

# Introducing Earthwallet

A purpose-led solution in customer acquisition and brand loyalty



Welcome to the  
Regenerative  
Economy of  
the Future.

# 2000

## The Decade of Connection

Everyone could connect and communicate instantaneously from anywhere in the world.



# 2010

## The Decade of Convenience

Consumers could get anything they wanted or needed at the touch of a screen.



# 2020

## The Decade of Purpose



Companies that put purpose at the heart of what they do will rise to the top.



patagonia

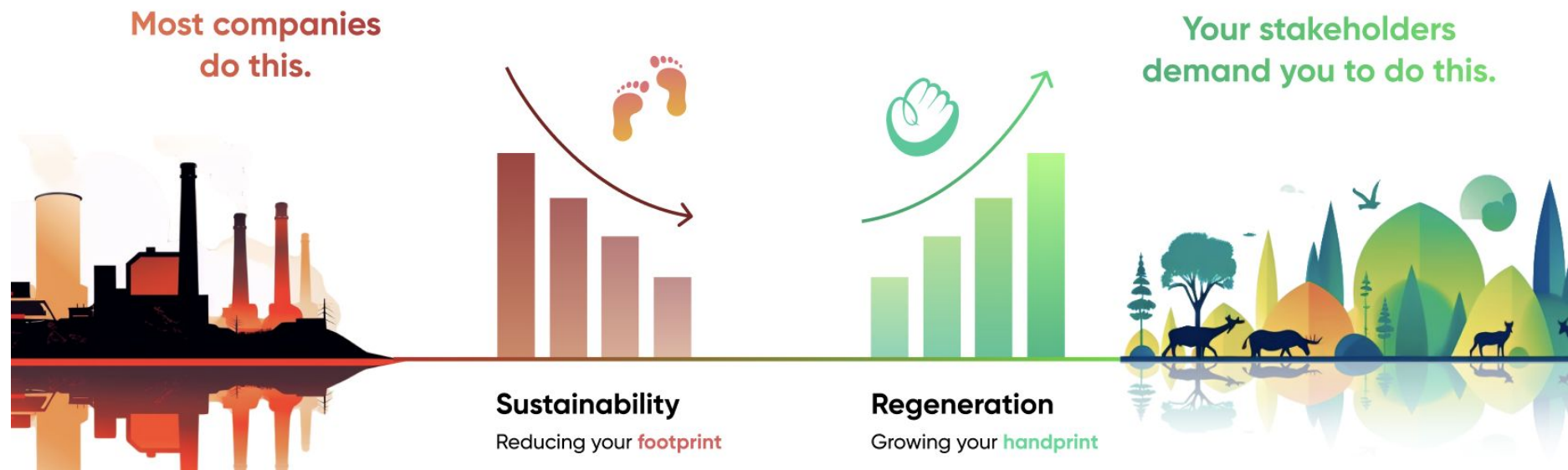
DIGITAL  
TRANSFORMATION

REGENERATION  
TRANSFORMATION

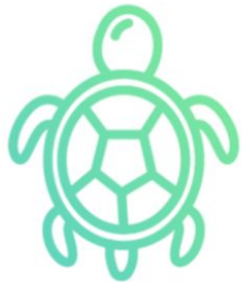


# Your business case starts with doing good, better

Sustainability creates legitimacy, regeneration creates competitive advantage



# This is impact for the 21st century.



## Impact Projects Curation

Access to projects proven most effective at aligning to UN Sustainable Development Goals



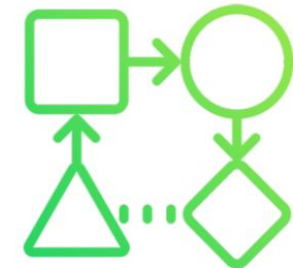
## Transparent accounting

Cost breakdowns and proof of fund delivery and fulfilment.



## Science-based reporting

Quantify impact metrics in real time.



## Effortless stakeholder management

Impressive data, visuals and other content to engage stakeholders in your ESG efforts.

*\*Post-Series A, Handprint is gaining B-Corp certification, and working with partners to create impact-based certification for many of our impact supply*

# Global Thought Leaders



**Dr. Simon Schillebeeckx**

PhD in Innovation Management from Imperial College London.

Published author, former sustainability consultant, TEDx speaker.

Strategy & Entrepreneurship Professor at Singapore Management University (SMU), specialising in Digital Sustainability.



**Dr. Ryan Merrill**

PhD in Climate & Public Policy from University of Southern California, and a researcher in Digital Sustainability.

+10 years' experience in Finance Management roles, Founder of Global Mangrove Trust - NGO funding blue carbon forestry through blockchain technology.

## Financial Times 2022

Best Paper of the year award: Alipay and the Antforest

### FINANCIAL TIMES

Teaching cases award: a world of eco-dilemmas

The best studies help students grasp the complex trade-offs that sustainability requires

## Financial Times 2023

Highly recommended Academic research award

### FINANCIAL TIMES

Academic research award: tipping point for action

Winners wanted more than academic acclaim — they identified ways to turn aspirations into concrete, real-world results

**Commissioned by DBS, the Sustainable Digital Finance Alliance, and UN Environment.**

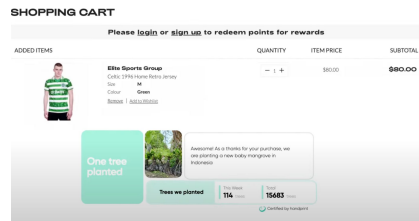
Sustainable Digital Finance in Asia



# Adding an impact layer to your digital interactions boosts business value across industries

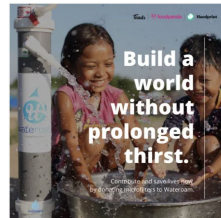
## E-commerce

Our cart plugin enables retailers to contribute to regenerative projects with every checkout. This has shown to increase [cart conversion by 16%](#).



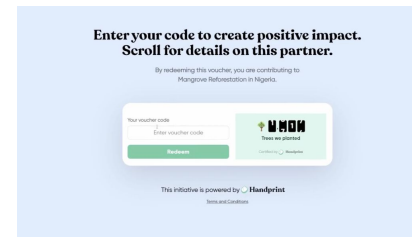
## Advertising

We've partnered with Teads, the world's largest open-platform advertiser. Our regenerative ads [increased view-through rate +120% above benchmark](#).



## Gifting

We've partnered with companies like PraisePal, BI Worldwide, Uniqgift and developed bespoke gifting solutions for [Thunes and Teads](#).



## Fintech

In September 2023, We're launching a new product with IDEMIA, the second largest payment card manufacturer in the world. IDEMIA's greenpay platform will be supported by Handprint's high-quality impact trading, tracking and engaging platform. A pilot with 6 banks will be launched at the Singapore Fintech Festival 2023.



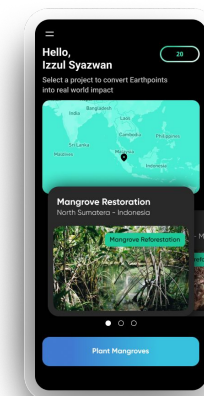
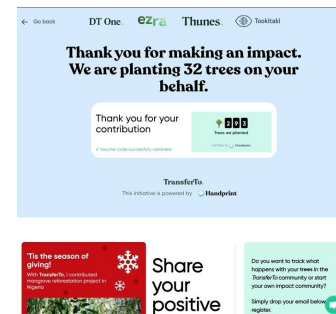
# Challenge

Banks struggle to acquire and retain customers (especially Gen Z and millennials) (1)

[Read more here \(1\)](#)

# Solution

Build a community around collective action. Drive conversations around sustainability goals, purpose, and positive impact.



# Earthwallet helps banks acquire and retain Gen Z and millennial users

Handprint and IDEMIA's joint Go-To-Market



## Earthpoints

Innovative rewards to acquire new users and reward existing ones.

## Track

Long-term tracking of individual impact and reporting by Handprint's impact partners.

## Engagement tools

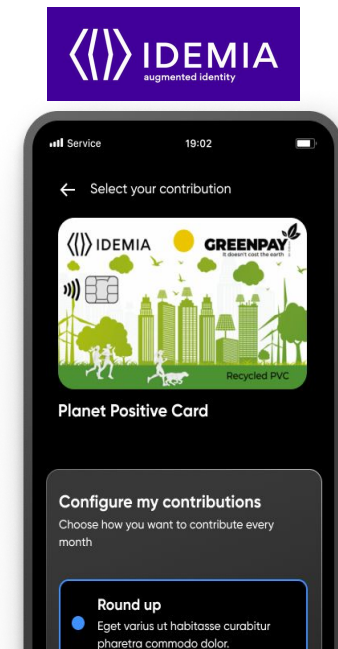
Banks retain customers by providing continuous rewards (Earthpoints) and content.

## Planet-Positive Cards

Innovative cards that go beyond offsetting card emissions and attract the next generation of bank users.

## Seamless Digital Banking

Cards that come with a paperless banking system and easily integratable tech stack that delivers impact rewards.





# Challenge

Private banking clients and investors are aligning their wealth strategies with climate action and sustainability (1, 2)

Read more on [\(1\)](#) and [\(2\)](#)

# Solution

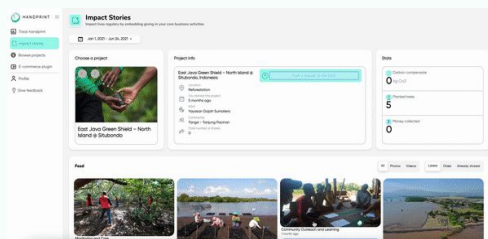
Make impact accessible, credible, and reputable within the tools these actors are familiar with

The screenshot displays the Handprint app interface. On the left is a navigation menu with options: Track handprint, Overview, Reforestation, Ocean Plastic, Clean Water, Social Justice, Education, Coral Reefs, Biodiversity, Impact Stories, Marketplace, E-commerce plugin, and Impact Badges. Below the menu is a 'Beta' badge and the text 'Gift impact to your'. The main content area is titled 'Your Impact' and includes a 'My Stats' dropdown and an 'Export PDF' button. It features eight impact cards: Trees planted (5,471), Plastic collected (kg) (1,843), Filters financed (3), Rescues financed (104), Children you help (5), Baby corals planted (206), and Microhabitats restored (1). Below these are sections for 'Your contribution All-Time' (Handprint score 67, Planet activist \$7636/9001) and 'Projects map location' (a world map with project markers). A final section titled 'Impacts' allows users to choose the impact they want to see, with options for Reforestation, Ocean Plastic, Clean Water, and Social Justice.

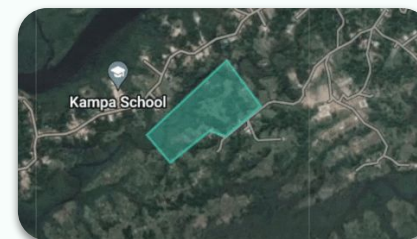
# Bulletproof your sustainability efforts

Access authentic content from the ground, impact data and analytics. Turn them into powerful assets to build a credible sustainability story.

## Authentic content



## Interactive impact maps



# Earthwallet helps banks learn from and engage Gen Z and millennial users

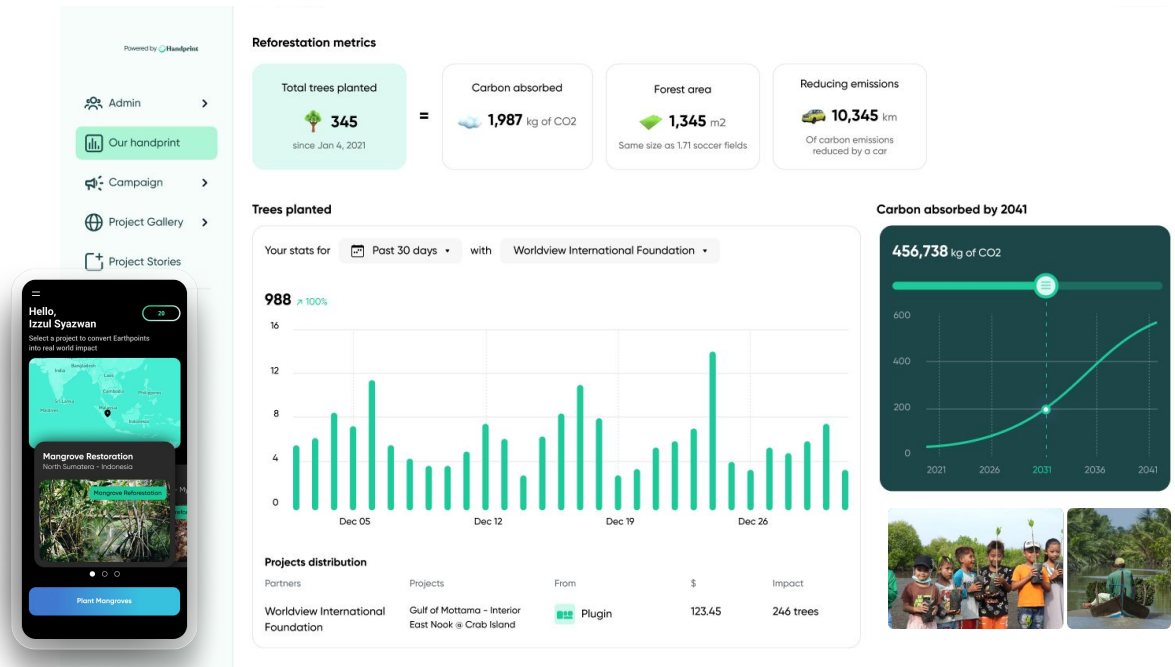
Handprint and IDEMIA's joint Go-To-Market

## One Dashboard

The Handprint dashboard which features an API-based marketplace of high-quality impact projects with engaging feed of content, campaign creation and feedback for Earthwallet and global tracking of all traded impact.

## One SDK

One Greenpay SDK to enable banks to issue and maintain IDEMIA credit cards and build a regenerative experience in their mobile banking apps.



# Handprint is building the digital regenerative economy

## Notable Awards



## Incubators and accelerators



## Leading investors



# Don't take our word for it...



**Megan Zhu**  
SENIOR  
MARKETING  
MANAGER,  
UNILEVER

"I am truly impressed by Handprint's passion and expertise on sustainability and their capability in creative marketing solutions."



**Anthony Ginolin**  
VP GROWTH, IDEMIA

"Most of the greentechs are focusing on cancelling out negative impacts with positive ones. Handprint goes beyond and looks into democratizing the access to planet regenerative impacts with technology."

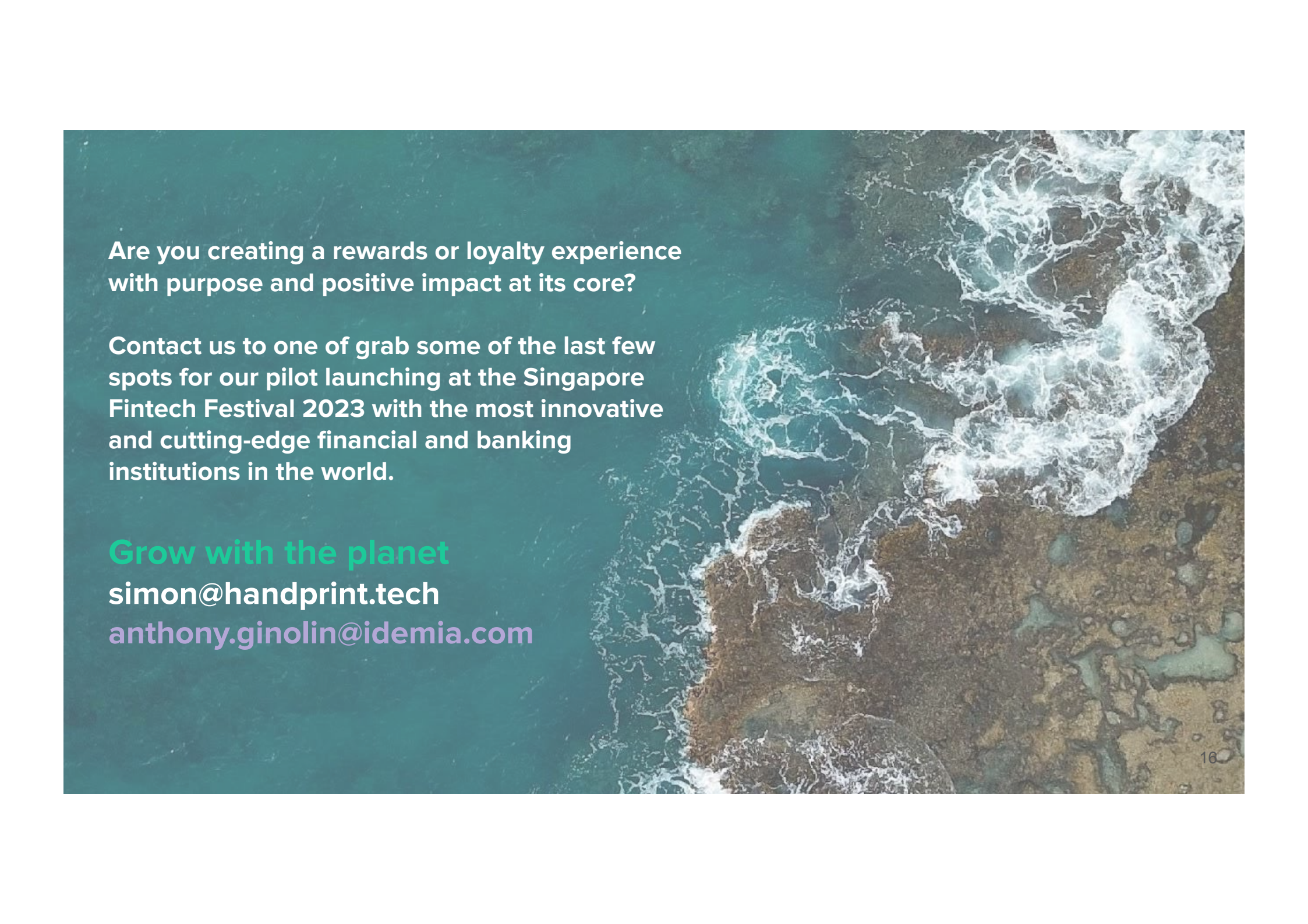


**Emmanuel Fischmeister**  
VP BUSINESS  
DEVELOPMENT  
APAC, TEADS.

"We have found the perfect partner in Handprint to curate a portfolio of impact projects and quantify in real-time both financials and impact metrics, enabling Regeneration for the 21st century!"

## Trusted by



An aerial photograph of a rocky coastline. The ocean is a deep teal color, and white, frothy waves are crashing against the dark, jagged rocks. The rocks are a mix of dark brown and grey, with some lighter patches. The overall scene is dynamic and natural.

**Are you creating a rewards or loyalty experience  
with purpose and positive impact at its core?**

**Contact us to one of grab some of the last few  
spots for our pilot launching at the Singapore  
Fintech Festival 2023 with the most innovative  
and cutting-edge financial and banking  
institutions in the world.**

**Grow with the planet**

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