

The logo for Circularrr features a stylized 'C' on the left, composed of a purple-to-blue gradient with a white arrow pointing clockwise. To the right of the 'C', the word 'ircularrr' is written in a white, sans-serif font.

Circularrr

**Web3 Infrastructure for B2B & Consumer
Recycling with \$100,000,000+ in Closed
Deals and Partnerships**

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Circularr Limited is a company registered in England and Wales.

Registration No: 13484514

Registered Office: 135 Salsbury Road Unit 2C NW66RJ, London United Kingdom

What is **Circularr**

Circularr is a blockchain ecosystem focused on the incubation and development of sustainable crypto assets backed by recycled sustainable commodities.

With several patents pending, Circularr rewards consumers as they recycle whilst giving companies an easier avenue to purchase recycled materials.

The native \$CIRP token will act as the fuel between buyers and recyclers of plastic, connecting the entire ecosystem end to end.

THE GLOBAL RECYCLED PLASTICS MARKET SIZE:

2022

\$47.6 Bn

expected value

Company formation and current ownership

Circularr was formed by Zak Johnson and Eric Vogel when they identified a missing link within the ecosystem of Reborn/Naeco. The missing link was providing end-to-end traceability and eliminating green washing, while also developing a mechanism for changing consumer behaviour when it comes to plastic and other recycled assets.

As such Circularr has been fortunate enough to have Reborn and Naeco to utilise as a sandbox environment to further develop the idea which allowed Circularr to rapidly meet our development timeline and provided exposure to tier 1 clients. As Zak Johnson and Eric Vogel derived and created further USP for Reborn and Naeco (Naeco, LTD) the parent organisation helped fund the initial ideation and development and has a 20% stake in Circularr. The remaining 80% is retained by Circularr management and founding shareholders.



Zak Johnson

Co-founder



Eric Vogel

Co-founder

Is there any **exclusivity** of Circularrr with Naeco and Reborn?

The partnership with Reborn and Naeco is only exclusive for the RVM software that delivers the advertising and reward app for 10 years but not exclusive to the NFT marketplace, traceability (for recyclers, manufacturers), or for example any other machinery that is not a RVM including reward apps for integration with other machinery.

Via Circularrr's partnership with Reborn we have been put forward to larger financial clients. (High street / consumer banks in the UK, Australia and Saudi Arabia). We have also had exposure to larger sovereign government projects for recycling centres and traceability of plastics and other recycled commodities including aluminium and glass.

See the more about our partnership with Reborn and how together we are working together with a goal to create a world without waste [here](#).

Circularr Revenue Streams

OVER **\$100,000,000+** IN CLOSED PARTNERSHIPS

01 Advertising Revenue

02 Deposit Return Scheme (DRS) / Government Revenues

03 NFT Marketplace Transaction Fees

04 Traceability Fee
\$37.50 Per Metric Tonne of plastic

05 Software Licensing Fee





01

Token Sale

We plan to raise \$1,680,750 USD from the initial sale of \$CIRP tokens via private and public sales. We will also derive further value from the \$CIRP tokens via exchange partnerships, further sales, speculation on the token and our ecosystem development pot which allows us to develop strategic partnerships with recyclers, manufactures to derive further revenue.

Advertising Revenue

Circularr will receive a share of advertising revenue via our bespoke advertising network which powers advertising across the reverse vending machine (“RVM”) network in partnership with Reborn (Naeco, Ltd). Circularr will typically receive a fee of between 10% - 50% of advertising revenue from the RVM’s depending on the deal structure.

*With the average RVM generating advertising revenue \$0.045 - \$0.10 USD/minute. In some cases such as high footfall areas or transport hubs/stadiums the advertising revenue can be higher.

02



03



Native Wallet Sponsors & Partners

We offer brands and organisations the opportunity to sponsor or promote rewards and offers within our native Android and iOS wallets for the \$CIRP token. The sponsorship fees and paid reward placements vary in price depending on the request.

Software Licensing Fee

Circularr receives a monthly/annual licence fee to use the software/blockchain as a services within their ecosystem. This varies on the partnership structure and any bespoke requests. Charged to partners who only wish to use our backend system.

04



NFT Marketplace Transaction Fees

Circularr has a proprietary rPET NFT marketplace in which organisations and individuals can sell, purchase and mint NFT's for sustainable commodities including but not limited to NFT's of rPET pellet. Circularr takes a transaction fee of:

- Listings on the marketplace (fee to list or mint an NFT on the marketplace)
- Transactions that are completed on the marketplace (% of the transaction fee)
- Sponsored listing fee (or organisations or individuals who wish to sponsor or promote their listing to the main page of the marketplace or higher up in the search results)

05



06

Future Contracts

Together with our recycling partners we empower recyclers to sell future contracts to manufactures via smart contracts. We charge a fee for the future contract and a % transaction fee for facility and handling the smart contract allowing recyclers and organisations / individuals to trade futures of rPET plastic.

Traceability Fee

FIXED PER METRIC TONNE OF PLASTIC

Circularr charges all of our partners and customers who utilise the track and trace ecosystem a fixed fee of \$37.50 USD per metric tonne of plastic.



07

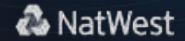
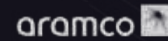
Deposit Return Scheme/ Government Revenues

We can support the integration and roll out of deposit return schemes as part of the broader ecosystem. The more DRS programs we are able to bring on board the further demand generation will be from the ecosystem which not only impacts the token value but leads to further revenue generation via agreed roll out fees with the selected governments.

We are undergoing our first mandated pilot program with a local authority to look at the potential to integrate into the country's deposit return scheme in partnership with Reborn.

08

Commercial Traction



Local Government

We have secured our first mandated pilot program with Network Rail to look at the potential to integrate into the country's deposit return scheme in partnership with Reborn.

The Cricket World Cup & Sports Stadiums

RVMs using our blockchain solution for deployment in sports stadiums, initially 40 RVM units with a further 480 units in the pipeline.

A Major Listed UK High Street Retail Bank

Reborn has successfully secured a contract to deploy RVMs in the UK which use our blockchain solution, including the track and trace and reward element. The initial RVM trial will be launched publicly in London in early summer 2022 after which an order for 700 RVMs has been discussed.

















Partnership & Deal Pipeline













Closed

| Partner | Deal Value |
|---|------------------------------|
|  Advertising Partners | \$73,000,000 |
|  Natwest (Completed Pilot. Closing large rollout) | \$360,000 to \$3,600,000 EST |
|  Major Capital Company | \$54,750,000 |
| \$128,110,000 | |

In Discussions

| Partner |
|---|
|  Top International Sports Organization |
|  Hilton Supply Management |
|  Goldman Sachs Goldman Sachs |
|  Public Transport System in the UK |
|  International Advertising Network |
|  ICC World Cup |
|  Multinational Shipping Company |
|  HSBC |
|  Mastercard |
|  Liv Golf |
|  Top 5 Hotel Chain |
|  City of Miami |
|  Local Government of Northern Ireland |
|  Venues New South Wales |

On Deck

| Partner |
|---|
|  \$1 Trillion AUM Bank |
|  Top 3 International Payments Company |
|  \$20B+ Yearly Revenue Clothing Company |
|  Local Government on the State of Nevada |
|  Multiple NBA Teams |
|  Multiple NFL Teams |
|  Other Sports Teams |
|  US Lobbyists |
|  Local Government of Phoenix |
|  Global Sports Betting Company |
|  Asia-Pacific Oil and Gas Company |
|  Miami Heat |

*Relationships verifiable upon signing an NDA



What is the \$CIRP token

The \$CIRP token is a deflationary utility token with 8.3bn tokens being issued in total which is in line with the total metric tonnes of plastic waste that exist on earth to date.

How will the tokens be used?

(AND WHY ARE THEY NEEDED?)

\$CIRP is quite unique in the fact that the tokens are not just a speculative asset but also drive real world use-case and can be used in 6 key areas:



Currency

The different revenue streams like Ad Revenue, Sponsorships, Licensing, etc., will all be accepting and incentivizing payment in \$CIRP.



Recycle Rewards

Users will be paid in \$CIRP tokens for each bottle deposited for recycling. As a deflationary economy, rewards are paid from real yield and not from minting.



Staking

It is used to give back to the supporters of recycling. Yet, instead of minting tokens and inflating the economy, stakers will receive revenue share through our buyback mechanisms.



Plastic Backed NFTs

\$CIRP will be the currency of our NFT Marketplace. The relevance: recyclers will use \$CIRP to buy NFTs and futures that can be converted into bulk plastic tonnage.



Buyback & Burn

50% of Circularr's profit will be used to buyback \$CIRP. 45% goes to the revenue share system and 5% is directly burned forever.



Usage Fees

The token will have other utilities like accepting donations, traceability fees, and more.

How do the tokens accrue value?

The \$CIRP tokens are assets backed by the value of the recycled plastic from our participating recycling partners. The more plastic that is recycled within the ecosystem the more reserve we have to back the asset up.

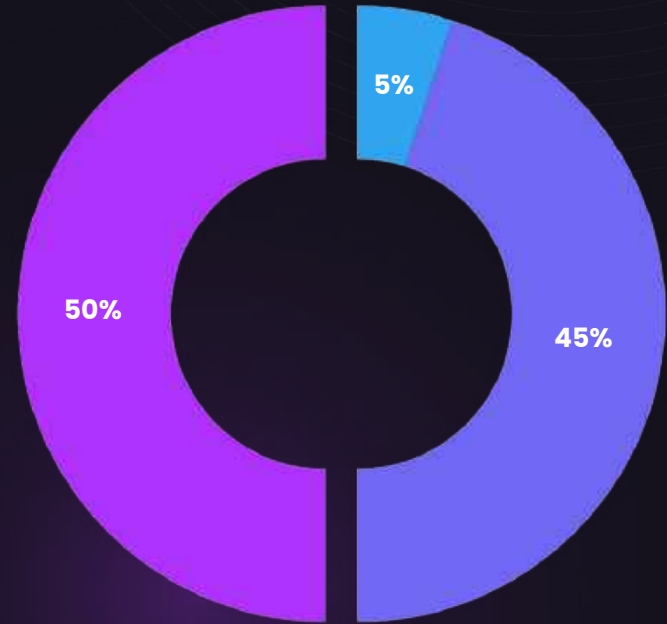
Recyclers use our token to purchase rPET plastic from the NFT market place at anytime.

50%

Buyback

5%

Burn

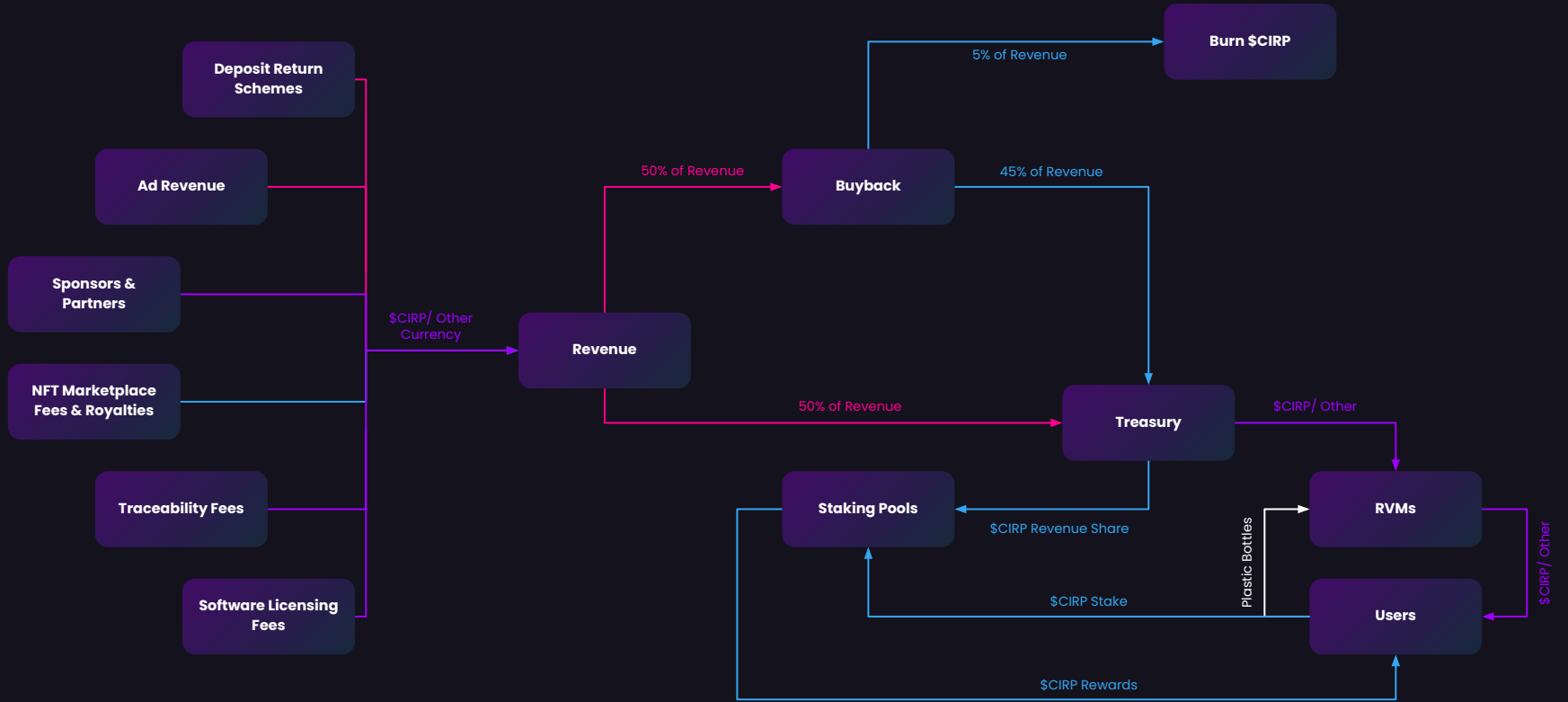


● Burn

● Buyback

● Fiat/USDT

Token Economy





1,500

Transactions per second

Does Circularr develop its own blockchain or does it utilise other protocols?

Circularr's first asset \$CIRP is a layer 2 blockchain ecosystem built on the XRPL currently. This was done due to the ecosystem revolving around sustainability and the need for real time transaction time ensuring that the blockchain is secure, sustainable and fast.



99,9%

Value Retention

With the average transaction cost of just \$0.000004 USD versus costly gas fees by other blockchains, FX, and normal transfer fees that are incurred with banks, and other merchant providers.

We remain blockchain agnostic and will always strive to ensure we are developing on the ecosystem that makes sense from a sustainability and transaction fee perspective.

Pure Web3

Do you have any **CAPEX** and other **costs** or **licensing fees** when it comes to the RVMs?

We don't pay to put our recycling technology into the Reborn RVM's since we have worked out an exclusive 10 year deal with them. In addition we share some of the advertising revenue from our advertising network with Reborn.

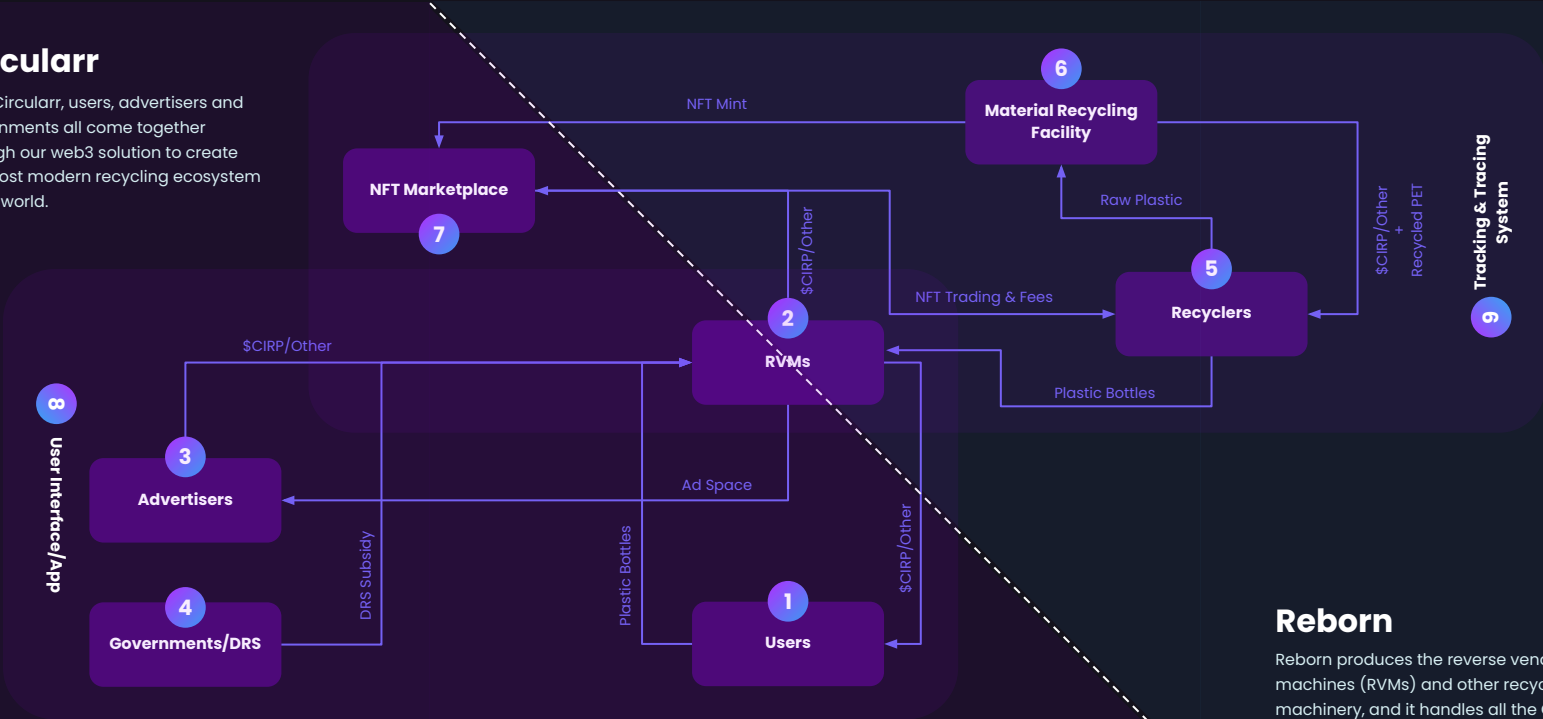
Furthermore Circularr does not have any Capex cost for the machinery as the machinery is paid for by Reborn and or Circularr clients directly. Circularr is simply the technology layer that is integrated thus removing any overhead required with the machines beyond software development and maintenance of the advertising network.



Circularr Ecosystem

Circularr

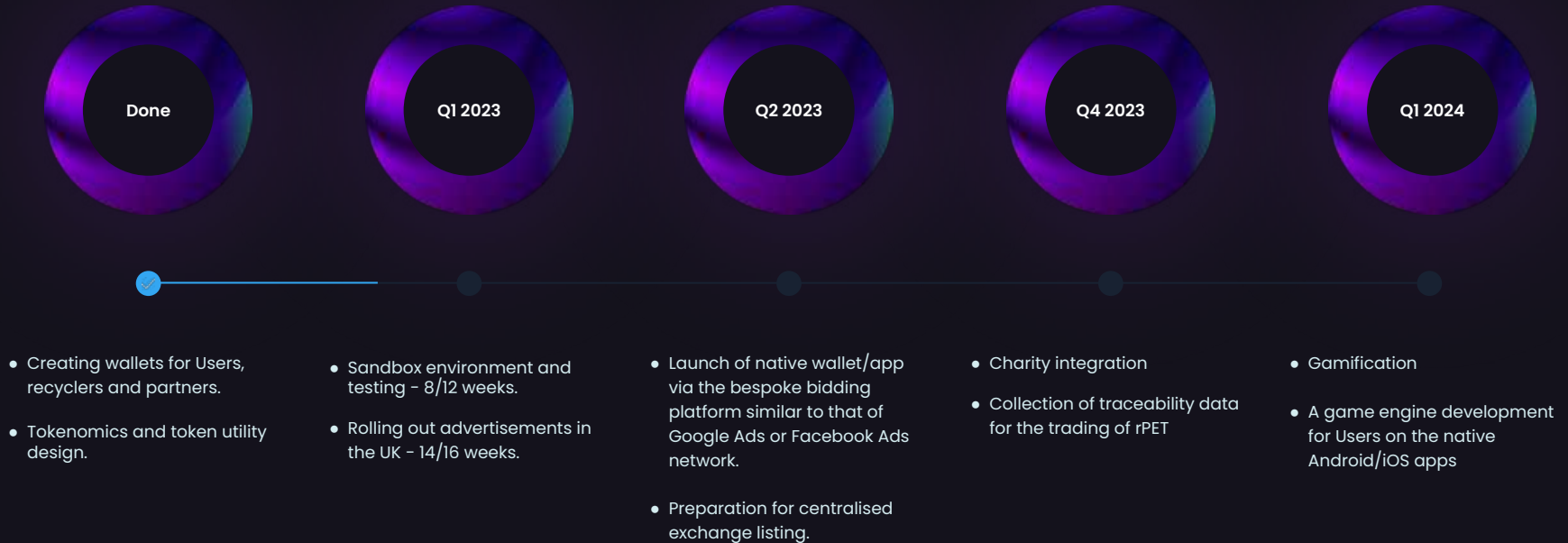
With Circularr, users, advertisers and governments all come together through our web3 solution to create the most modern recycling ecosystem in the world.



Reborn

Reborn produces the reverse vending machines (RVMs) and other recycling machinery, and it handles all the CAPEX and costs associated with that.

Development Roadmap



Tokenomics

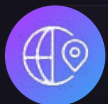
| Category | % Allocation | Cliff (Months) | Vesting (Months) | % Available @TGE |
|----------------------|----------------|----------------|------------------|------------------|
| Seed | 4.99% | 6 | 20 | 2.5% |
| Strategic | 6.75% | 4 | 16 | 5.0% |
| Private | 4.00% | 2 | 12 | 5.0% |
| Public | 1.00% | 0 | 3 | 25.0% |
| Team | 13.00% | 12 | 24 | |
| Advisors | 5.00% | 4 | 18 | |
| Marketing | 5.00% | 6 | 12 | |
| Ecosystem Fund | 34.27% | 36 | 24 | |
| Treasury | 13.00% | 36 | 36 | |
| Community Incentives | 10.00% | 6 | 24 | |
| Liquidity | 3.00% | | | |
| Totals | 100.00% | | | |
| % For Raise | 16.73% | | | |

Raise

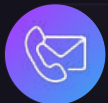
| Asset | Round | Equity Ownership | Equity Valuation | Token Warrant | Token Ownership | Token Valuation | Total Raise |
|-----------------|----------|------------------|------------------|---------------|-----------------|-----------------|-------------|
| Equity + Tokens | Pre-Seed | 3% | \$20,000,000 | 1:1 | 5.0% | \$12,035,000 | \$600,000 |
| | Seed | 7% | \$30,000,000 | 3:2 | 6.7% | \$20,750,000 | \$2,100,000 |
| Tokens | Private | - | - | - | 4.0% | \$33,200,000 | \$1,328,000 |
| | Public | - | - | - | 1.0% | \$35,275,000 | \$352,750 |
| Total | | 10% | | | 16,7% | | \$4,380,750 |

Our token and ecosystem are meant to be the infrastructure for recycling around the world. This is why we have chose to be as flexible and agile as possible - building on top of an EVM compatible framework.

Thank you!



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