



HowGood



HowGood is the premier sustainability market research and SaaS intelligence platform with the world's largest product sustainability database.

HowGood's impact modeling and product data offer actionable insights for brands, retailers, and investors answering the growing demand for product sustainability.

HowGood solutions make it easier for brands to develop sustainable products, prompt the sale of 624K more sustainable products every day, and lift sustainable product sales by more than 230%.



Impact Platform

Latis offers dynamic sustainability intelligence on environmental and social impact



Impact Data

HowGood data provide comprehensive industry coverage on a diverse set of impact metrics



15

years
mapping
global
supply chains



550+

data
sources
and
certifications



33K

ingredients,
chemicals
and
materials



247

sustainability
metrics &
attributes for
consumer goods



2MM+

products
assessed at
UPC/GTIN
level



Ahold Delhaize | USA



KraftHeinz



nielsen



Forbes



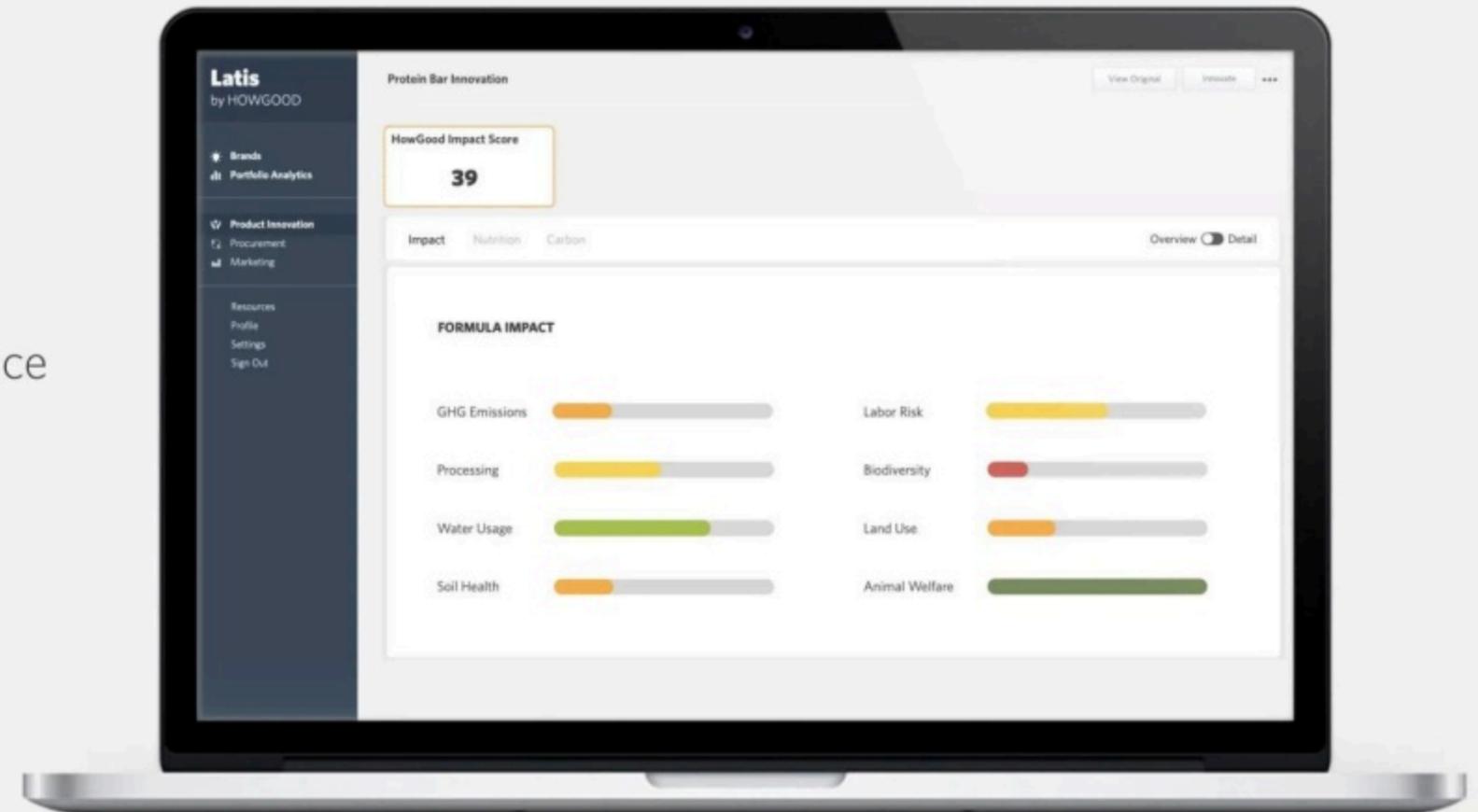
Bloomberg



Latis: Sustainability Intelligence

SaaS Platform that enables brands to develop, produce and market sustainable products.

- Ingredient and sourcing location recommendations to reduce environmental and social impact
- Benchmarking for portfolio impact in comparison to the industry and key competitors
- Evaluation of on-pack claims eligibility

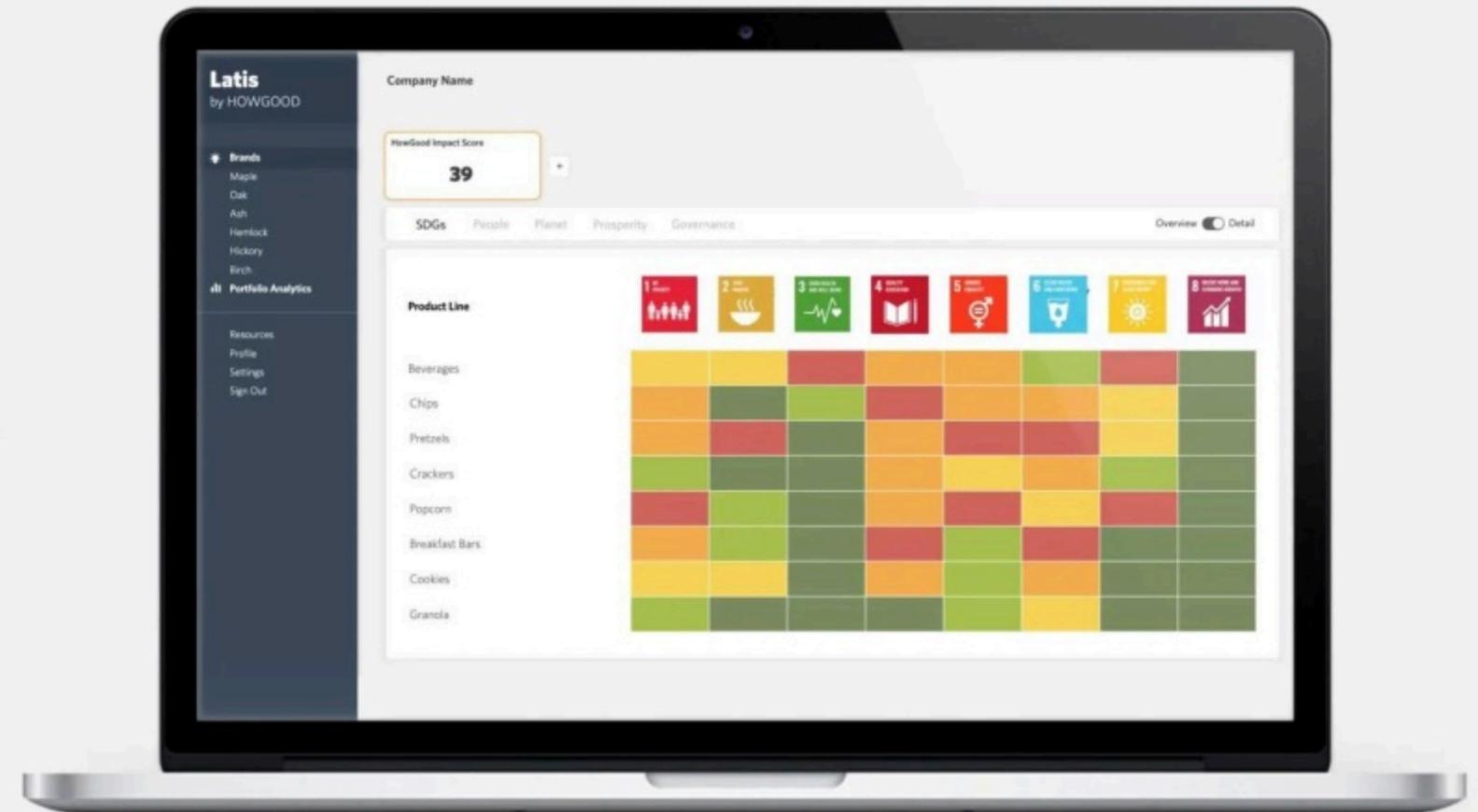




Beyond ESG Reporting

Annual impact reporting across a company's full value chain
(in development)

- Bringing comprehensive, on-the-ground insights into a company's value chain calculations for annual reporting on progress toward:
 - UN's Sustainable Development Goals (SDGs)
 - ESG standard reporting metrics

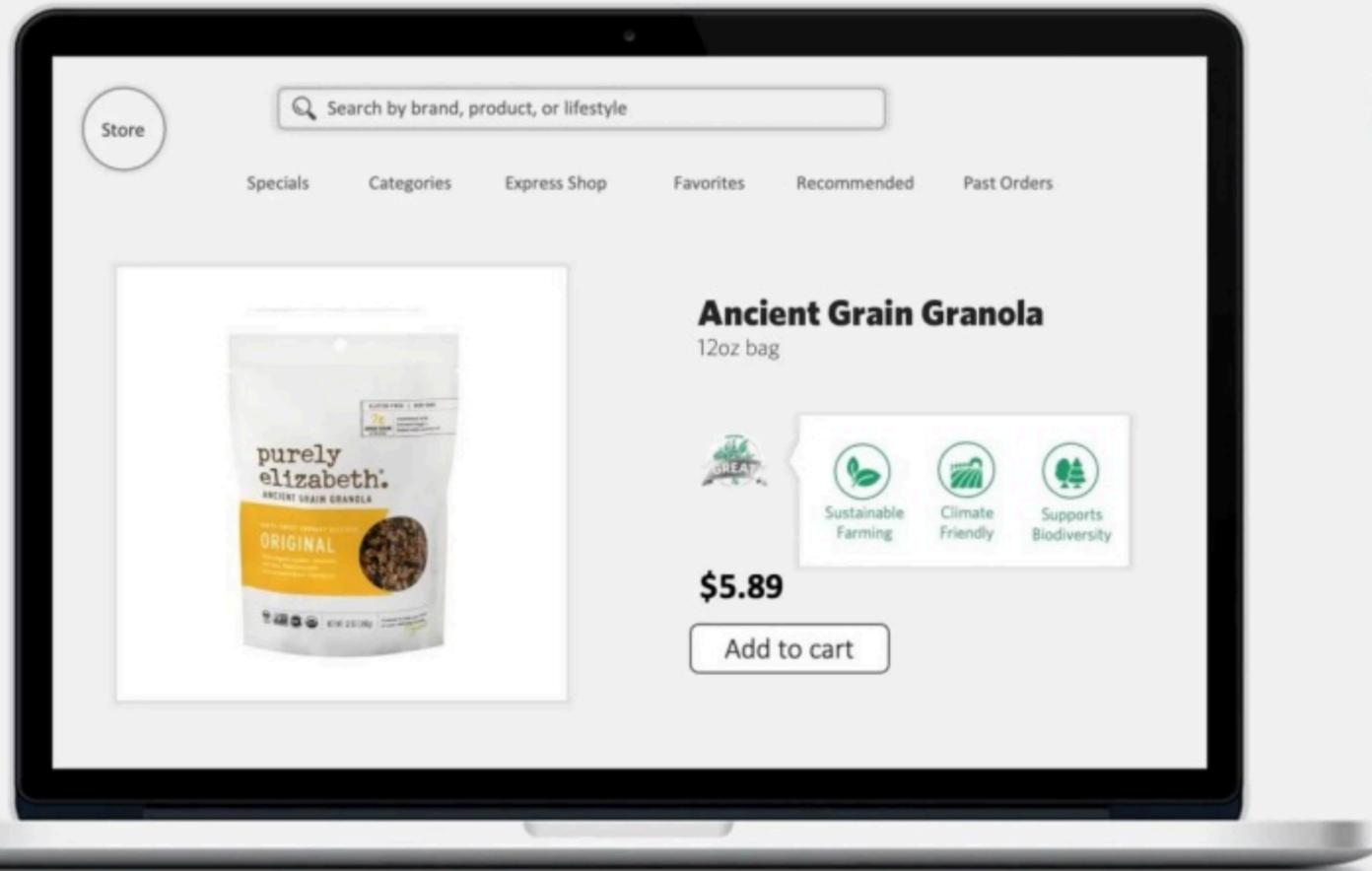




IMPACT
Platform



IMPACT
Data



Sustainability Ratings & Attributes

Enables consumers to shop their environmental and social values

- HowGood Ratings prompt the sale of 624K more sustainable products every single day.
- Sales for products rated “Best” have experienced an average sales increase of 234% over a three-month period.





IMPACT
Platform



IMPACT
Data

BUILD YOUR CHIPOTLE ORDER TO CALCULATE YOUR REAL FOODPRINT

Real Foodprint calculates an average sustainability impact across each of our 53 real ingredients based on our leading sourcing standards as compared to conventional ingredients.



LESS CARBON IN THE
ATMOSPHERE

179.6 GRAMS

SUPPORTED ORGANIC
LAND

1.0 SQ FEET

WATER SAVED

1.7 GALLONS

ANTIBIOTICS AVOIDED

146.0 MILLIGRAMS

IMPROVED SOIL HEALTH

13.2 SQ FEET

METRICS POWERED BY HOWGOOD

Quantitative Impact Analysis

Powers transparency in brand communications & marketing

- Impact data for customer-facing POS communications both in-store and via eCommerce platforms
- Comprehensive annual impact data for public or investor reporting

Total Addressable Market

IMPACT PLATFORM	ADDRESSABLE REVENUE
Ingredient Suppliers	\$802,147,089
CPG - Food	\$4,598,403,885
Personal Care, HABA, Cleaning Supplies	\$2,267,414,400
Retailers	\$2,356,621,942
Apparel	\$1,885,039,370
Total	\$11,909,626,686

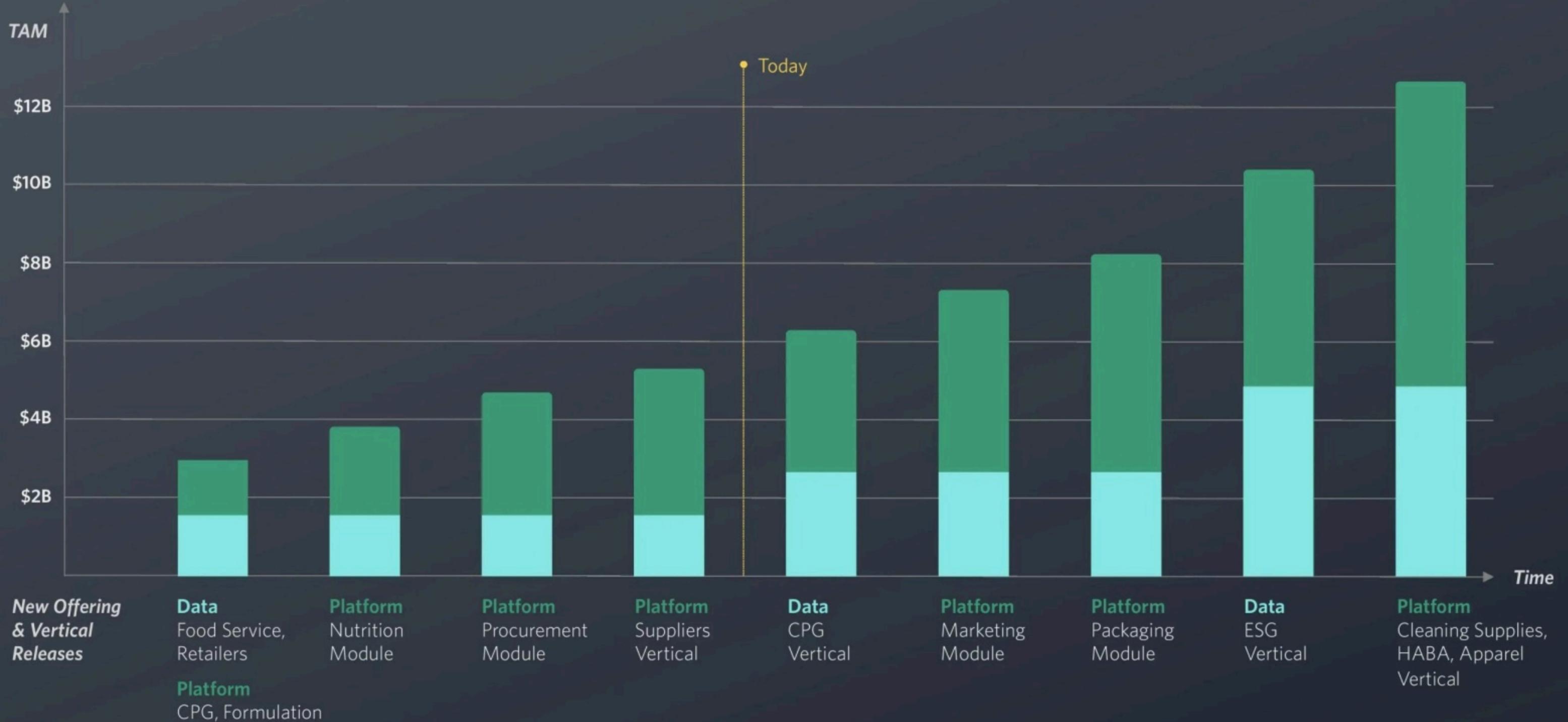
IMPACT DATA	ADDRESSABLE REVENUE
Retailers	\$589,155,485
Food Service	\$995,324,551
CPG	\$951,350,400
ESG	\$2,172,063,600
Total	\$4,707,894,036

COMBINED TOTAL ADDRESSABLE MARKET

\$16,617,520,722

Product Development Plan

Data TAM
Platform TAM



How Good Key Differentiators



Unparalleled Industry Coverage

with over 2 million UPCs and 33k ingredients and materials



Comprehensive Impact Analysis

producing 247 sustainability attributes, from environmental impact to labor risk



Unique Market Positioning

offering solutions for players throughout the supply chain, from suppliers to retailers



Best in Class Data

with over 550 data sources providing extensive data granularity



Industry Thought Leaders

shaping the global conversation through speaking invitations and powerful partnerships



First to Market

with a SaaS platform bringing impact insights at such large scale



HowGood