



In 2018, **1,000,000** bottles were bought **every minute**

Growth in plastic use is forecast to **accelerate**

The impact will be felt **worldwide**



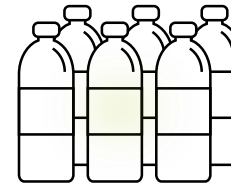
The **world** is responding



Companies, charities, non-profit organisations, governments and local groups now understand the threat and are responding



The elimination of unnecessary plastics, like cotton buds and straws is already underway



Plastic taxes, for single use plastic packaging are expected in the next few years



The **business case** for reducing plastic packaging is strong



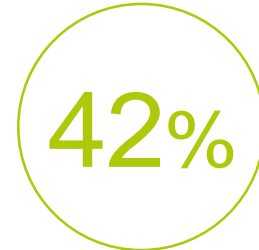
“The number one issue for British shoppers in the next decade will be to reduce packaging and use more recyclable materials”

source Thoughtworks 2018

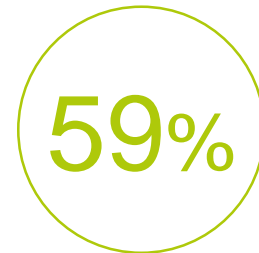
Of UK consumers



Are ‘extremely’ concerned about plastic pollution



Plastic reduction in packaging should be a priority



Are doing more than they were last year



Direct sales are the future of FMCG



Many of the world's leading FMCG groups are trialling subscription, looking for higher market share and higher margin.

COST

Changing the model from third party sales requires different fulfilment models and the costs of delivery.

Customer retention costs are also large.

ENGAGEMENT

A standard regular delivery, or even delivery on demand does not provide a particularly engaging service.

Retention has proven difficult.

SUPPLY CONTROL

Regular deliveries risk running out or oversupply.

Existing methods of maintaining an optimal supply requires too much activity from consumers.



Vesta **targets** plastic packaging in the **home and business**



Vesta Smart packaging is a revolutionary approach to the supply and management of goods for the home and business

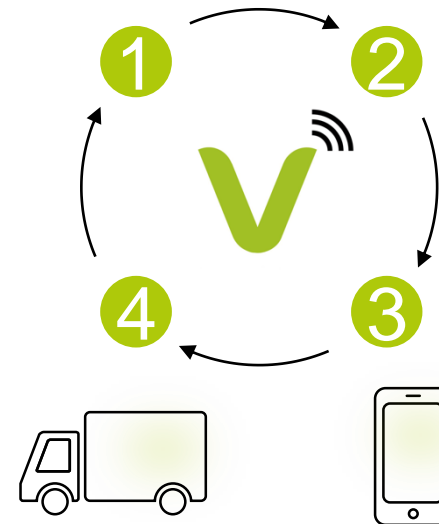
Vesta sells to the merchant smart packages, that when sold notify the supplier when it is near empty and micro-delivers a refill in a recyclable package to the customer at their premise.

Both the merchants and customers reduce the impact on the environment due to the adoption of sustainable refill packaging

Our proprietary smart packages are able to monitor their contents – and know when they're about to run out



The packages communicate with our central platform



Our merchant partners receive the orders and ship the environmentally friendly, short-lived, refill packages

The Vesta app provides a 1 touch alert and re-order function, minimising user input

Targeting two customer groups



**Small Medium
Businesses**

Small and medium businesses are simple and low cost to target.



**International
FMCG**

Larger organisations who supply FMCG, agricultural or health and hygiene products



**Existing
Customers**

Include two leading International FMCG providers

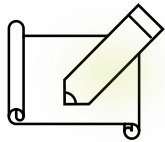
A B2B granola company, a B2B coffee manufacturer/wholesaler

A strong international pipeline of at least 15 customers including another large FMCG pending investment

We operate a **simple** business model



ONE OFF FEE



DESIGN SUPPORT

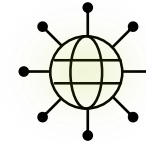
Vesta's are available off-the-shelf, or made to order for brands wishing to retain control over their look and feel.



VESTA PACKAGES

We have a number of devices available. Prices vary, dependent on size and choice of materials.

RECURRING REVENUES



PLATFORM & CONNECTIVITY

Vesta monitors all devices and translates sensor readings into refills and automatically handles device faults.



ANALYTICS & META

We provide analytics, and can customise or design a dashboard to fit our customer's product base.

Providing fully customizable packaging



Packaging can be customised for liquids or solids, and branded to the merchant's requirements

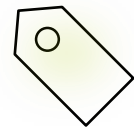


A rich **analytics** offering provides additional revenue



Data from Vesta allows our customers to see how their product is being used, providing insights across their business

MARKETING/SALES



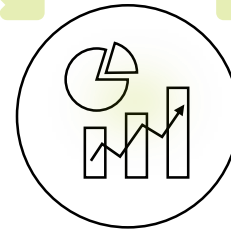
Brand analysis



Marketing RoI



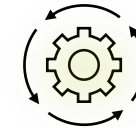
Pricing strategy



MANUFACTURING



Production forecasts



Production efficiency



Resource allocation



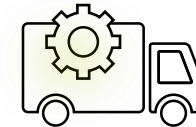
LOGISTICS



Inventory analysis

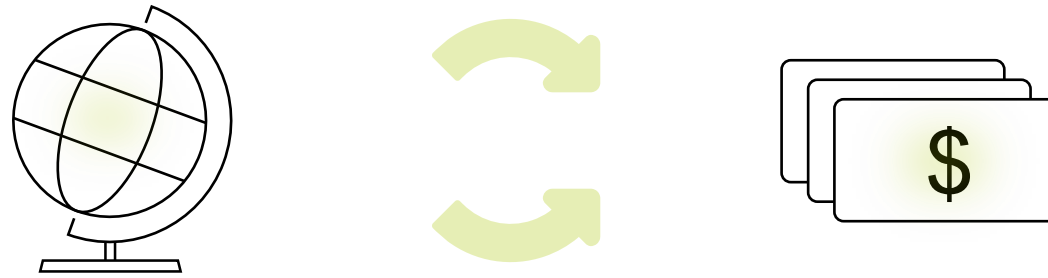


Route planning



Supply chain diagnostics

Our **market potential** is vast



\$269bn

Global spend on plastic packaging

Competition



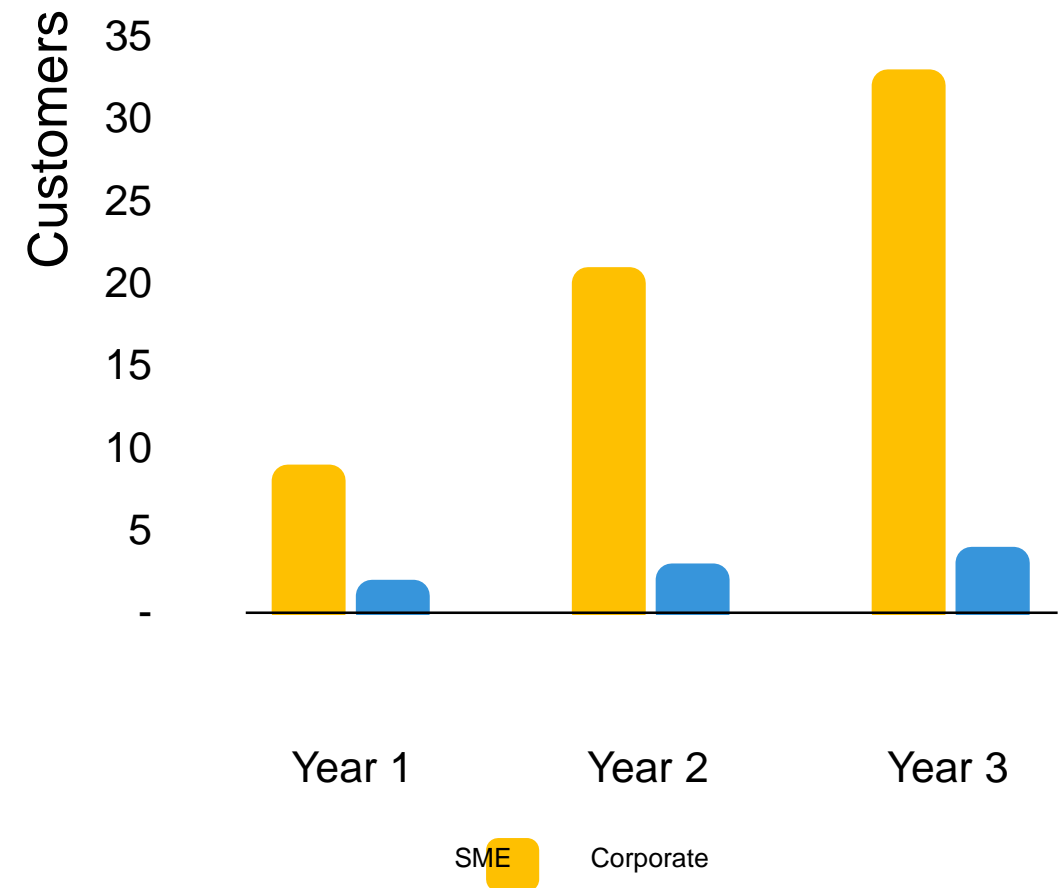
Our solution is **smarter** and **greener**



Vesta is investing in growth and will be profitable in year 4



We are revenue generating and have no debt



We have an experienced core team



TOM
CEO

Tom is a Business Consultant who has spent the last 12 years developing strategy for clients based on data and analytics.

He has extensive international experience, leading teams on projects in more than 20 countries across 5 continents.

Tom has a master's degree in elementary particle physics, was once a professional juggler, and has recently discovered the joys of home-smoking



DAVE
COO

Dave is an IT Director from the packaging and logistics industry.

He has a background in web application and e-commerce development, with more than 15 years experience in the sector as a full-stack developer.

When not writing about himself in the third person,

Dave can be found maintaining a garden (and a family) he didn't realise would be quite so much hard work



DAVID
COO

Our other Dave is an experimental physicist, who, after completing his PhD in positron-molecule scattering experiments, worked for over eight years in France and Switzerland on an array of experiments including the collider at CERN.

When he is not probing the nature of reality, Dave has a passion for gardening and music, and often combines the two



ELISABETH
CMO

Vesta's communications person, Elisabeth comes from a humanities background and has worked for more than 10 years in the London rare book trade.

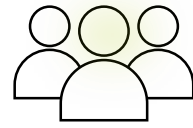
She is a cataloguer for booksellers and heritage institutions, and is also studying for a doctorate in history.

In her free time (when she has any) she enjoys travelling, and poking around in old houses

We are raising capital to support our next phase of growth



We are looking to raise **£600k** to support development & trials through 2019/2020



Development of our devices, platform and application. All development is done internally, with no need for contractors



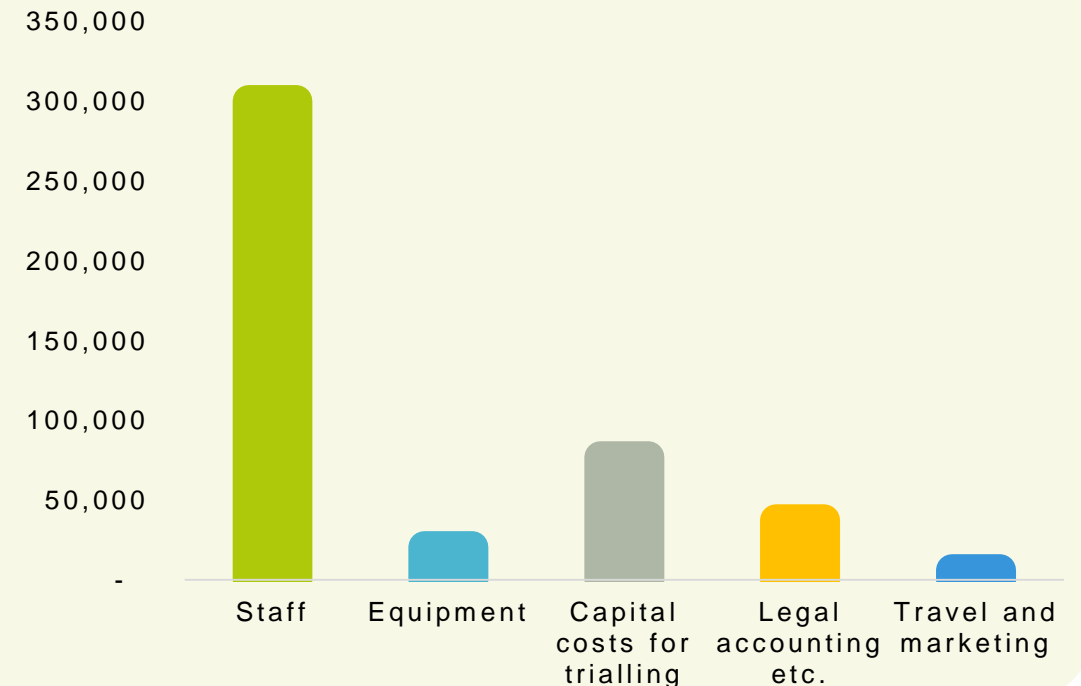
Administrative, legal, equipment & software costs



Devices and support for commercial trials

Year 1 costs will be mainly staff and trial support

We will hire additional support for marketing and sales.



Roadmap



2019

FIRST COMMERCIAL TRIAL WITH MAJOR INTERNATIONAL FMCG GROUP

END OF 2019
STARTUPBOOTCAMP
IOT

COMMERCIAL TRIAL WITH SECOND MAJOR INTERNATIONAL FMCG GROUP



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

V2 SERVICE COMPLETED

V3 SERVICE COMPLETED

V4 SERVICE COMPLETED



OUR FIRST COMMERCIAL TRIALS HAVE PROVEN HIGHLY SUCCESSFUL WITH SOME OF THE WORLD'S LARGEST FMCG GROUPS. WE ARE NOW PREPARING FOR SCALE ORDERS AND ROLLOUTS

In summary our circular model provides **exceptional value** to manufacturers & end users





Thank you

For more information please email
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