

# RENSAIR

- INVESTOR PRESENTATION

## Hospital-grade air purification made portable

Redacted

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Our purpose is to protect and enhance lives through clean air

Our vision is to build the category leader in indoor air quality

## 01 INTRODUCTION TO RENSAIR

- Technology invented in the early 2000's by Danish ventilation engineer Henrik Hendriksen
- Developed to meet the strict standards of Scandinavian hospitals
- Rensair today is a reincarnation set up by Henrik's twin sons, Christian and Frederik
- Rensair Group was incorporated in May 2020 and owns all IP
- "Rens" is the Danish word for "to clean"
- Profitable growth has been bootstrapped to date

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## 01.1 THE MANAGEMENT TEAM



### Christian Hendriksen

Co-founder and Co-CEO at Rensair  
Executed growth strategy for Groupon in Japan & China  
Established and deployed venture seed fund in Zambia  
Director, Interest rates & macro sales at Citi and UBS, London  
VP of International Expansion for Mile High Labs. Developed strategy and built operations (warehouse, finance department, HR) to support expansion from the US  
BSc International Business and MSc Finance, Copenhagen Business School



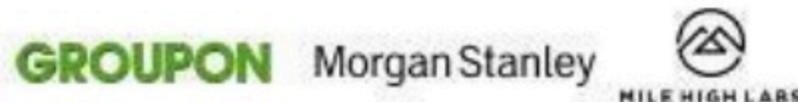
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### Frederik Hendriksen

Co-founder and Co-CEO at Rensair  
Executed growth strategy for Groupon in Japan & China  
Established and deployed venture seed fund in Zambia  
VP at Morgan Stanley, Equity Sales-Trading and M&A  
VP of International Sales at Mile High Labs. Market entry and revenue responsibility for Europe, Asia and Africa

BSc International Business, MSc Finance from Copenhagen Business School



### Edward Ballsdon

Co-founder and Managing Director at Rensair  
Extensive career in investment banking  
Managing Director, Head of Sales teams at Citi and UBS  
Chief Strategist at Stone Milliner LLC

BSc Hons in Business Studies from the University of Buckingham



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## 01.2 RENSAIR BY NUMBERS

Attractive margins and high demand has led to rapid growth since inception

Revenue since incorporation in May 2020, USD	Est. 2022 revenue, USD	<b>124%</b> Revenue Growth E2021 vs FY2020	# of units sold since incorporation
Est. gross margin E2021, expected to increase	<b>41</b> Countries Rensair products have been shipped to	<b>700</b> Individual clients	<b>9</b> Countries with Rensair trademarks filed
<b>4</b> Warehouses (US, UK, Belgium and China)	<b>2</b> Patents filed	Net assets on balance sheet, USD	<b>0</b> Debt

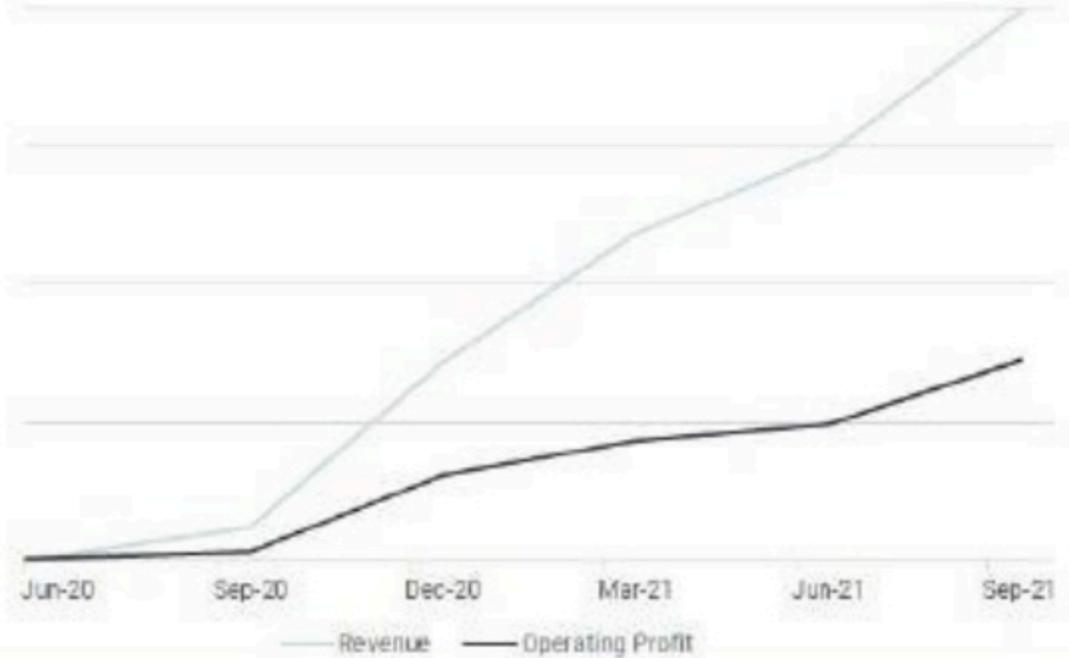
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Note: Numbers as of 30 September 2021

## 01.2 RENSAIR BY NUMBERS

### Rensair Group Cumulative Revenue and Operating Profit, USD



### Simple revenue model with attractive recurring element



Rensair air purifier  
Model Q01B: hardware



Recurring revenue from  
HEPA filter and UVC lamps

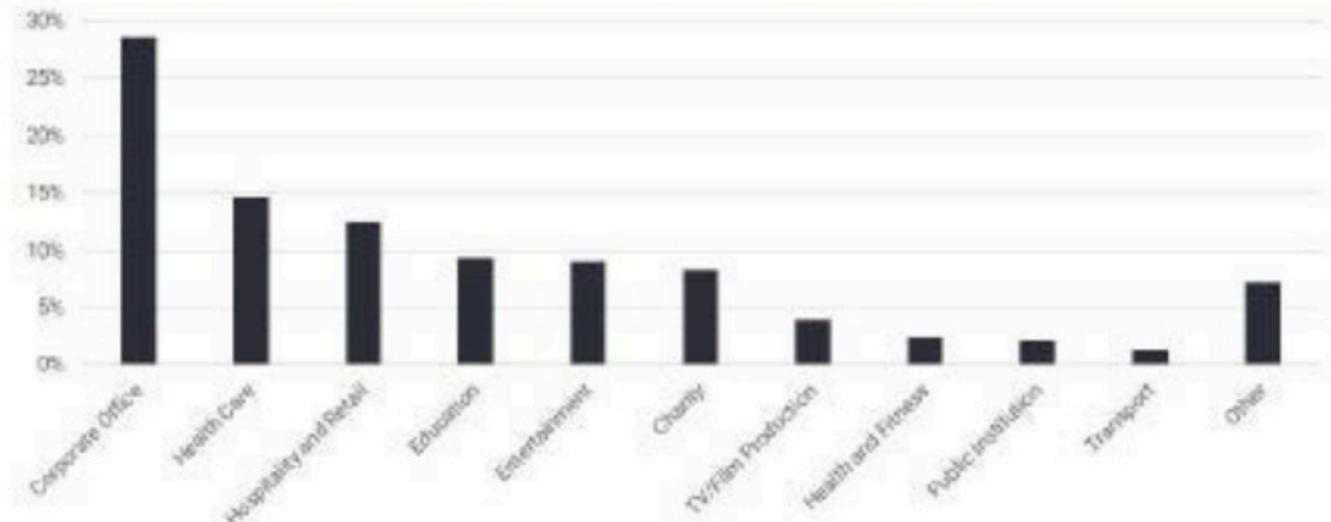
- Rensair units sold outright (majority of sales) or through rental/leasing
- HEPA filters and UVC lamps need replacing every 9,000 hours
- Rensair engages with customers frequently to optimise upselling opportunities and recurring revenue from replacement parts

### 41 Countries Supplied



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### Customer segmentation - % of customers



# THE INDOOR AIR QUALITY PROBLEM

We spend 90% of our time indoors, where air quality is 2-5 times worse than outdoors

United States Environmental Protection Agency

# Clean air does more than protect. It enhances.

Improving indoor air quality is much broader than Covid-19. Impacts:

- Occupant's health and well-being
- Enhances cognitive processing
- Boosts productivity
- Impacts the bottom line of businesses

“

- Sustaining 20% lower air pollution levels in the classroom can **improve a child's working memory by 6%**<sup>1</sup>

- In the US, poor air quality results in **\$150 billion of illness-related costs per year**. Of that \$93 billion represents lost productivity from headaches, fatigue, and irritation associated with sick building syndrome.<sup>2</sup>

- Employers have seen **workplace productivity increase by up to 11%** after clearing the air.<sup>3</sup>

- A Harvard study showed **cognitive scores were 61% higher** across nine functional domains with better air quality.<sup>4</sup>

“

Sources

1. [Phillips Foundation & University of Manchester](#)
2. [National Oceanic and Atmospheric Administration](#)
3. [World Green Building Council](#)
4. [Harvard University](#)

Indoor air quality issues can be divided into two categories

## 1 AIRBORNE DISEASE TRANSMISSION

**Prevalence:** Covid-19, SARS, MERS, common flu, cold, tuberculosis

**Cause:** Infected individuals exhaling aerosols containing pathogens

**Risk factors:** Shared spaces, high occupancy, poor ventilation

**Mitigation:** Air purification or fresh air dilution

## 2 HARMFUL PARTICULATE MATTER LEVELS AND OTHER AIRBORNE POLLUTANTS

**Prevalence:** High particulate matter levels and airborne pollutants such as smoke, mold, pollen and dust

**Cause:** Car pollution, forest fires, cooking and catering, poor building materials, crowded spaces

**Risk factors:** Polluted outside air, poor ventilation

**Mitigation:** Air purification

High quality air purification devices address both issues

Portable air purification is the most viable and effective option to improve indoor air quality

Products

STANDALONE SOLUTIONS (PORTABLE AIR PURIFIERS)

- ✓ Easy installation and low maintenance
- ✓ Flexible and modular use
- ✓ Cost efficient

VS

INSTALL/UPGRADE INTEGRATED SOLUTION (HVAC)

- ✗ Disruptive installation & high maintenance
- ✗ Only one central point of purification
- ✗ High capital cost

Technologies

SUBTRACTIVE TECHNOLOGIES (FILTRATION)

- ✓ Proven efficacy
- ✓ No by-products
- ✓ Conceptually easy to understand

VS

ADDITIVE TECHNOLOGIES (IONIZATION/PLASMA)

- ✗ Inconclusive efficacy
- ✗ Potential harmful byproducts
- ✗ Conceptually harder to understand

**Portable air purifiers** using **subtractive technologies** are winning this space.  
This is where Rensair is positioned

## 02 THE INDOOR AIR QUALITY PROBLEM

Even modern buildings are structurally underventilated...

# 3.5

Current litres/second/person clean air supplied in modern office buildings (ASHRAE guidelines)

VS

# 10

Minimum litres/second/person clean air supply required to minimise Covid transmission risk (WHO guidelines)

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... and it's not just the air inside buildings

Spaces facing challenges:

- Buildings
- Cars
- Public transportation
- Aviation
- Ships

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# THE MARKET OPPORTUNITY

Air purification demand has been steadily growing and Covid-19 has accelerated this trend

Key drivers include:

- Heightened awareness of the benefits of good indoor air quality combined with willingness to invest
- Rising levels of air pollution
- Rising prevalence of airborne diseases and drug resistant bacteria
- Advancing scientific research on Indoor Air Quality