

MAKE. EARTH. GREEN. AGAIN.



PLUGZIT'S M.E.G.A. PLAN

SUSTAINABILITY REPORT

A LITTLE WORD FROM OUR INVENTOR

GUY VAN DER WALT, WHOSE SURNAME TRANSLATES FROM OLD DUTCH AS “OF THE FOREST”, IS AN ENTREPRENEUR WITH A MEGA PLAN. WITH A NAME LIKE THAT, IT’S NO WONDER HE FOCUSED HIS IMPACT ON PLANTING TREES. GUY IS PLUGZIT’S INVENTOR AND WITH HIS TEAM, HAS MADE A PLAN TO MAKE EVERY PURCHASE OF PLUGZIT COUNT.

TO EVERYONE WHO NEEDS OXYGEN,
AT **PLUGZIT** WE REALISED THAT COULD USE OUR BUSINESS
TO DO OUR BIT FOR THE PLANET.

After watching David Attenborough’s talk on climate change, we started doing more research. And then it popped, the unmistakable, blatant realisation that we were not doing anything remotely close to enough. Only thinking sustainable thoughts is not doing. We were setting up a business that would, without action, actually contribute to the current existential problem that our planet and our species are facing. The scientific results are out: we are drifting off the edge of a cliff. Unless the world confronts the urgent carbon problem, science tells us that the results will be catastrophic. There has been too much bullshit and lack of meaningful action for too long.

HUGE CHANGE IS NEEDED, RIGHT NOW.

And we want to make an example of **PLUGZIT** and demonstrate that no matter how small or early stage you are, your business, empowered by your customers, can be a catalyst for change in your industry and beyond. We are learning by doing and assimilating lessons learnt and published by others and applying what we can to our business—we will make mistakes—but we will correct these mistakes. We are determined to make a positive impact rapidly and fundamentally as we aspire to become a positive contributor of a new global standard for sustainability.

WE WILL BE COMPLETELY TRANSPARENT AND OPEN IN
EVERYTHING WE DO.

We will share the good and the bad in all its gory details, starting from today.

We hope you join us on this journey as we develop and grow, identifying the best and most progressive minds in this fight to make sure that we, and our future generations still have a planet to swim on and enjoy.

GUY AND ALL OF US

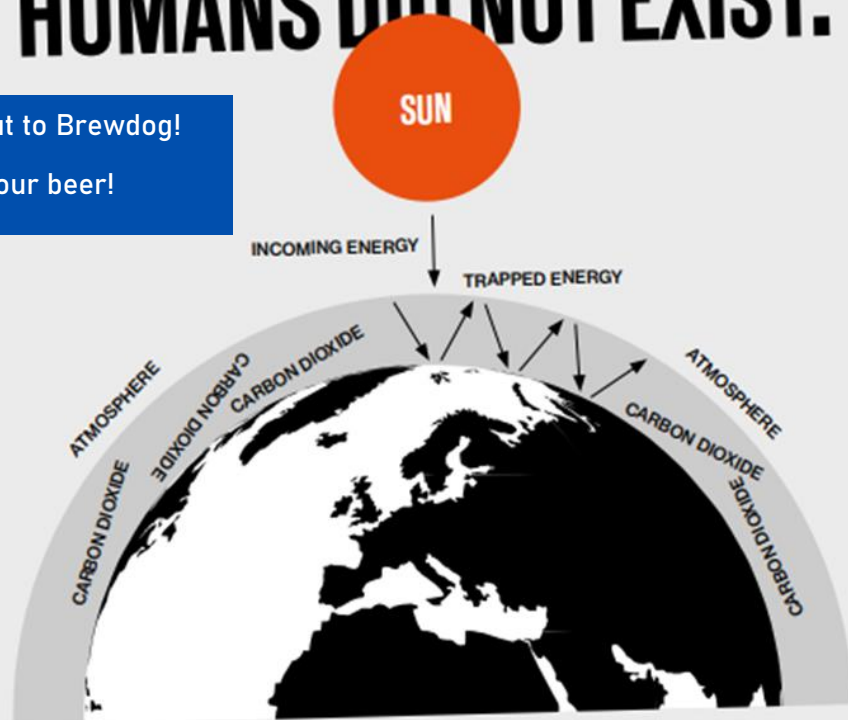
AT **PLUGZIT**,

FEBRUARY 2021

THE LAST TIME CO₂ WAS THIS HIGH, HUMANS DID NOT EXIST.

Image shout out to Brewdog!

We love your beer!



As we near the record for the highest CO₂ concentration in human history, climate scientists worry about where we're rapidly heading. Even as we publish this report, scientists have recorded the hottest temperature ever measured on earth.

More CO₂ in the air prevents heat energy escaping into space, trapping more heat in our atmosphere causing global warming. We need to reduce the amount of CO₂ in our atmosphere to get our planet back to its natural equilibrium.

CLIMATE CHANGE IMPACTS ALL OF US.



RIISING SEA LEVELS

The cost of adapting coastal areas to rising sea levels.



RESOURCE WARS

More wars to gain access to limited resources.



FRESH WATER

Fresh water will be in short supply in some areas.



HEALTH

Diseases will spread due to higher temperatures.



MIGRATION

Relocation of whole towns.



FOOD SECURITY

Shrinking productivity of harvests.



INFLATION

Prices of basic foodstuffs and consumer goods will rise.



WEATHER

Extreme meteorological phenomena will cause widespread poverty.

Why Choose Trees?

AS GLOBAL TEMPERATURE RISES, THE SOIL WARMS.

55 GIGATONS OF CARBON ARE PREDICTED TO BE STORED IN THE EARTH'S SOIL.

THIS COULD BE EMITTED INTO THE ATMOSPHERE – ROUGHLY THE EQUIVALENT CARBON EMISSION OF THE U.S. PER YEAR.

SOIL RESTORATION ACTIVITIES, LIKE PLANTING TREES COULD REDUCE THIS RATE OF CLIMATE DESTRUCTION BY UP TO 17%.



PLUGZIT WILL BECOME CARBON NEGATIVE



Adjective **CARBON NEGATIVE**

The reduction of an entity's carbon footprint to less than neutral, so that the entity has a net effect of removing carbon dioxide from the atmosphere rather than adding it.

THE TRIPPLE DIMENTIONAL WHAMMY

WE WANT TO REMOVE
MORE CARBON FROM
OUR ATMOSPHERE
THAN WE EMIT EACH
YEAR.

1. EVERY **PLUGZIT** BOUGHT FROM OUR WEBSITE PLANTS A TREE
2. **PLUGZIT** BAGS ARE 100% COMPOSTABLE
3. **PLUGZIT** USES NO GLUE, PATCH, TAPE OR HARMFUL CHEMICALS THAT END UP IN LANDFILL



WHEN WE
COUNT OUR
CARBON,
WE WILL COUNT
ALL OF IT.

The best way to count and offset our carbon will be to include our supply chain.

SCOPE 1 – direct emissions from PLUGZIT-owned and controlled resources.

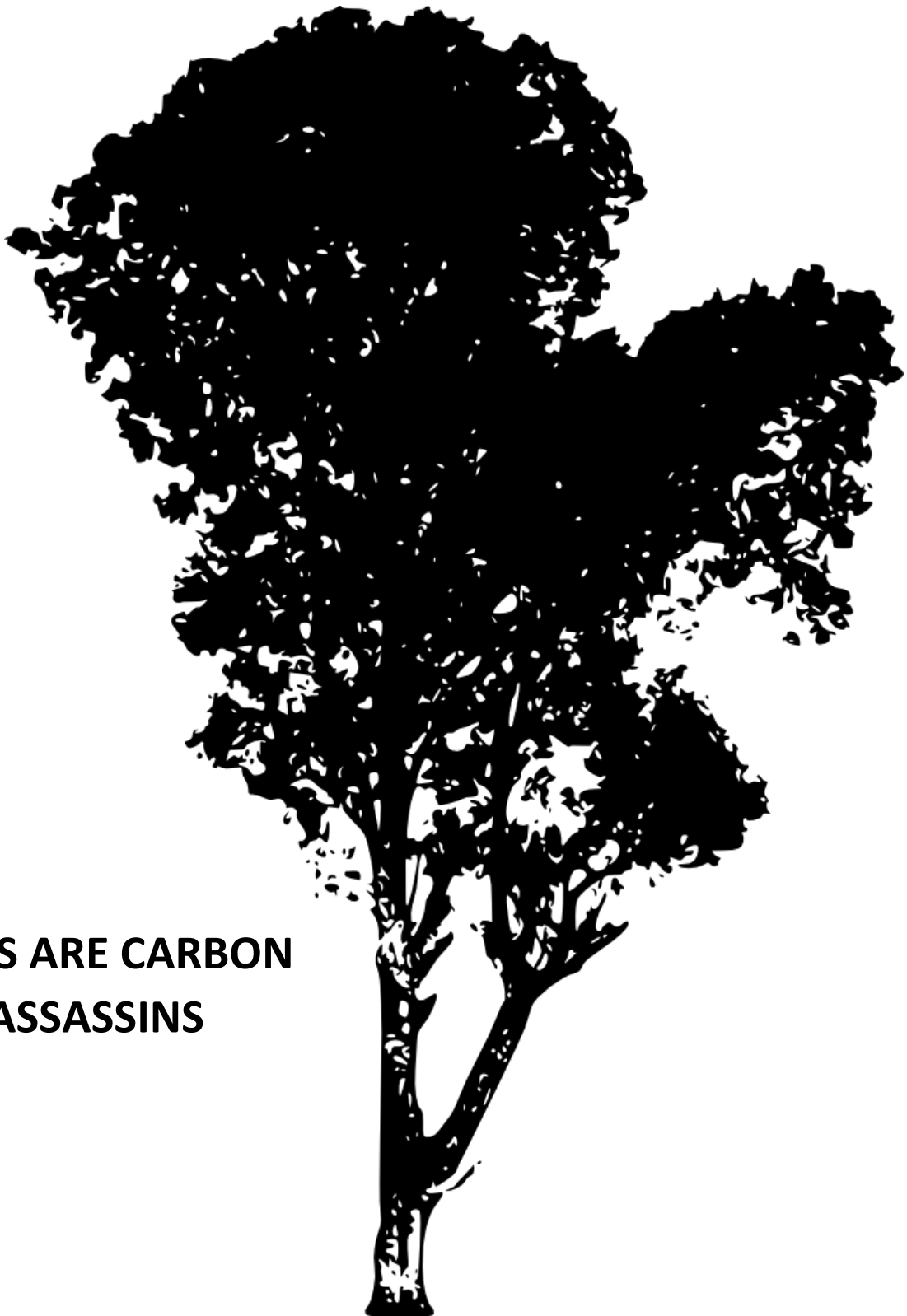
SCOPE 2 – indirect emissions from the generation of purchased energy, from our utility provider.

SCOPE 3 – emissions not included in scope 2 – these happen in PLUGZIT's value chain and include everything linked to our operations.

THIS IS THE ONLY WAY TO COUNT PROPERLY.

We will identify a leading Scientific Advisor ask ask them to accurately count our total emmissions. When it is done, we will publish their report.

OUR SUPERPOWER OF NOW!



TREES ARE CARBON
ASSASSINS

Right now **PLUGZIT**
has no clue how
much carbon we are
responsible for
producing.

YET...

We are acting NOW!
#noexcuses

HOW DOES IT WORK?



PLUGZIT
DOES WHAT IT SAYS

WE PLANT
1 TREE FOR EVERY
2 PLUGZIT SOLD

THANKS TO

 ONETREEPLANTED

DIRECT CUSTOMERS

BUY **2 PLUGZIT** – PLANT **1** TREE

BUY **4 PLUGZIT** – PLANT **2** TREE

BUY **XX PLUGZIT** – PLANT **XX** TREE



ONETREEPLANTED

WHOLESALE PARTNERS
BUY **100** **PLUGZIT** – PLANT **6** TREE
BUY **1000** **PLUGZIT** – PLANT **60** TREE

ALL THANKS
TO YOU!



WHEN YOU BUY
PLUGZIT YOU ARE
100% HAVING A
POSITIVE IMPACT ON
OUR ENVIRONMENT.



Plugzit GmbH

1 Tree Planted in Uganda

THE PRESENT CERTIFICATE IS AWARDED TO PRIVILEGED AND DISTINGUISHED PARTNERS OF ONE TREE PLANTED WHOSE CONTRIBUTIONS HAVE BEEN AND CONTINUE TO BE, ESSENTIAL TO THE REFORESTATION, CONSERVATION AND PROTECTION OF FORESTS AROUND THE WORLD.



MATT HILL
CHIEF ENVIRONMENTAL EVANGELIST



February 12, 2021

DATE
YOU CHANGED THE WORLD