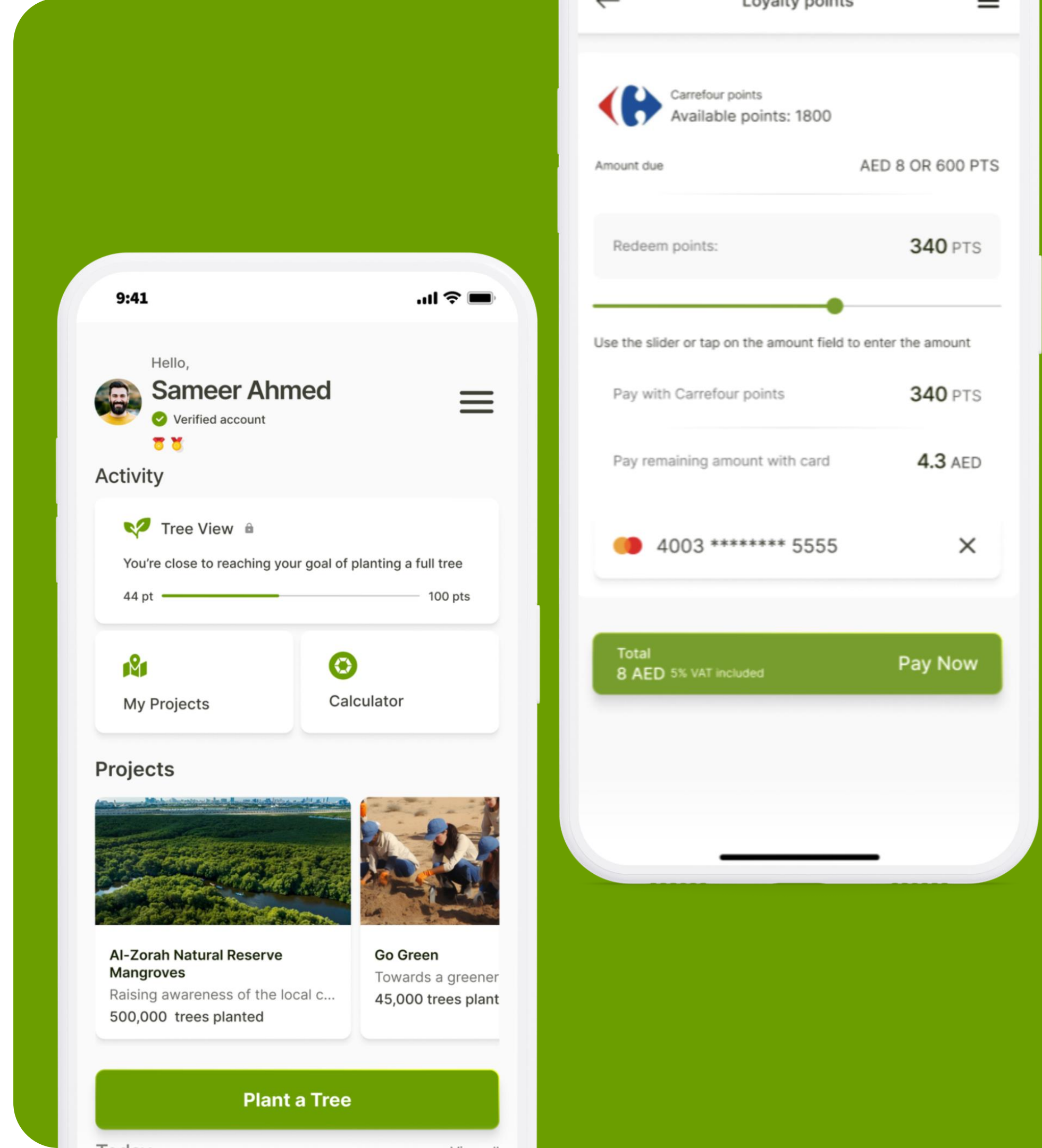




# Transforming Everyday Transactions Into Positive Environmental Impact



Proud to partner with Microsoft for Startups



FROM  
**6 Trillion**  
TREES → **3 Trillion**  
TREES

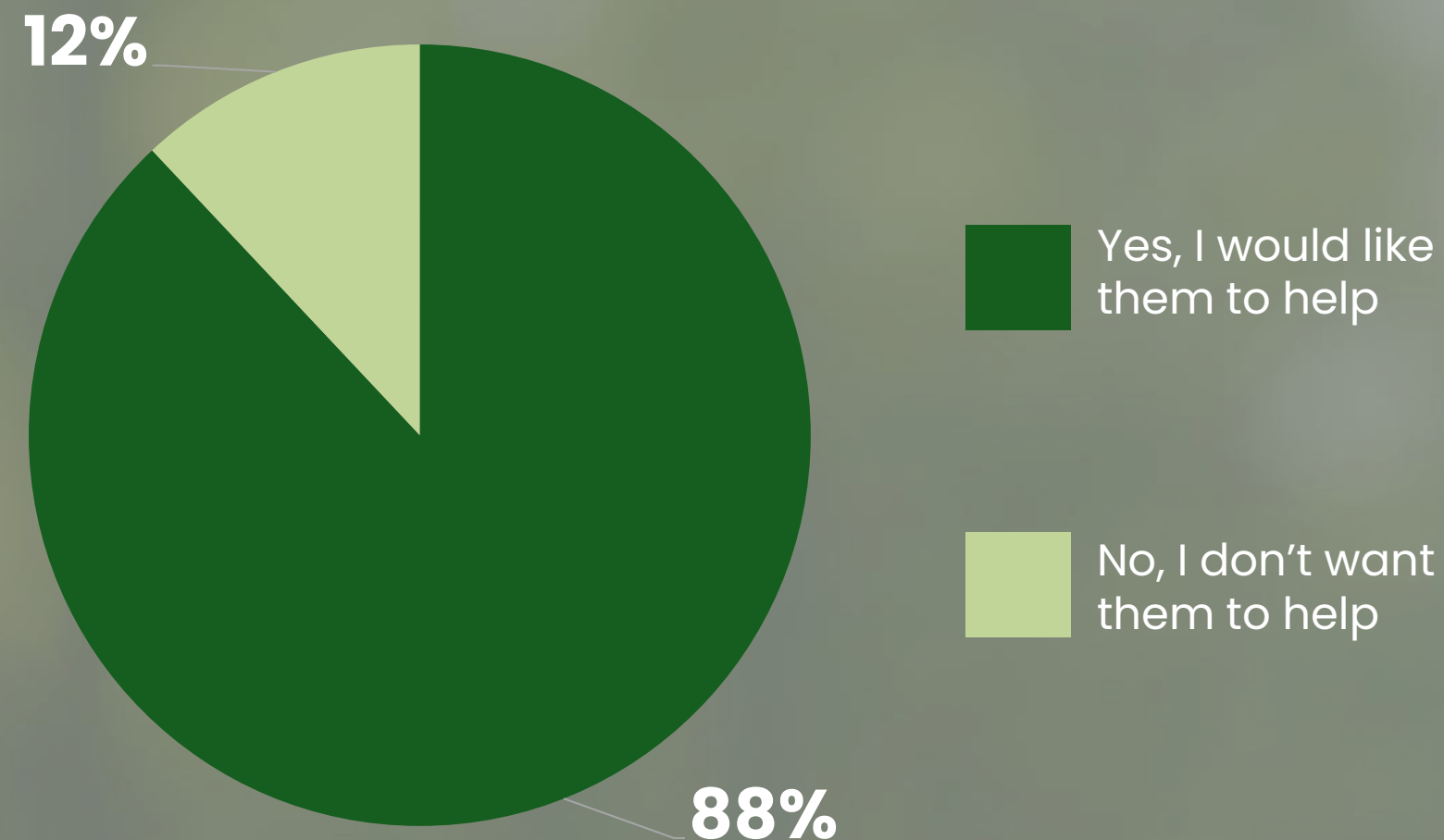
DOWN TO

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



# MISSED OPPORTUNITY

Would you like brands to help you be more environmentally friendly and ethical in your daily life?



Survey of 1,004 respondents in the USA and UK for Futerra by OnePulse

# \$360B

Worth of Reward Points Go Unredeemed each Year

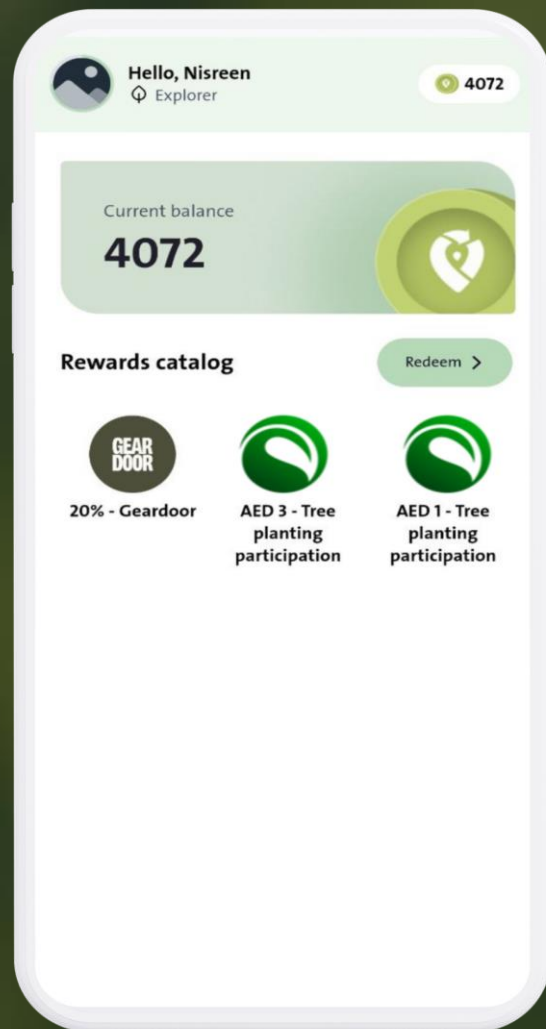
*MEANWHILE...*

# 88%

Of Consumers Want to Make An Environmental Impact

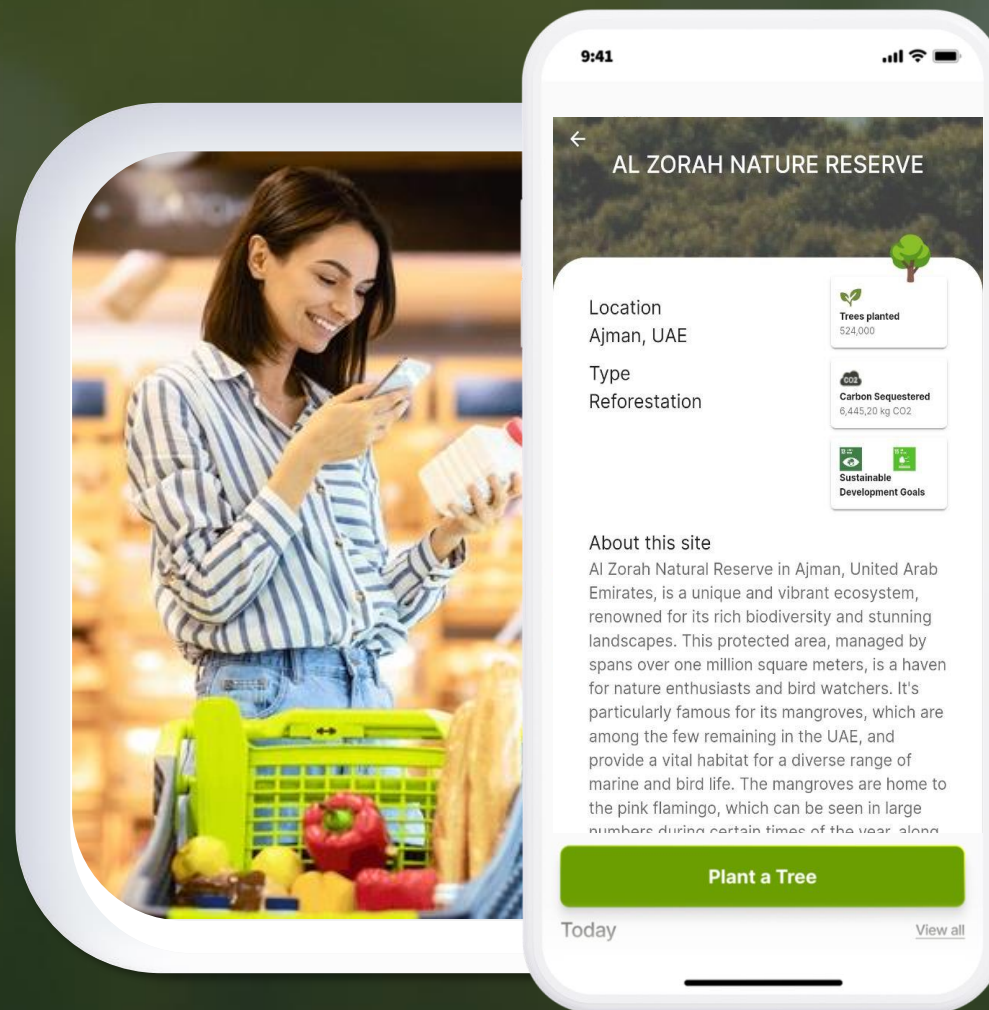


# NETGREEN MODEL EMPOWERS CONSUMERS TO PLANT & TRACK 1 BILLION TREES GLOBALLY BY 2030



## Convert Loyalty Points Into Trees

Consumers turn points into trees and **brands sponsors the tree planting** and the impact is tracked and measured on NetGreen



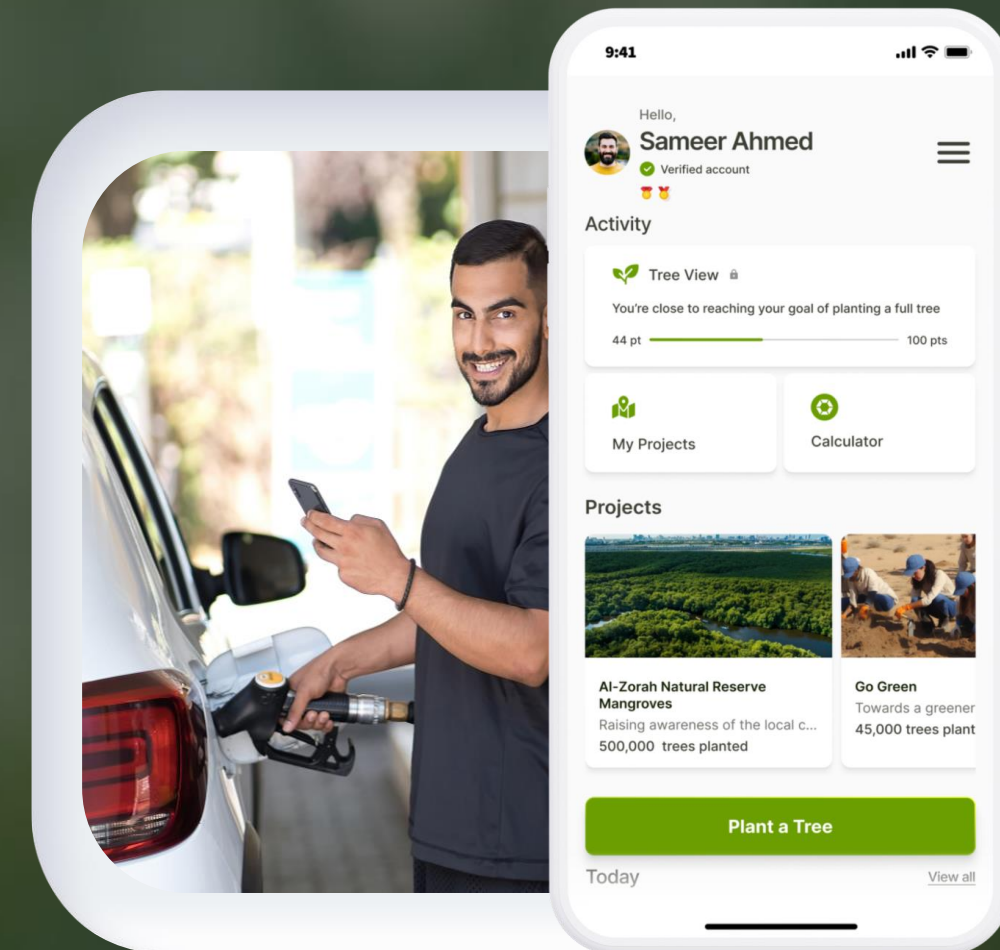
## Tree Planting Bundled With Product Purchase

Direct support toward brand reforestation projects with **trackable impact**



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

Makes Sustainable Engagement Accessible to All



## Subscription for Plant Tree Service

**Purchase/ Gift tree** with NetGreen Plant tree Service at a location of your choice



# 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



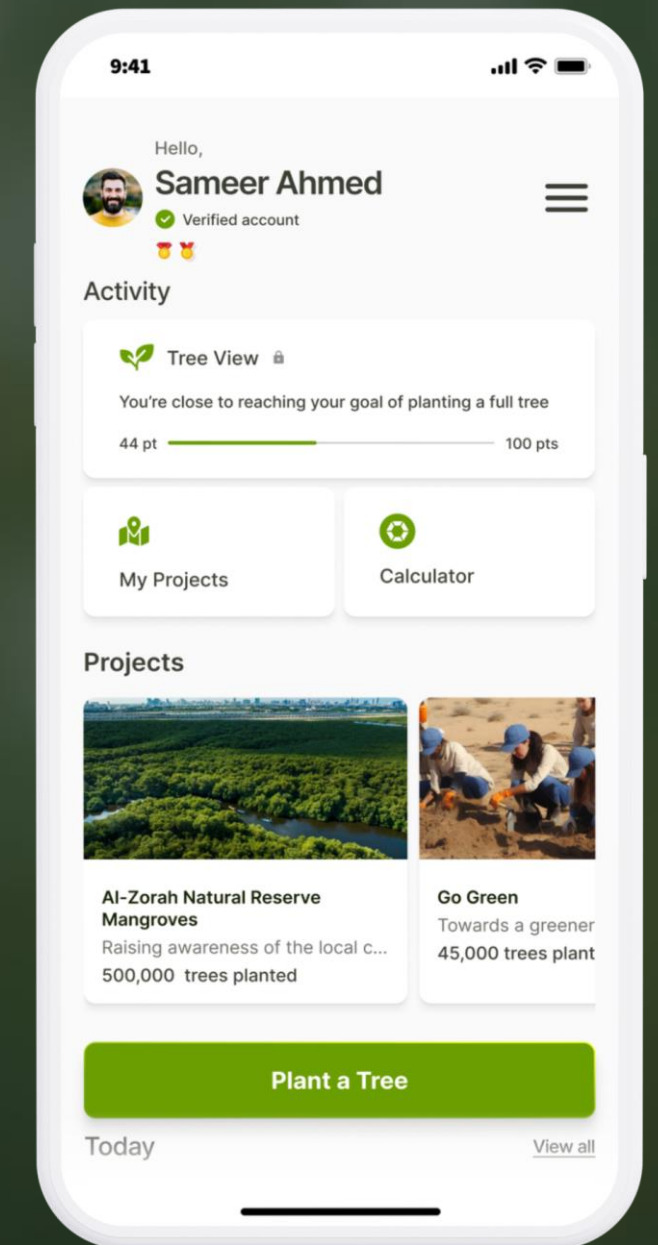
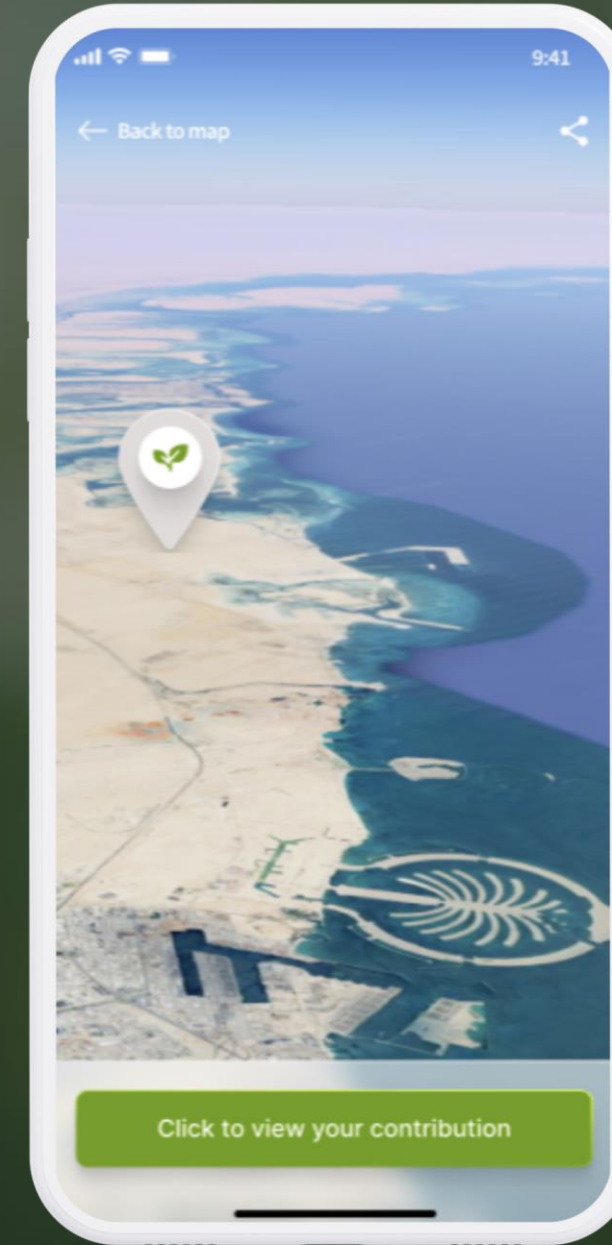
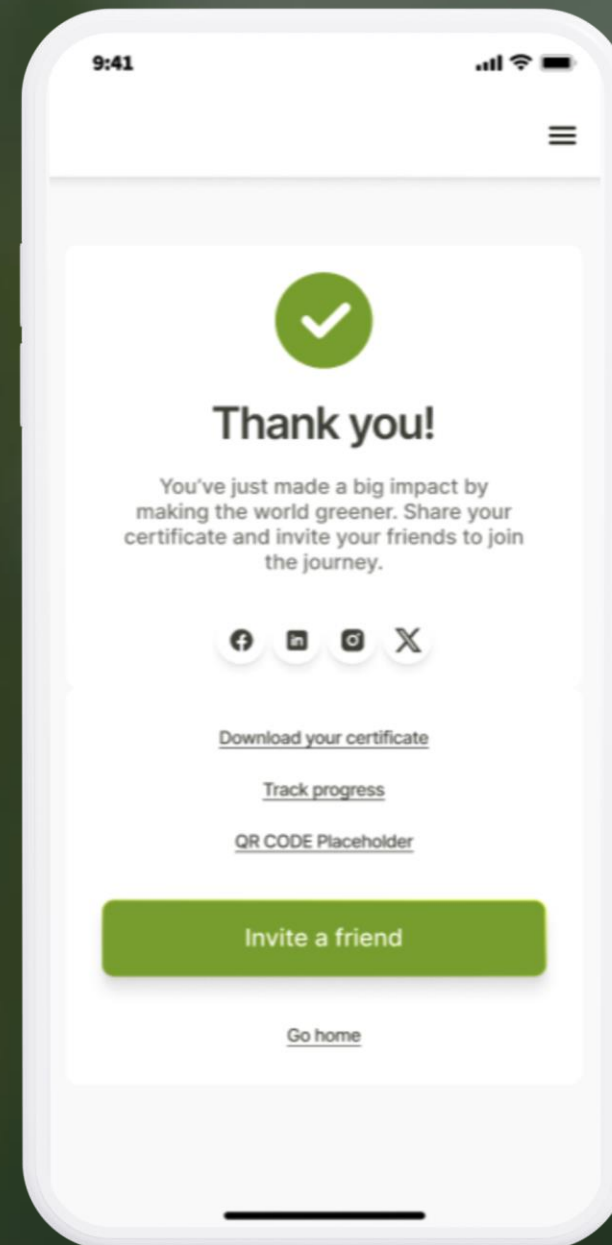
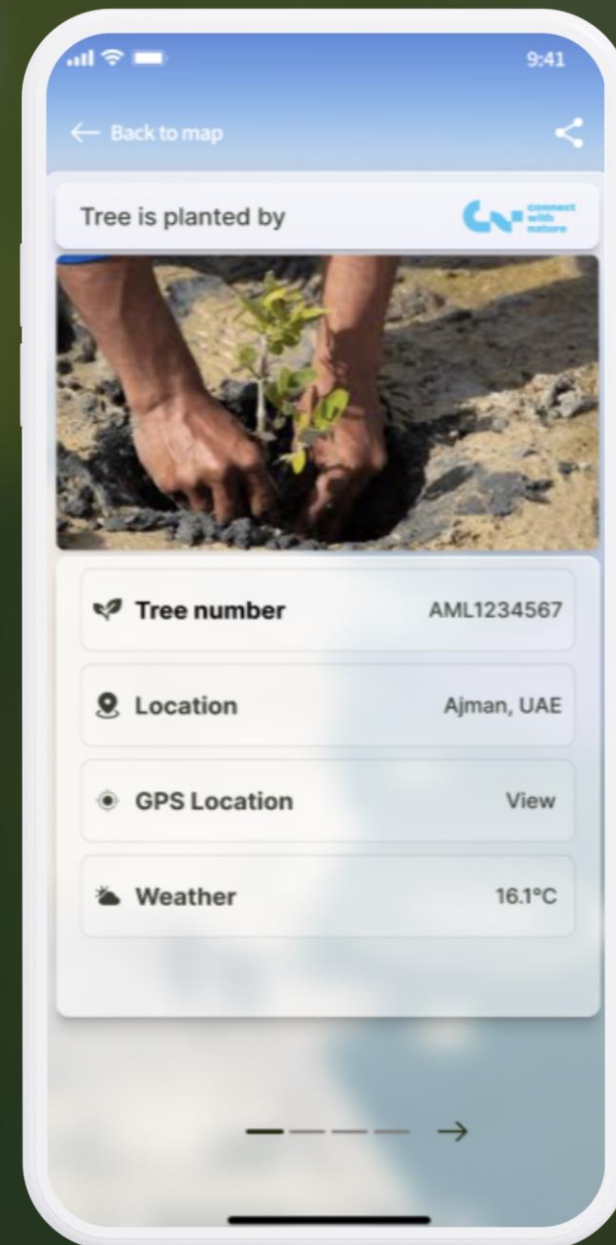
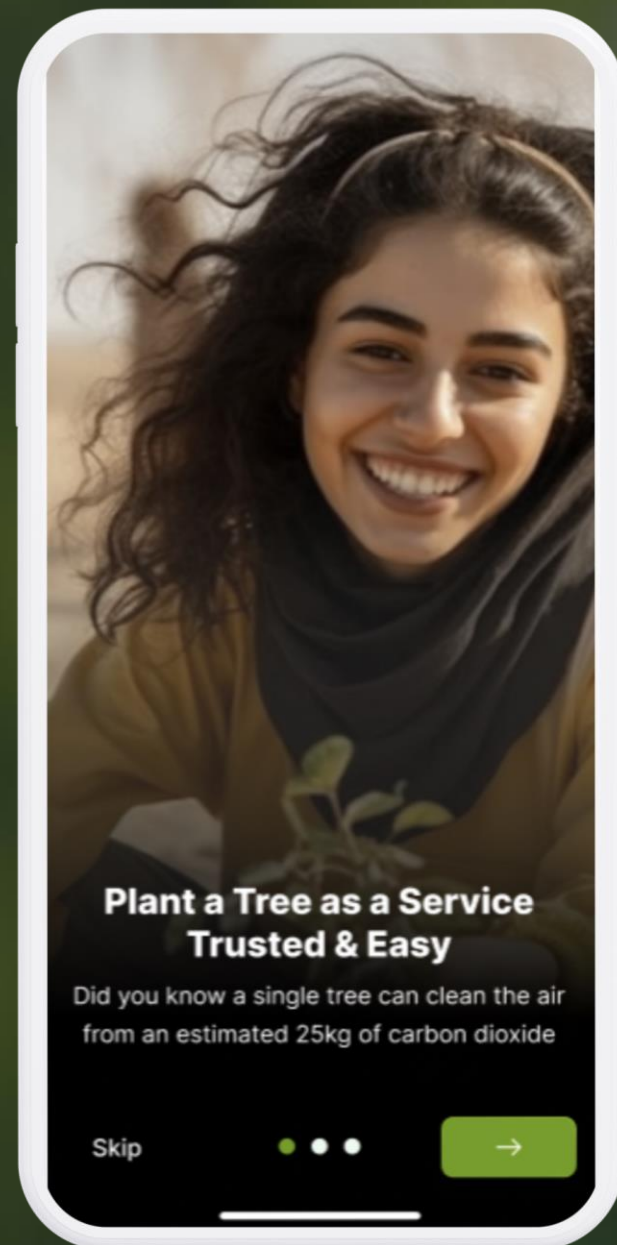


# TRACKABLE IMPACT BY CONSUMERS & CORPORATE PARTNERS

*User-Friendly  
Web-App*

*Measure, Share & Track Your Impact*

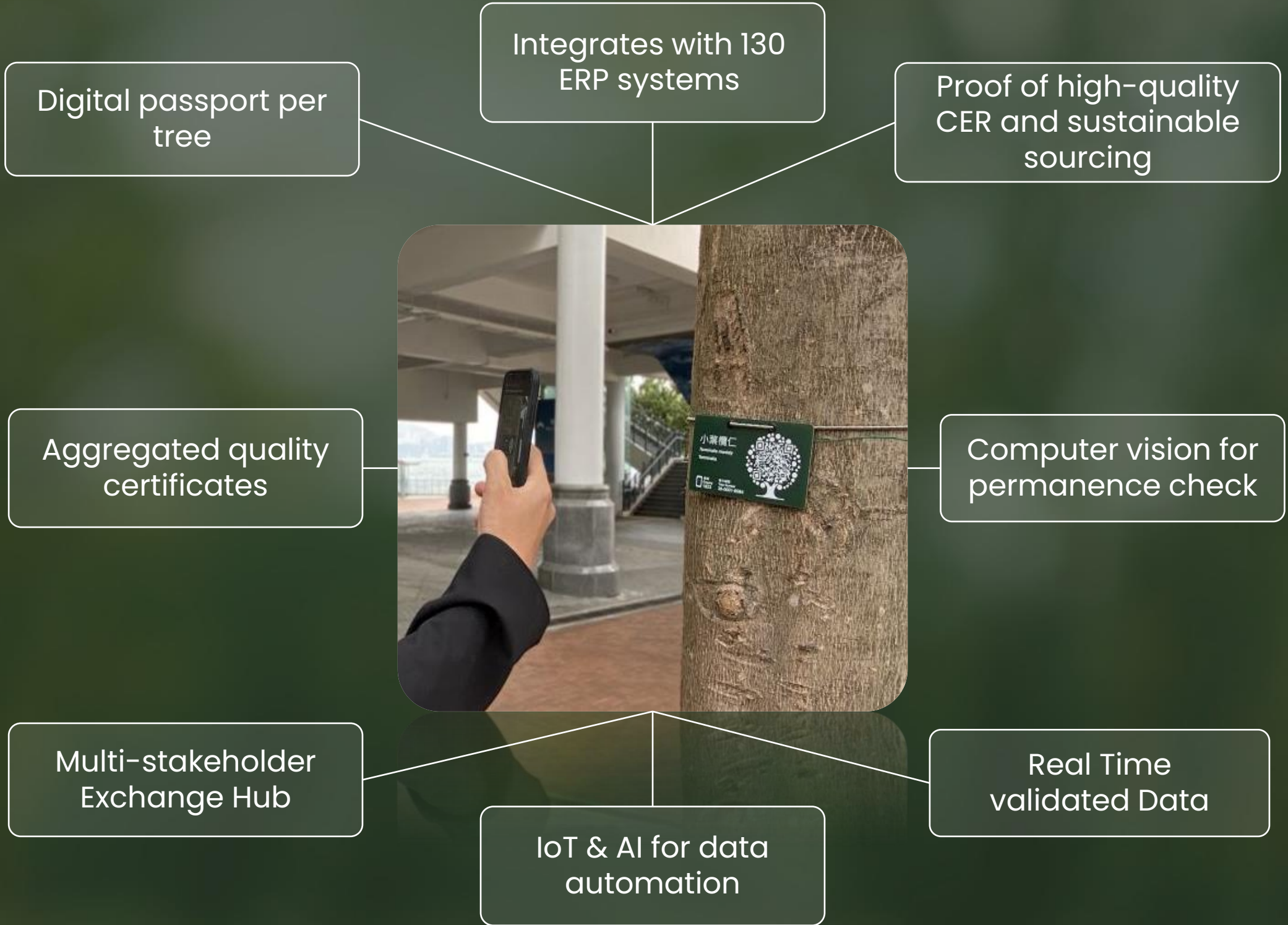
*Collect Points &  
Get Recognized*





# TRUST & CREDIBILITY WITH UNIQUE DIGITAL TREE ID

*Over 90% of rainforest offsets by biggest certifiers are not traceable!*





# 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

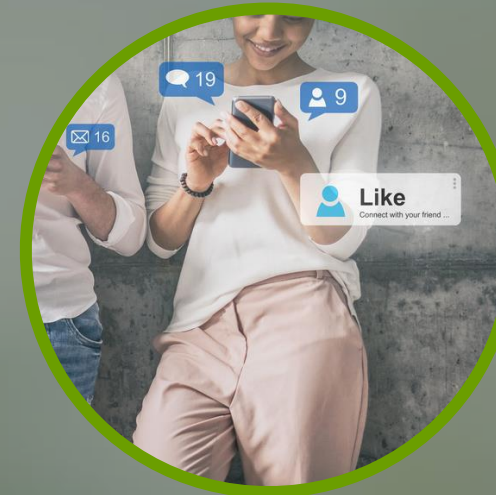
## Reports



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





# 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



# 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



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TECHNOLOGY ADVISOR

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EDUCATIONAL ADVISOR

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**Kokila Al Agh**

LEGAL ADVISOR

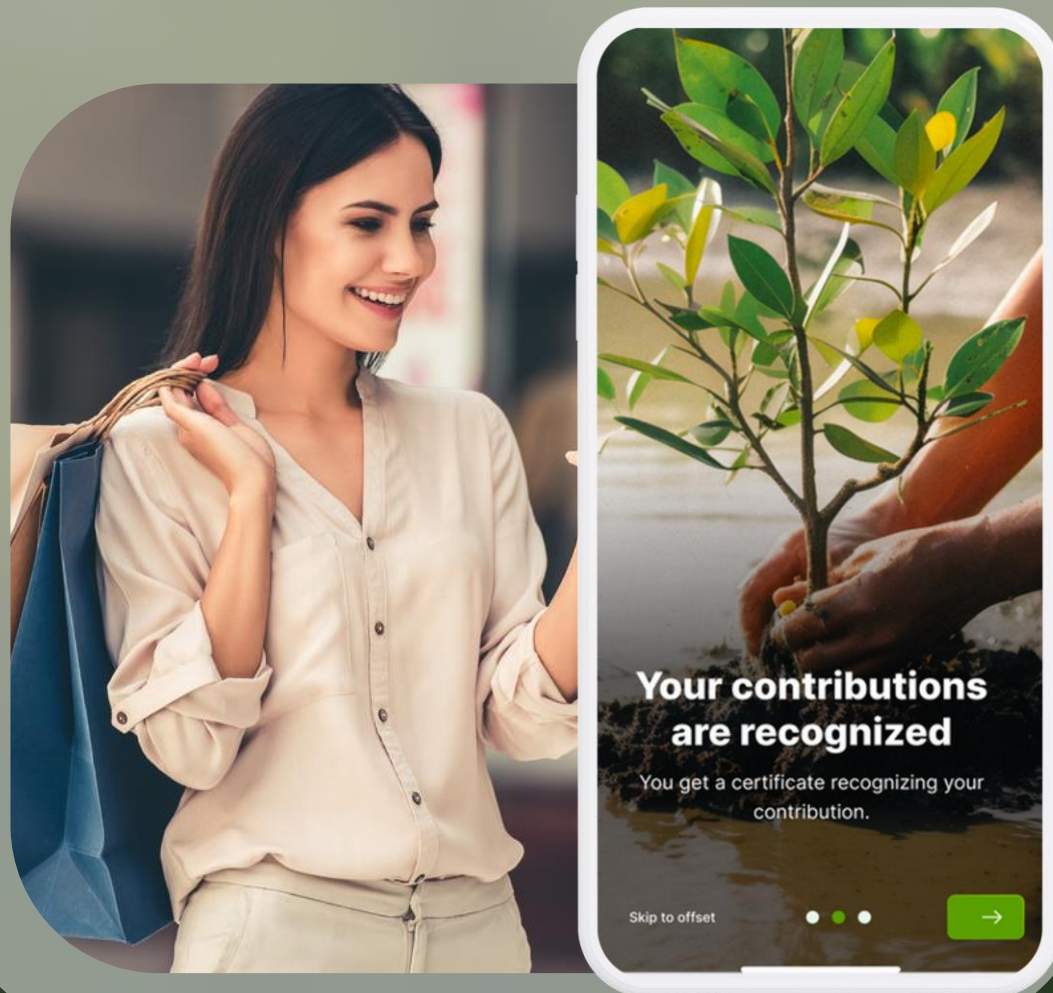
 [@Kokila Al Agh](#)



# HOW TO JOIN US?

## Integration

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



## Sponsorship

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





# 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/>  
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