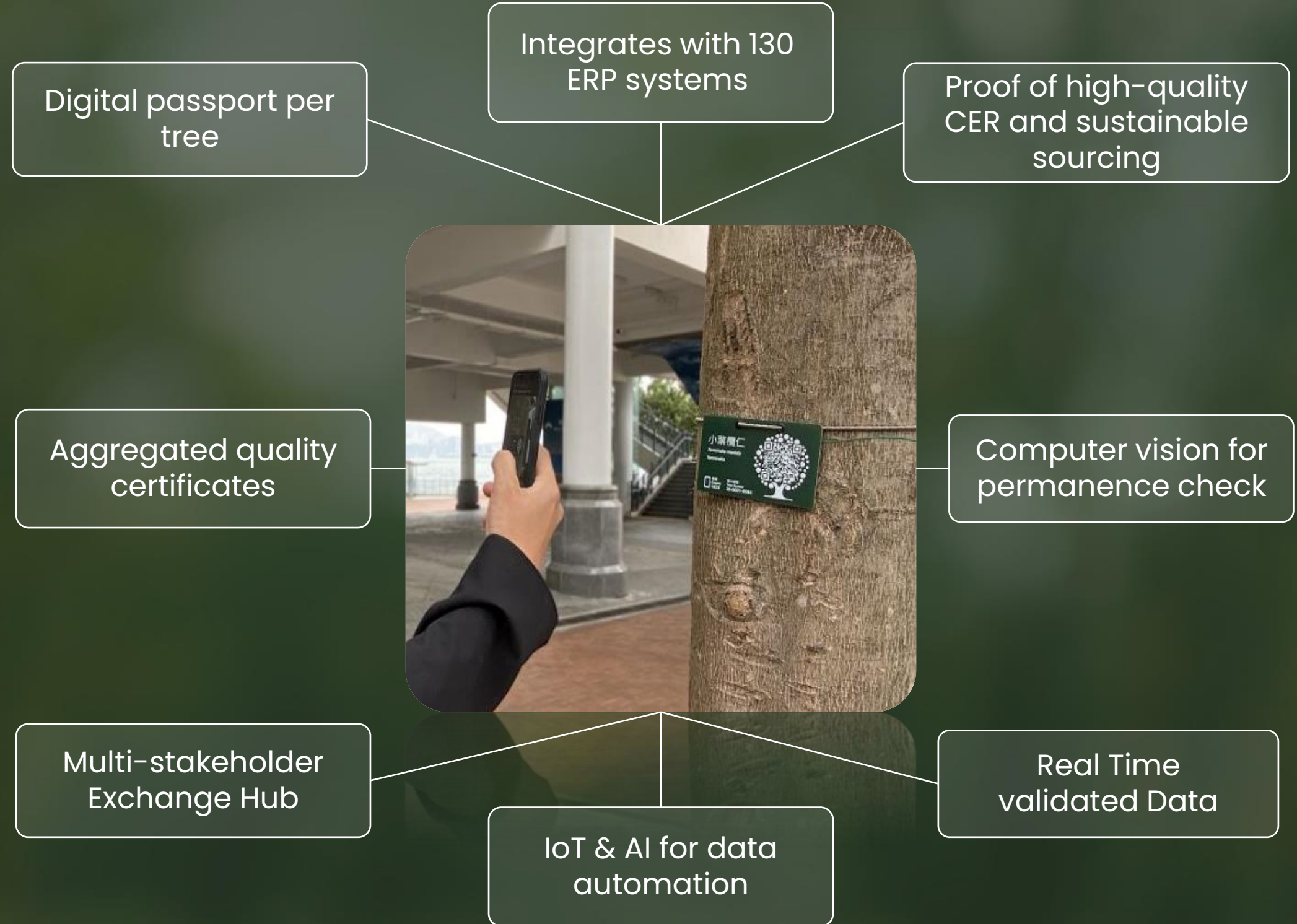
*Measure, Share & Track Your Impact*

*Collect Points &  
Get Recognized*





# TRUST & CREDIBILITY WITH UNIQUE DIGITAL TREE ID





# Competitive Landscape

## B2B2C

### Our USPs

- Blockchain tree identification & traceability to avoid double counting
- Short time to benefit – within 60 days
- Easy to integrate with ePOS & ERPs
- 100% data security with Azure Cloud





# GROWING OUR PRESENCE THROUGH STRATEGIC PARTNERSHIPS

## TECHNOLOGY PARTNERS



## QUALITY ASSURANCE & CONSULTING PARTNERS





# Current Clients - 2024

## Retail



Turn Loyalty Points into Trees  
80,000 users in the UAE



Purchase Gift Tree  
2,000,000 users in Saudi



Bundled With Product Purchase  
2,000 users in the UAE

## Re-Forestation Partners



Validated Reforestation  
projects- UAE



Validated Reforestation  
projects worldwide



# LEADING GLOBAL BRANDS IN PIPELINE

## Q4 2024



هيئة المساهمات المجتمعية - معاً  
Authority of Social Contribution - Ma'an

Fundraising Platform for  
Social Projects- Abu Dhabi



المركز الوطني  
لتنمية الغطاء النباتي ومكافحة التصحر  
National Center for Vegetation Cover  
Development & Combating Desertification

Validated Reforestation  
projects KSA

الهيئة الملكية لمدينة الرياض  
ROYAL COMMISSION FOR RIYADH CITY



Validated Reforestation  
projects KSA

## Microsoft Teams – Q4 2024



280,000,000 Daily Users

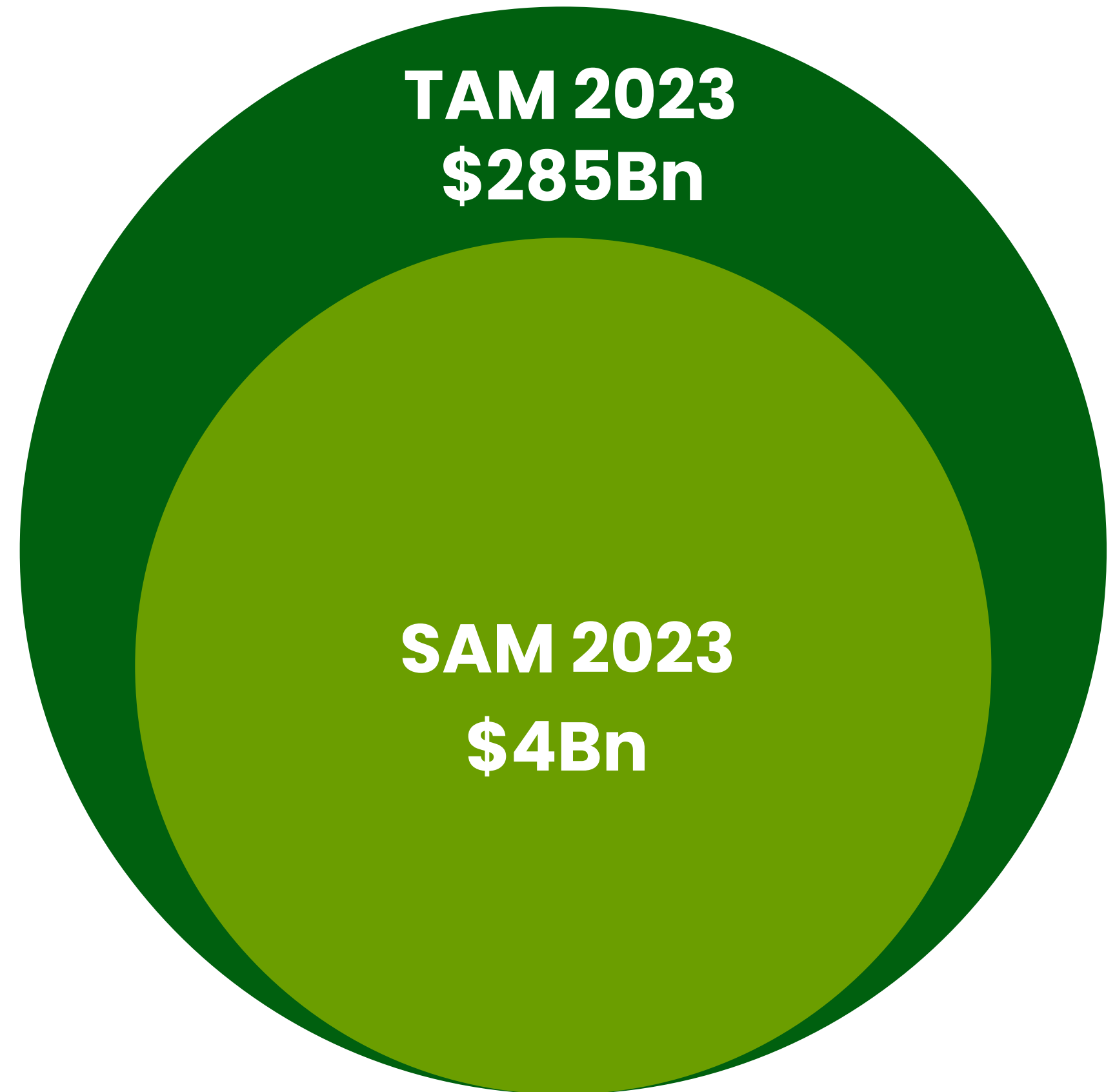
**'Microsoft just sponsored a tree to  
offset call footprint'**



# SCALABLE MARKET OPPORTUNITY WITH **HIGH GROWTH POTENTIALS**

The global retail market reached \$285Tn in 2023. Assuming NetGreen targets consumers and businesses interested in sustainability, a conservative TAM estimate would be **1% of the global retail market.**

Our focus is on the UAE and Saudi markets initially, Assuming the Middle East represents about 3% of the global retail market and **UAE and KSA constitute about 40% of the Middle East retail market**, we calculated the SAM.





# A JOURNEY FOCUSED ON GROWTH

2025




2026

2027

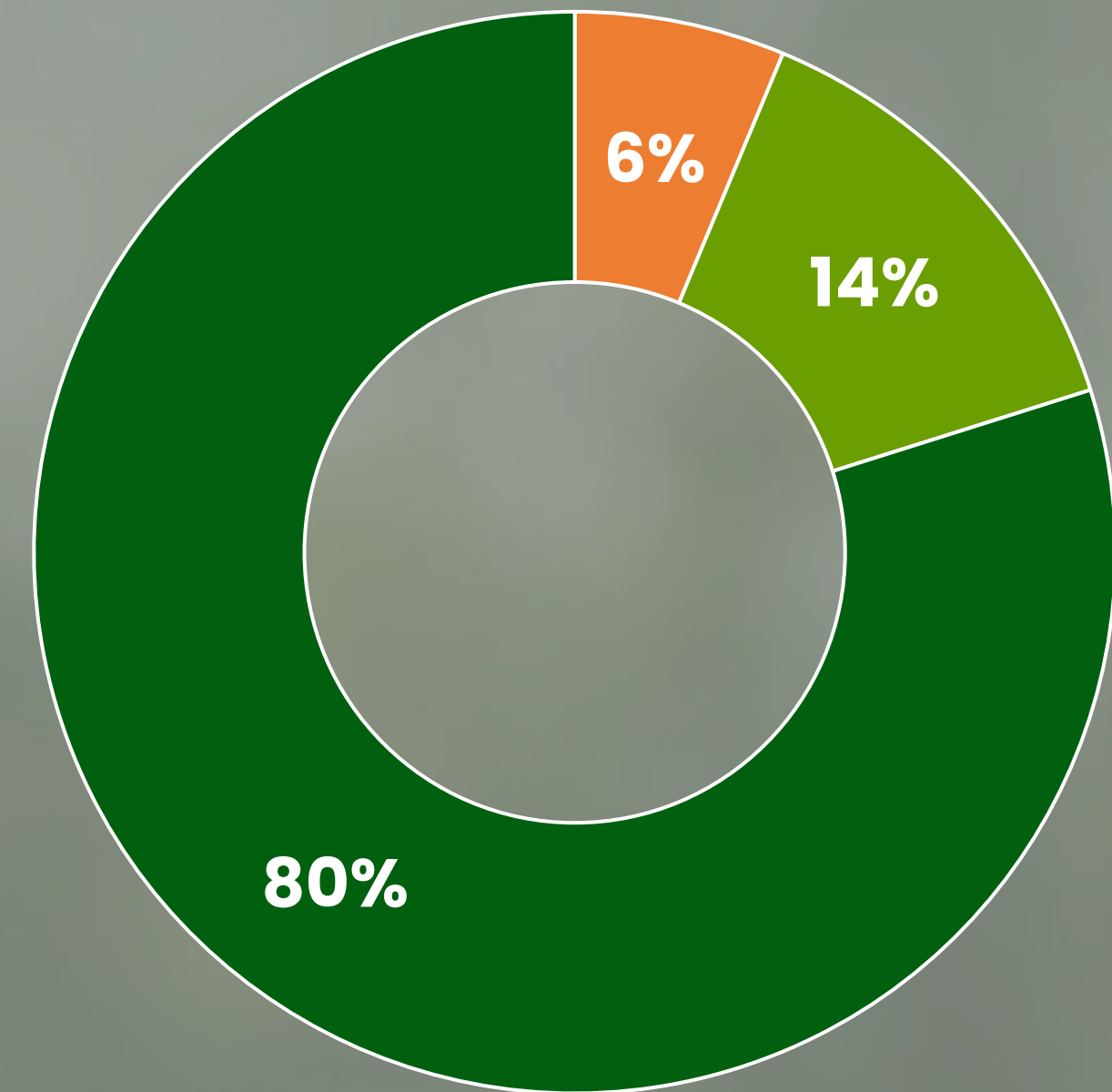
<b>Contributions Collected</b>	\$2.1M	\$12.7M	\$50.7M
<b>Presence</b>	UAE, Saudi	GCC	GCC, Europe
<b>Active Users</b>	50,000	250,000	750,000
<b>Enterprise Clients</b>	4	6	8



# KEY REVENUE STREAMS

-  \$5K – 10K Onboarding & Integration Fee
-  \$22K White-Labeled Platform Customization
-  10% Tech Fee for Each Transaction towards Planting Tree

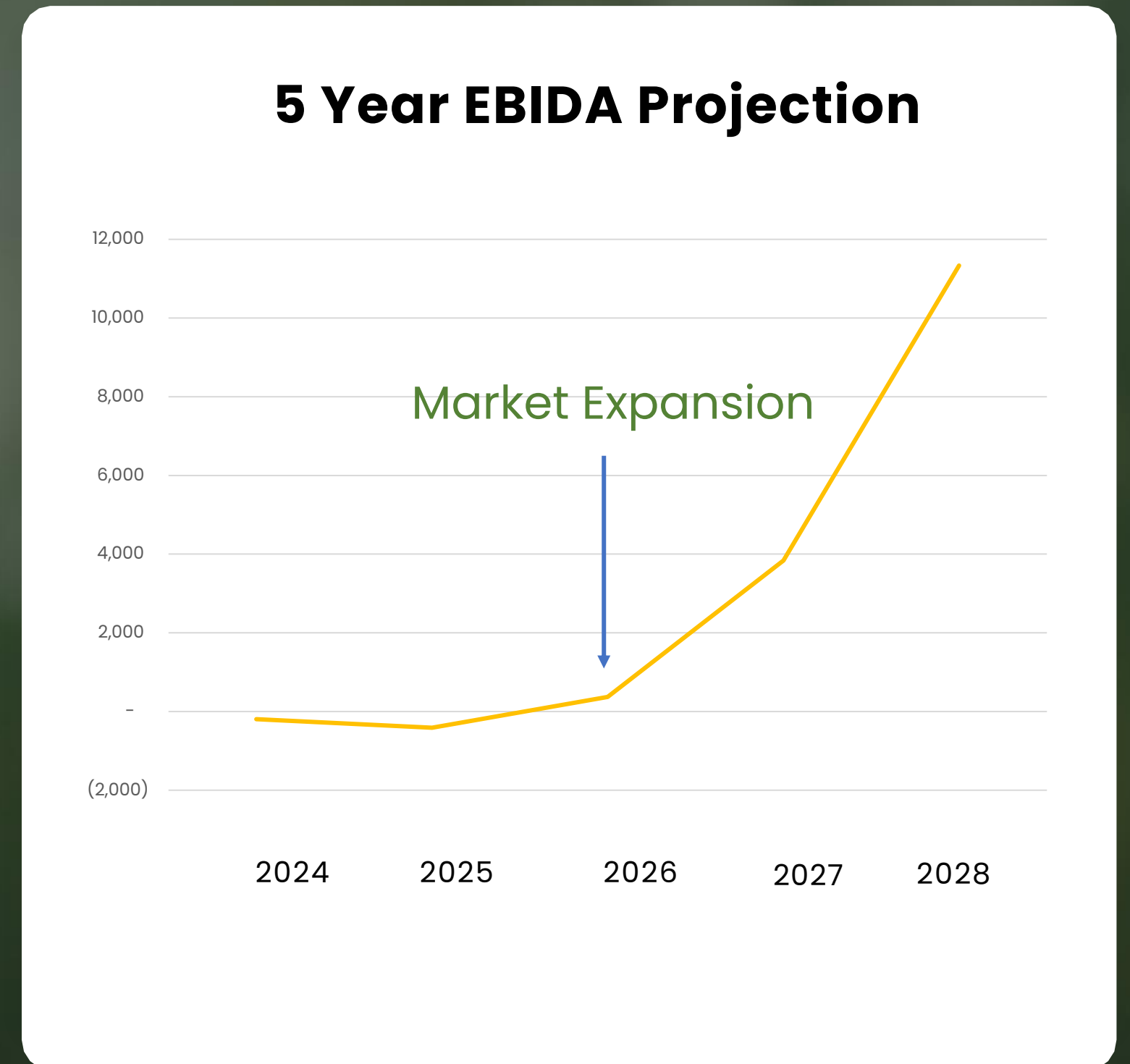
 Tech Fee    White Label    Integration





# FINANCIAL PROJECTIONS (2024 – 2028)

Year (USD'000)	2024	2025	2026	2027	2028
<b>Revenue</b>	55	318	1,909	7,291	19,228
<b>OPEX</b>	248	717	1,452	3,098	6,943
<b>EBIDA</b>	(194)	(412)	368	3,838	11,334

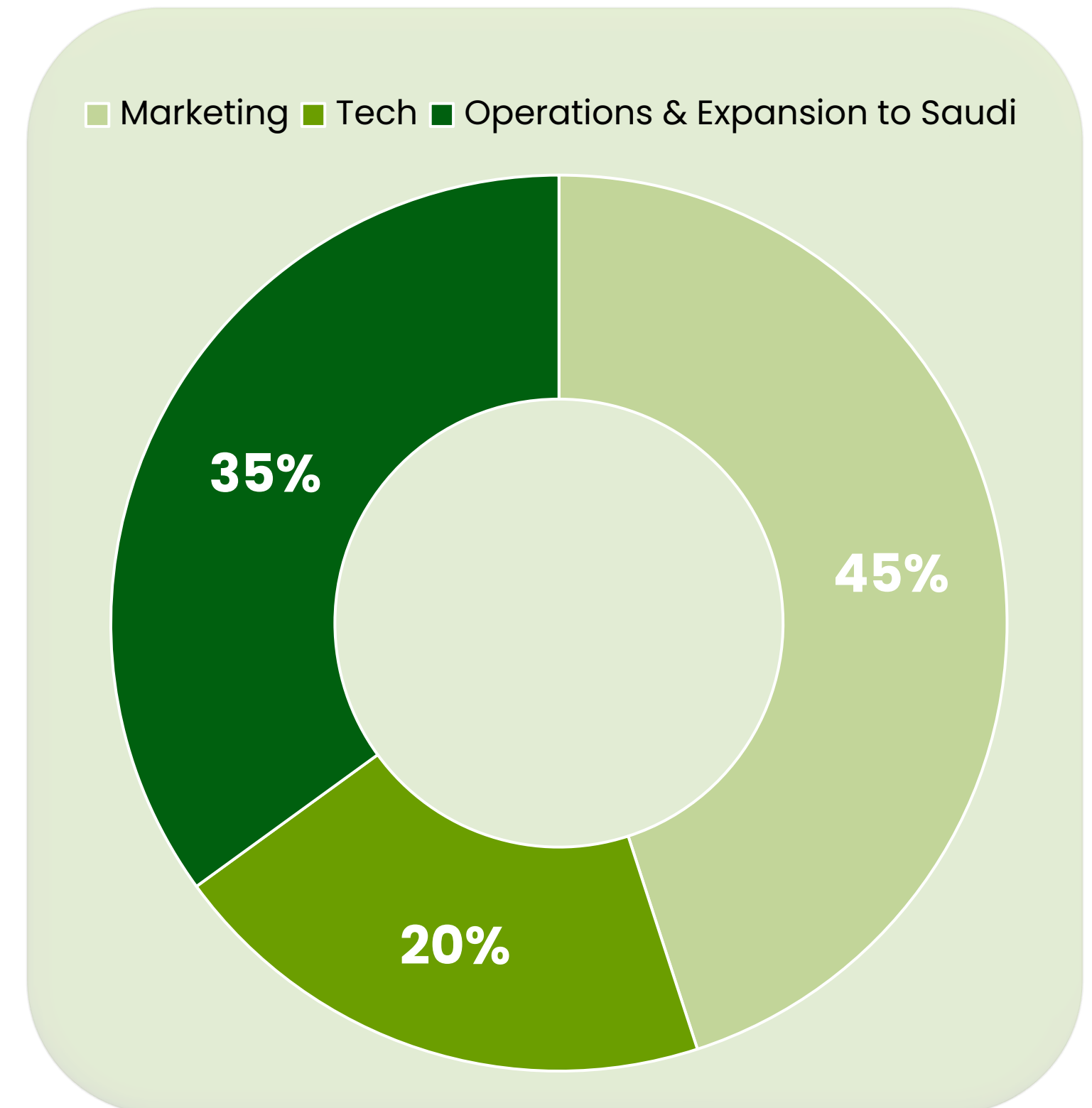




# INVESTMENT OPPORTUNITY

- → \$500K equity raise (Pre-Seed)
- → Valuation calculated based on EBITDA
- → \$25K minimum ticket size

Fund Usage Activity	Goal
Marketing	Onboard 60K active users
Software development	Create seamless retail integration APIs to onboard 4 partners
Operation	Hire marketing manager and business development manager to scale operations in UAE and Saudi Arabia





# MEET THE NETGREENERS



**Nisreen Shadad**

CEO/ Co-Founder

12 years of experience at climate action projects & a dual master's in ICT & International Business

 [@nisreen-shadad](#)



**Rhea Sherring**

COO/ Co-Founder

Passion for growing brands through innovative marketing & D2C business models.

 [@rhea-sherring](#)



**Wassim Merheby**

CSO/Co-FOUNDER

Serial Techpreneur with 20 years in leadership roles with global companies

 [@Wassim Merheby](#)

# ADVISORY BOARD



**Hiren Patel**


TECHNOLOGY ADVISOR

 [@Hiren Patel](#)



**Bindu Sherring**

FINANCIAL ADVISOR

 [@Bindu Sherring](#)



**Emmanuelle Mace-Driskill**

SUSTAINABILITY ADVISOR

 [@Emmanuelle Mace](#)



**Prof Ger Graus OBE**

EDUCATIONAL ADVISOR

 [@Prof Ger GrausOBE](#)



**Kokila Al Agh**

LEGAL ADVISOR

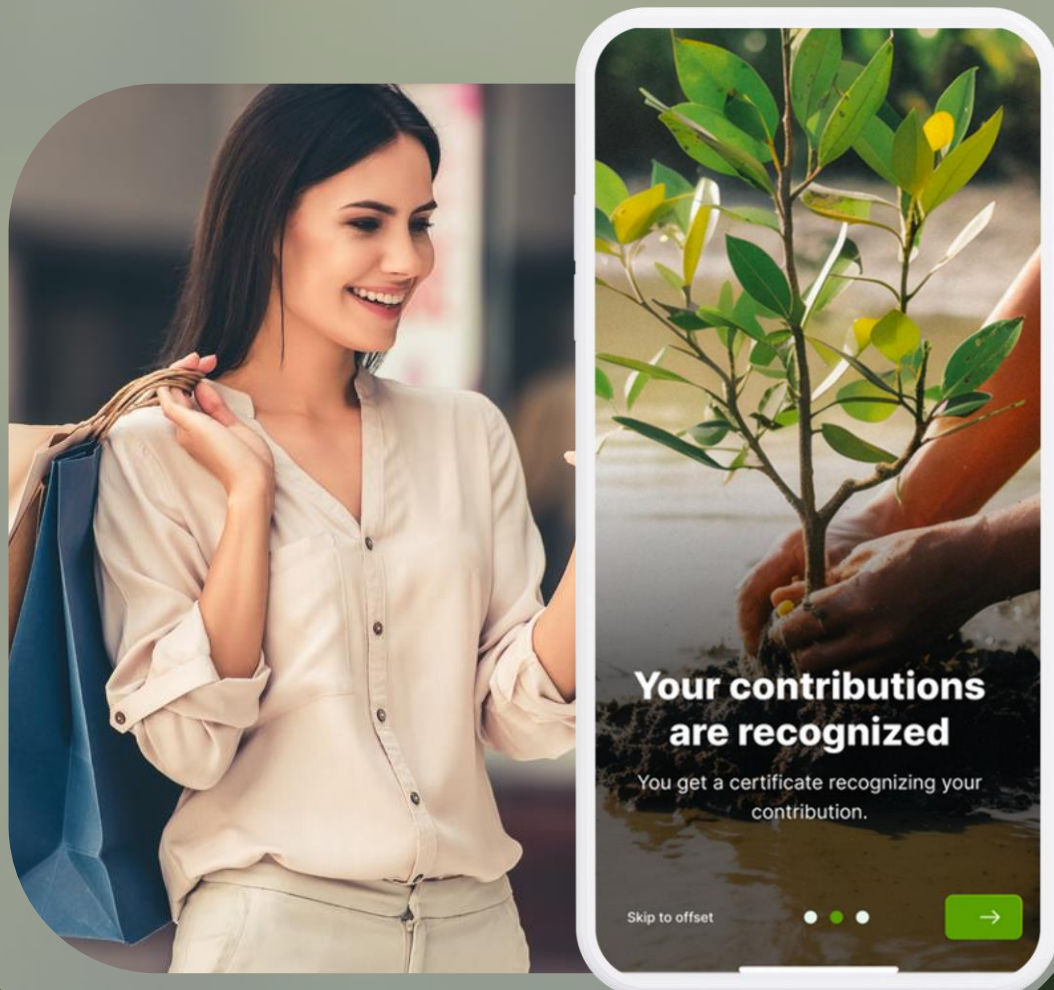
 [@Kokila Al Agh](#)



# HOW TO JOIN US?

## Integration

Integrate NetGreen into your loyalty app to **empower consumers**



## Sponsorship

Support tree planting **based on the converted points**



## Invest in NetGreen

Join our **pre-seed round** \$500K equity raise





# GROWING OUR COMMUNITY



Cop28



Saudi Ministry of Environment, Water and Agriculture



Dubai Chamber of Commerce



GITEX Impact



Pepsi Youth Hackathon



Sustainable City Community



**NetGreen.Live**

Your Everyday Choices, Our Collective Future



**Scan For The Demo**

Or Visit

[https://linktr.ee/netgreen.live?utm\\_source=qr\\_code](https://linktr.ee/netgreen.live?utm_source=qr_code)

<https://netgreen.live/>  
[impact@netgreen.live](mailto:impact@netgreen.live)

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