

Optibinary

Sustainable wrapping for optimized customer experience

Nice to meet you!



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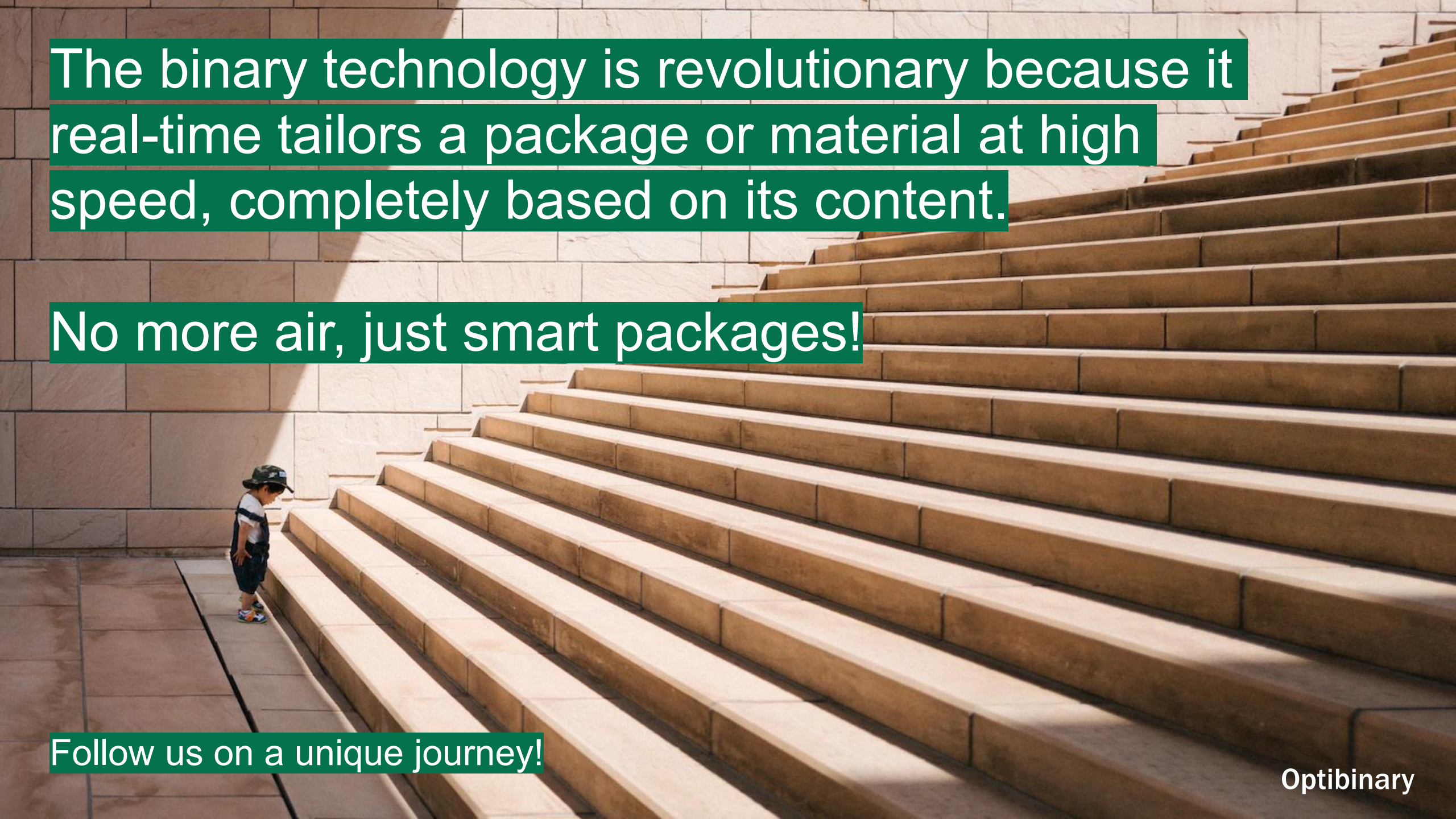
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Do you recognize "unsmart" packages?



Chef's knife... from one of Sweden largest e-commerce brands

A young child wearing a cap and overalls stands on a wide set of stone steps, looking down. The steps are made of large, light-colored stone blocks and lead up to a wall of similar stone. The scene is brightly lit, with strong shadows.

The binary technology is revolutionary because it
real-time tailors a package or material at high
speed, completely based on its content.

No more air, just smart packages!

Follow us on a unique journey!

Optibinary

Our technology is intelligent and simple

Binary
Technology



Any size of a cardboard package can be produced with the patented binary technology, and **all** material is used.

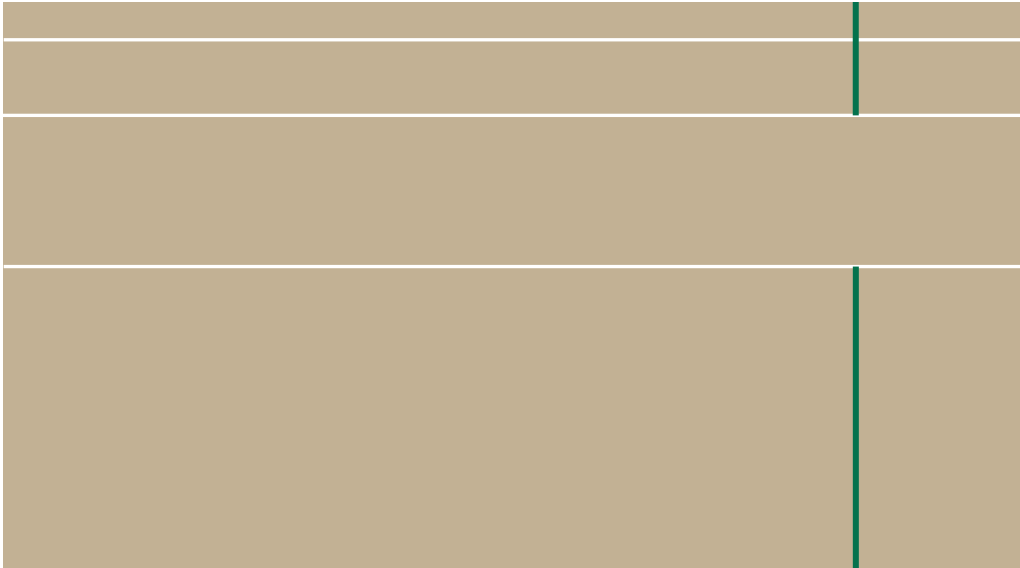
Our technology is intelligent and simple



We start with a standard cardboard sheet, 1150x750

Any size of a cardboard package can be produced with the patented binary technology, and **all** material is used.

Our technology is intelligent and simple



Any size of a cardboard package can be produced with the patented binary technology, and **all** material is used.

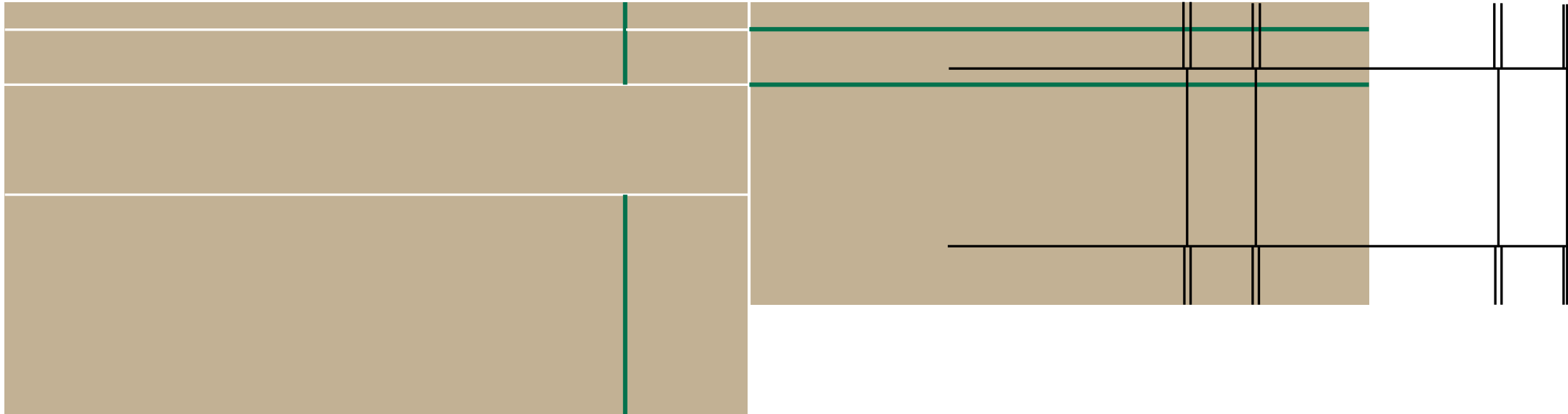
Our technology is intelligent and simple



Any size of a cardboard package can be produced with the patented binary technology, and **all** material is used.

Our technology is intelligent and simple

Binary
Technology



Any size of a cardboard package can be produced with the patented binary technology, and **all** material is used.

Our technology is intelligent, simple and flexible



Any size of a cardboard package can be produced with the patented binary technology, and **all** material is used.



Optibinary Packaging Solution

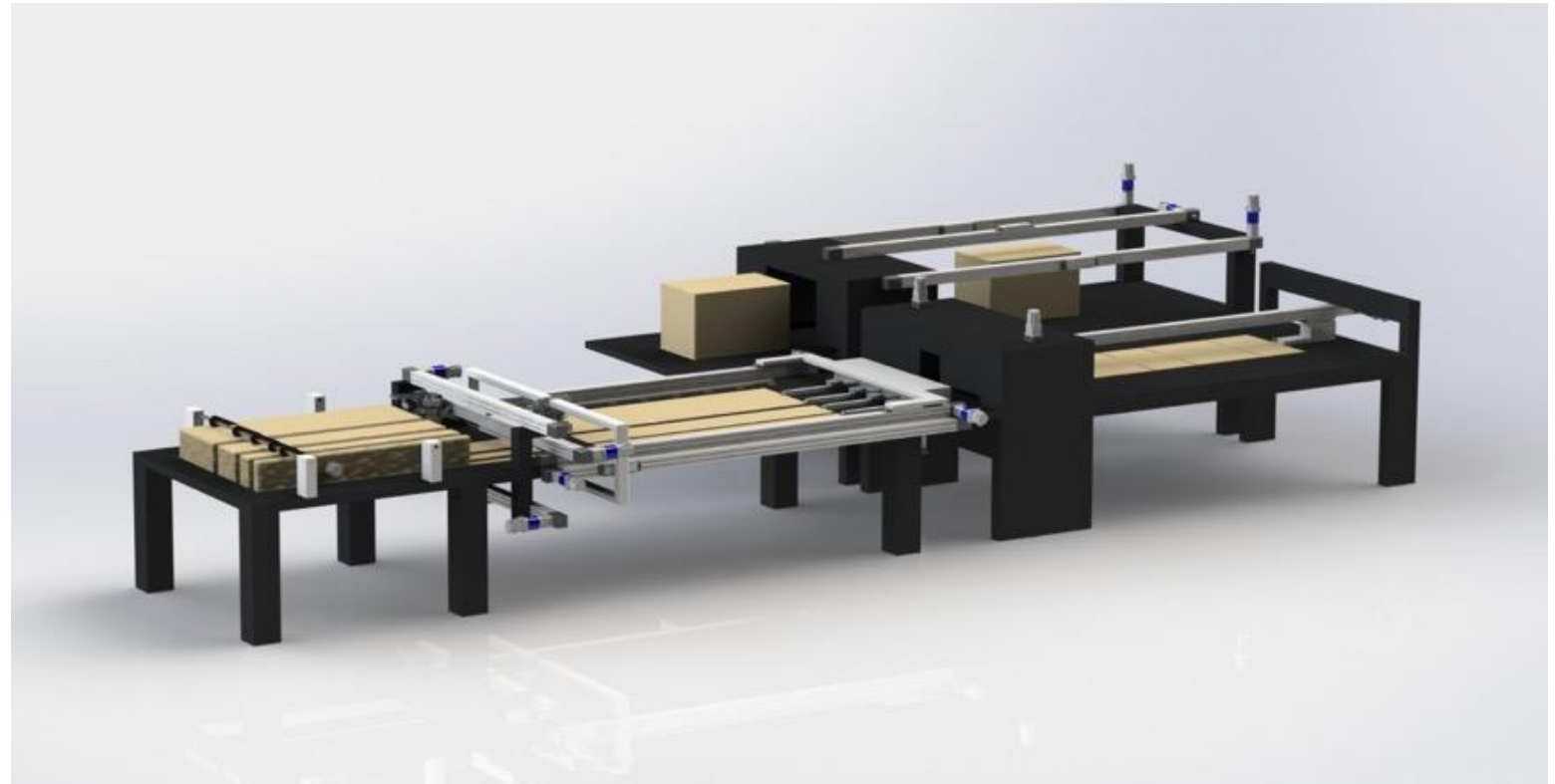
No
more
air

50%
cost reduction

3 pilot
customers

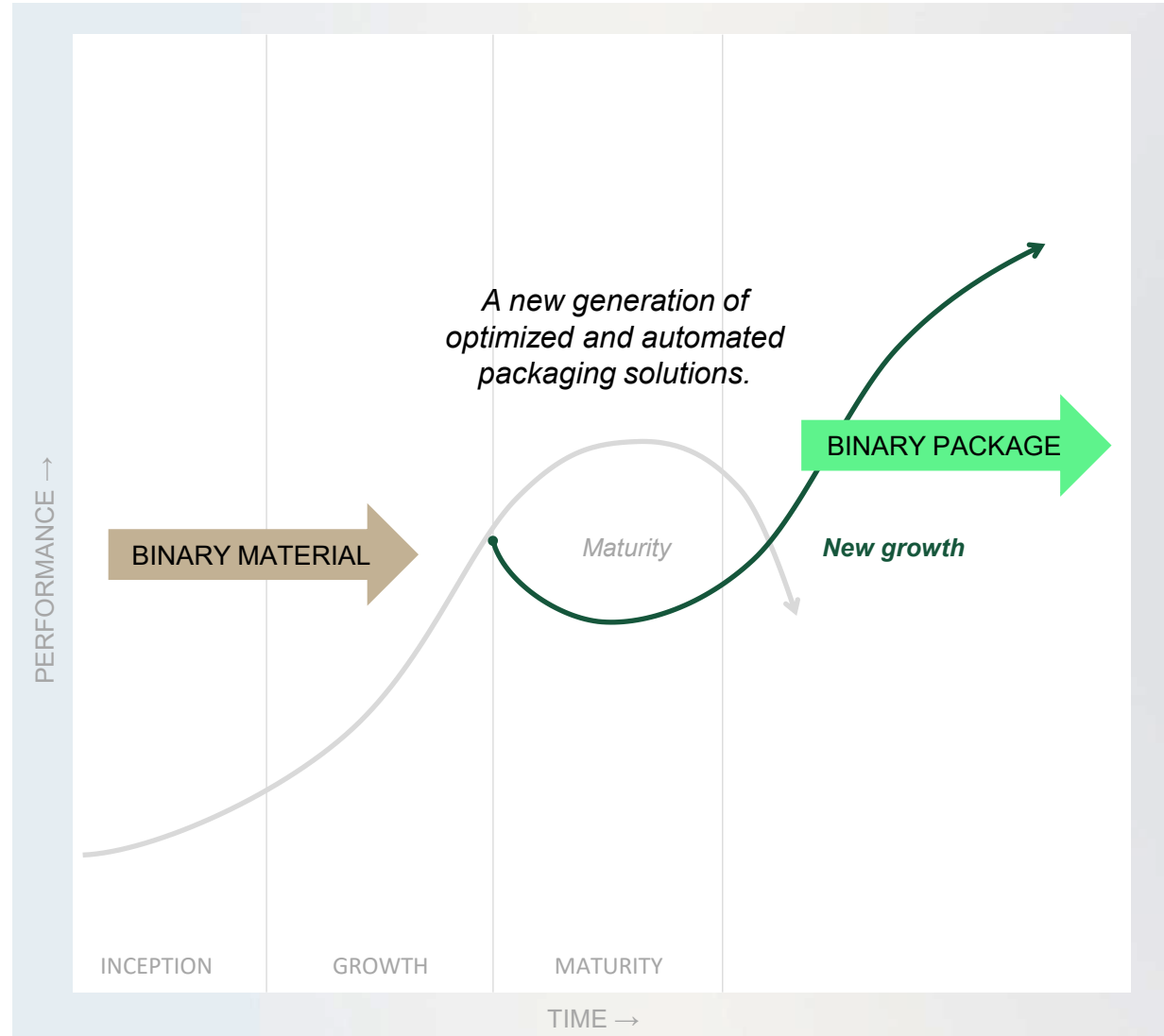
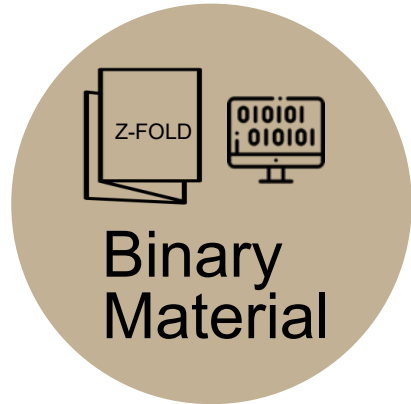
1. Innovation – joins instead of cuts
2. Patented technology
3. Growing market
4. Pilot customers
5. Verified durability and customer experience

Sustainability and economic benefits go hand in hand

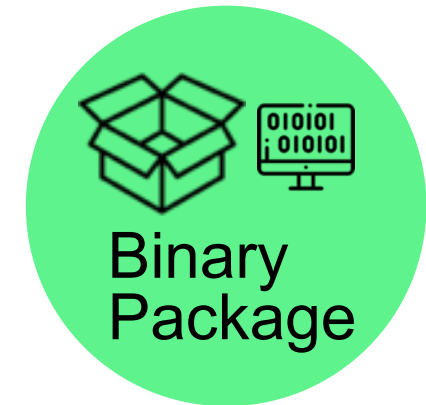


Go-to-market strategy: A low entrance

Material to other
packaging solutions



Packaging solutions

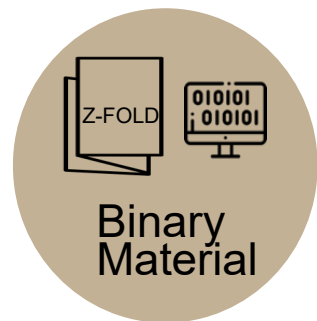


Market & Market share 2035 (EU & US)

Binary
Technology

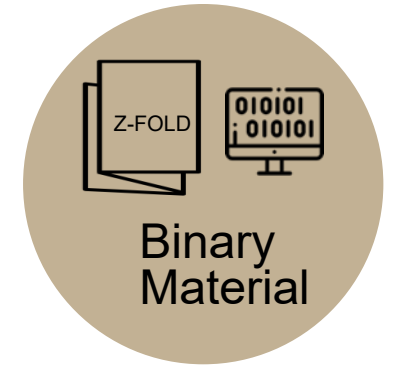


Target Market (TAM / SAM / SOM)	EU + US	SALES / Y	
Binary Package System Solution aprox 0,83 MEUR/system SAM: 2 200 systems/year. >700 packages/day. B2B & B2C	SOM 7% - 150 st systems	125 MEUR	90% Export
Service Sales (SaaS and Material)	50% of total revenue	125 MEUR	ARR



Binary Material Sales 1 EUR/m2 → 0,25 MEUR /customer. TAM: 10 B EUR/Y. SAM: B2B & B2C >700 packages/day.	200 customers	50 MEUR	ARR
TOTAL REVENUE 2035		300 MEUR	
Gross margin		>50%	

Tested & approved in production



+

Global
Manufacturing
company (SE)

+

Market leading
Packaging
Machine company

Optibinary

Financial & funding

- From innovation to a company with the first reference customers in place.
- Build and deliver a pilot production of 3 system solutions
- Implement Solution-as-a-Service Business Model
- We want active investors with capital and contacts.
- Today; private business angels, Speed Capital, Almi Invest & Triangel Invest.
- Aprox 1,4 MEUR next investment round

No
more
air

50%
cost reduction

3 pilot
customers



Optibinary

Team

- Entrepreneurs

- Per Hallendorff, Founder, Technology & Solution
- Mathas Bransmo, Partnerships & Finance (board)
- Mattias Stark, Sales & Go-To-Market (board)
- Christian Jönnevik, Technology & Development
- Christian Nordin, Programming & Construction

- Owners

- Founder
- Private Investors, Industrialists in Småland (south of Sweden)
- Almi Invest, Speed Capital & Triangel Invest



Optimized wrapping for a sustainable customer experience

