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People move to megacities, breathing constantly unhealthy air which impacts on their health & wellbeing

- **Urbanization trend:** From 200 countries 600 megacities
- **Indoors:** People spend 90 % of their time inside 4 walls
- **Everyone needs air:** we all breathe in 15 kg of air daily
- **Major health problem:** Indoor air is a \$500 billion health problem (WHO). Air quality is shortening our life expectancy by almost a year in EU; years in Asian megacities.



We at Naava believe the air we breathe is the next global health trend

Our mission is to reconnect humanity with nature



**How? By embracing millions of years
of innovation, future technology and design**



Smartest green walls on the planet bringing nature inside, everywhere



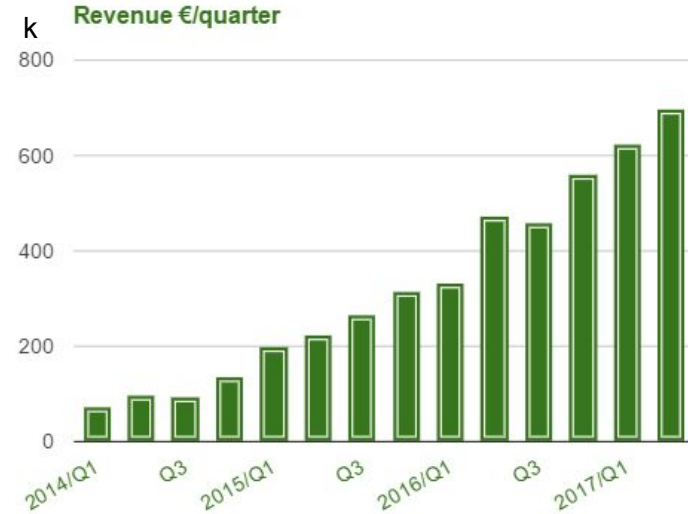
Our vision

By 2025,
a billion people
can choose to breathe
'Nordic forest air',
everyday, everywhere



Naava executive summary

- Nordic growth-phase health tech startup, based in Finland, 50+ people, raised 8 M€ in VC funding
- Global leader in green walls & biological indoor air purification
- Over 1100 B2B installations with 350 clients
- Offices in Jyväskylä, Helsinki, Stockholm and New York, preparing for entry to Asia



Our customers love Naava

- Under 2 % historical churn rate
- Nature and healthy air as a Service (NaaS) business model
- Naava's goal is to create healthier, happier and more inspiring workplaces
- Transforming office environments by bringing nature inside and naturalizing indoor air
- “We recommend Naava for everyone who wants to improve employee well being. Taking care of people is good for business.” -Mikko Kuitunen, CEO, Vincit Plc, The Best Place To Work in Europe 2016

NAAVA



Naava combines the best of green walls, air purifiers and air humidifiers and more into one

	Naava	Air purifiers	Green Walls	Air humidifiers
Biophilia	✓	✗	✓	✗
Harmful chemical removal	✓	?	✗	✗
Particle removal	✓	✓	✗	✗
Air naturalization	✓	✗	✗	✗
Air humidity management	✓	✗	✗	✓
IOT & AI Optimized functions	✓	✗	✗	✗
Data integration to intelligent buildings & apps	✓	✗	✗	✗
On-site maintenance	✓	?	?	✗
Ease of use, mobility	✓	✓	?	✓
Guarantee	For life	0-5 years	Varies	0-3 years

Naava is the global leader in biological air purification

Speed, ambition, modularity, volumes and advanced technology differentiate us from the few other early market players

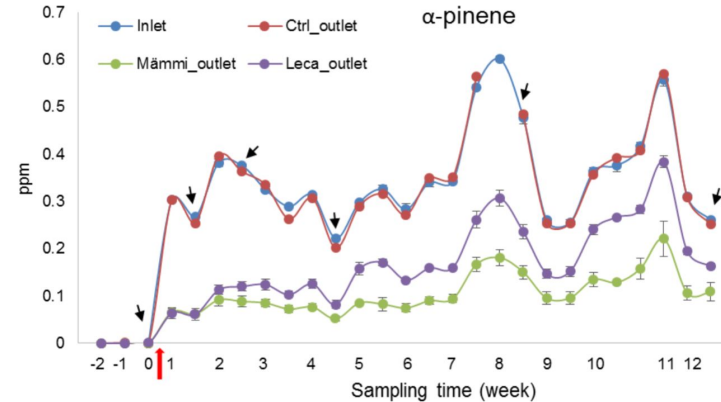
	Naava	Biome	Nedlaw
Modularity	Yes	Yes	No
Customizable	Yes	No	Yes
Remote control, AI	Yes	No	No
Maintenance service	Yes	No	Yes
Market presence	Swe, Fin USA (2017)	USA	USA
Primary target	Commercial	Residential	Commercial
VC funding received	€8M	€0.2M	N/A



Backed by science

- High VOC removal (56 %) efficiency on a single pass (BRE, UK 2016 → peer-reviewed article in progress)
- High efficiency in continuous air purification (VTT, Finland 2016)
- The Naava system is biologically adaptive (VTT, Finland 2016)
- Statistically significant customer health benefits (Statisti, Finland, 2012-2014)

Naava continues multidisciplinary research projects with highly-ranked, global institutions for gaining further data e.g. on the impact to workforce satisfaction and productivity.



bre

VTT

Statisti

Experienced and motivated management team



- Founder & CEO Aki Soudunsaari, PhD Candidate (Growth Venturing), MSc (Health)
 - Health-related serial entrepreneur, nomination PWC's Most Valuable Entrepreneur 2015
- Founder & CTO Niko Järvinen, BSc (Corporate Environmental Management)
 - Serial entrepreneur and innovator combining biology & IT, entrepreneurs since 14 years old
- Founder & COO Mika Tyrväinen, MSc (Economics)
 - Eg. VP Sales at Kesko Plc, exit 2007 to Sanoma when he was the Founder & CEO at Printcenter Sales
- Partner, Christian Aspegren, Phd Candidate (Growth Venturing), MSc (Marketing)
 - 40 years of experience, multiple exits, eg. Founder & CEO at Radisson Seven Seas Cruises (USA)
- Partner, Account Director Petro Punna, MSc (Economics)
 - 15 years of sales management and leadership experience, former professional football player
- Partner, VP Global Operations Martti Siniharju, MSc (Engineering)
 - 15 years of experience in Nokia go-to-market & head of product positions in Asia, Africa & EU
- Partner, VP Sales & Marketing Aslak de Silva, MSc (International Management)
 - 15 years of international business history, eg. Sales Director at publicly listed Keski-suomalainen Plc
- Partner, CMO John Nichols
 - Former Global Brand Director of Nokia, GM Product Marketing of Microsoft
- Partner, Brand Manager Eeva Niemelä, MSc (Communications)
- CFO Johan Palm, BSc Economics
 - Broad experience from different finance positions (CFO Kiosked, CFO Huawei Nordics, CFO Ericsson Saudi Arabia, Kone)

NAAVA

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