

A man with a beard, wearing a plaid shirt over a grey t-shirt, is smiling as he holds a young girl with blonde braids in a yellow sweater. They are standing outdoors next to a row of green recycling bins. The man is holding a green glass bottle and is about to drop it into one of the bins. The girl is holding a white plastic bag. The background shows a building with horizontal siding and a parked car.

bintel 
No time to waste

Bintel – a pioneering company at the forefront of data driven waste management

- **Market Leadership:** We have emerged as the leader in data-driven waste management, operating in a market experiencing robust growth on both national and global scales.
- **Innovative Solution:** Our SaaS business model, supported by physical sensor and a cloud platform, enables us to deliver tangible results, drastically reducing costs and environmental impact for our customers in the segments of real estate and waste management.
- **Strong Financial Performance:** Our proven business model boasts an impressive gross margin of over 70% and a remarkable Lifetime Value to Customer Acquisition Cost (LTV/CAC) ratio of x154.
- **Technological Superiority:** Our technology and data platform, based on machine learning and AI, have been rigorously tested and proven, providing us with a significant 2-3 year lead over competitors.
- **Strategic Capital Raise:** We are seeking investment to propel our company towards achieving positive EBITDA by 2026 and cash flow positivity by 2027, further solidifying our position as a sustainable and profitable company.

Ongoing global waste emergency as very little is being recycled

5 tonnes of waste is generated by an average European citizen each year.

In EU only 14% of the plastic waste is recycled, 44% is incinerated and 37% ends in landfill causing huge impact on health and climate.

Without radical improvement in waste management, we will not reach the UN Sustainable Development Goals and the EU Waste Directives supporting a circular economy.

It is time for acceleration where waste becomes part of the solution to the climate crisis.



Bintel is the industry leader

Bintel's unique and innovative solution places us **3 years ahead of the competition**. This strategic advantage establishes us as leaders in the market, setting a new standard for sustainability and innovation.

Bintel **unite stakeholders** in real estate and waste management sectors, driving collaboration to reduce costs and minimize climate impact.

Through a smart **data-driven approach**, our solution transforms household waste into valuable resources, resulting in less contaminated residual waste destined for incineration or landfill.

Our technology serves as a catalyst for environmental responsibility, providing investors with long-term contract stickiness and significant value.



The waste sector is one of the sectors with high potential to develop smarter, more efficient and more sustainable solutions with digitalization as support .

Årfall Sverige 2019

Bintel solution saves money and reduce climate impact

Our sensors, placed in waste bins, collect data and our platform coordinates it with other systems.

State of the art machine learning and actionable insights & recommendations makes **proper sorting easy and cheaper**.

By optimizing only 2 % of the recycling stations we offset the entire carbon emission from a garbage truck. A true **carbon reduction** solution!

An automatic, data driven, **auditable and traceable ESG report** supports the global sustainability goals where waste is turned into resources, becoming part of the solution to the climate crisis.



Single customer case example

An average customer saves 37% per year and Bintel earns 16,2 MSEK over 8 years

Waste Management Customer journey (420 recycling rooms)

Step 1: 420 subscriptions á 69 SEK/month for 24 months
Contract gross margin: 74%
Contract net contribution: 513.800 SEK

Step 2: 420 subscription extension á 69 SEK/month for 36 months and
adding 5000 subscriptions á 50 SEK/month for 36 months
Contract gross margin: 67%
Contract net contribution: 6.737.800 SEK

Step 3: 5420 subscriptions extension á 50 SEK/month for 36 months
Gross margin: 92%
Net contribution: 8.976.000 SEK

Total subscriptions: 5420
Total contract length: 8 years

Waste management customer saving:

30.000 SEK / recycling room / year or

12.600.000 SEK / year for 420 recycling rooms
(based on an improved sorting with 20-30% less residual waste)

Real estate customer saving:

30.000 SEK / recycling room / year or

1.200.000 SEK / year for 40 recycling rooms
(based on an improved sorting with 20-30% less residual waste)

CAC: 105.000SEK

(based on three sales resources FY24/25)

Customer net contribution: 16.227.000 SEK

(over 8 years => 2.000.000 / year)

Market with huge potential

Bintel has identified Sweden and Denmark as the initial target market for scale up during 2024–2027, followed by the rest of Nordics and Europe.

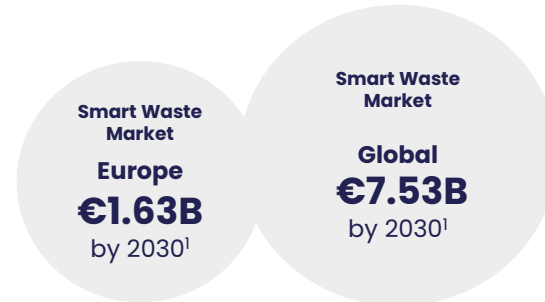
Bintel is targeting

- **€2.4M** in revenue by **2026 with an EBITDA breakeven**
- **€5M** in revenue by **2028**

Stricter national and European laws create opportunities for clean energy solutions (less residual waste and particularly less contaminated residual waste), driving the growth of the smart waste management market in Europe and globally.

SAM (serviceable addressable market)

SEGMENT/MARKET	TODAY		EST. 2026	
	SWEDEN	NORDICS	SWEDEN	NORDICS
Multifamily housing	160 M€/y	480 M€/y	160 M€/y	480 M€/y
Public spaces	13 M€/y	41 M€/y	50 M€/y	160 M€/y
Containers	20 M€/y	60 M€/y	20 M€/y	60 M€/y



¹ <https://straitresearch.com/report/smart-waste-management-market>

Meet the movers

Team



JENNIE ORTON,
CEO
Management expertise, product development and former CTO



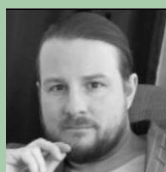
MICHAEL WICTOR
Chairman
Entrepreneur, management specialist and business development



TOM JOHANSEN
Founder, product owner
Product development and waste management expert



INKE SVEINBJORNSSON
Sales Manager
Strategic sales and long experience from international expansion



DAVID GRAMNAES
Vice chair
Entrepreneur and investor. Extensive experience in the waste industry



ANDERS FRANKEL
Entrepreneur and investor



ERIK URNES
Vice Chairman at Lindéngruppen AB. Experienced investor



ANNA BRYNÅS
Investment manager and pro at Almi Invest GreenTech

Board & Advisory

Our traction

Business model

By monthly subscription of the Bintel solution the customer access sensors and web-based platform where insights makes it easy to increase sorting of any waste stream, whether household or public. Open APIs makes optimizing logistics in already existing IT ecosystem of transportation and collection routes seamlessly.

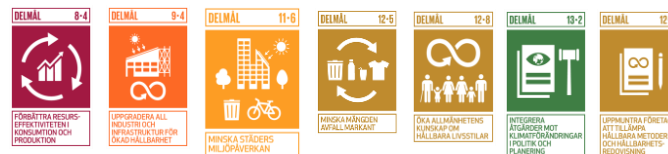


	YoY
ARR <small>(Annual Recurring Revenue based on last months MRR)</small>	+58%
Order intake <small>(Order intake)</small>	+155%
CAC <small>(Customer Acquisition Cost)</small>	105 kSEK
LTV <small>(Life Time Value per Customer)</small>	16227 kSEK
LTV/CAC <small>(Acquisition cost payback ratio)</small>	154x
Churn rate <small>(Monthly share of value discontinuation)</small>	5%
Gross Margin <small>(Profit margin on subscription revenue)</small>	70%

IMPACT at heart

We have chosen to link our business strategy
"No time to Waste" directly to the UN's global sustainable development goals and
to the national and European legislation;

- Collection close to the property, Fastighetsnära insamling (FNI)
- Circular Economy Package (EU Directive)
- Waste Framework (EU Directive)
- Packaging and Packaging Waste (EU Directive)



We are brave enough to say that in 2030 we:

- ✓ Reduce CO₂ emissions by 3,000,000 tonnes annually
- ✓ Enable growing cities without increased stress on ecosystems



European
Commission

Invest in Bintel and join the movement

We invite you to join us on this journey towards a more sustainable future. With your investment, we will further develop our technology, expand our market reach, and solidify our position as the foremost innovator in data driven waste & resource management.

- Bintel is raising 25 MSEK to scale up and reach €5M of revenue in 2028 (1 Euro ~11.4 SEK)
- Pre-money valuation 55 MSEK (same as last investment round)
- Minimum ticket 500 KSEK
- 4 MSEK already committed by existing investors (convertible bridge)
- Board seat available for lead investor
- Option pool of 15% whereof half already used (normal vesting, allocation and strike price)
- First close June 15, 2024

No time
to waste

Join the movement

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