UNCOVERING THE SUSTAINABILITY VALUE TO BUSINESS

Presentation by

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UNCOVERING THE SUSTAINABILITY VALUE TO BUSINESS.

WE WORK TO CATALYZE THE TRANSITION TO A LOW CARBON ECONOMY
STRATEGIC VALUE BEYOND COMPLIANCE

VALUE
- Assess to / Cost of Capital
- Market Differentiation
- Competitiveness
- Capital Market

ENGAGEMENT
- Social License to Operate
- Community Impact
- Branding

COMPLIANCE
- Environmental Licensing
- EHSS / EMS
- Labor

OUR MARKET SEGMENT
- Public Companies (B3, NYSE, LSE)
- Foreign Capital (Debt)
- ESG Investments (Equity)
- Exporters
IMPACT OF R&D POLICIES IN BUILDING A TECH-BASED SME

Born to support the Industry
- Mining
- Pulp & Paper
- Steel
- Energy

Scaling the Business
- Technology Park of Belo Horizonte (BHTec)
- TECNOVA (R&D support to SMEs) – FINEP + FAPEMIG
- RHAE CNPq
- SEBRAETEC / SEBRAE Inovação

Seeking Capital & Growth
- Joint Venture

Initial impact and new growth wave
- Average Gross Income growth 70% per year 2014 – 2019
- Digital Products responding to ~25% of sales
- 68 Full Time Employees
- INOVACRED (BNDES / BDMG) supporting innovation
Employing knowledge and technology to support our customers to overcome the challenges of sustainability in a fast-changing world.
PRODUCTS & SERVICES

**CLIMAS**

**SUSTAINABILITY MANAGEMENT**

CLIMAS® is a software for strategic sustainability management (GHG Emissions, Energy, Waste and Water), developed by WayCarbon, that compiles, organizes, manages and reports information with powerful business intelligence (BI). It allows companies to gain efficiency, scalability and data security, empowering managers to focus on what is relevant to businesses: outstanding results.

**CLIMATE RISK**

The Model for Vulnerability Evaluation (MOVE®) is an integrated platform that applies spatial analysis and statistics to assess vulnerabilities and risks associated with climate change. The model was developed by WayCarbon with research funding from FINEP, FAPEMIG and CNPq.

**CLIMATE RESPONSIBILITY**

The platform Amigo do Clima is a voluntary initiative for carbon offsetting. It is a marketplace that connects mitigation projects and companies, registering transactions and guaranteeing transparency and traceability in the commercialization of carbon credits.

**STRATEGIC STUDIES**

Our multidisciplinary and experienced team provide intelligence and deep analysis to integrate sustainability into corporate strategies and public policies. Our goal is to support institutions, both private and public, in the transition towards a low carbon and resilient economy.

**ENVIRONMENTAL LICENSING**

LicenTia applies cognitive computing and AI (Watson®) to collect and organize large volumes of environmental impact assessment data, reducing cost and time of environmental licensing. LicenTia is one of the 300 solutions selected by the IBM Global Entrepreneur Program.
WAYCARBON’S SERVICES EXPORT

2019

DIRECT EXPORT: 25% OF YGR

“MODE-5” EXPORT: 30% OF YGR

SHARE BY SECTOR
- MINING | 27%
- STEEL | 15%
- AUTOMOTIVE | 12%
- CONSUMER GOODS | 11%
- AGRIBUSINESS | 8%
- PETROCHEMICAL | 4%
- OTHER 23% (AERONAUTICS, PULP & PAPER, OIL & GAS)

CLIMAS® USED IN 12 COUNTRIES BY BRAZILIAN MULTINATIONALS