

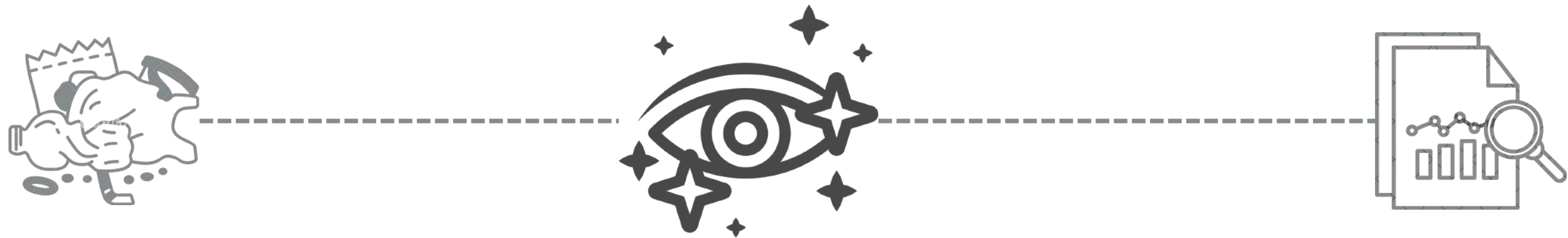


Turn waste into data

OUR VISION

Turn Waste into Data

To make the management of every type of waste smart and scalable.



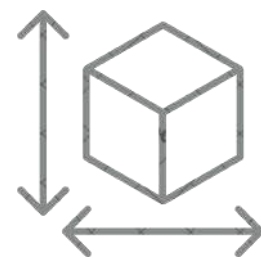
proprietary algorithm

From vision to data.

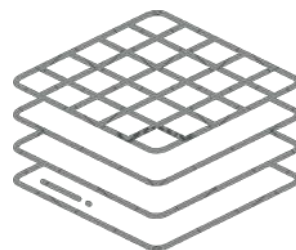
Our proprietary algorithm based on AI and machine learning is able to recognize any type of object or food with a single image, with 97% accuracy in less than one second.



Weight



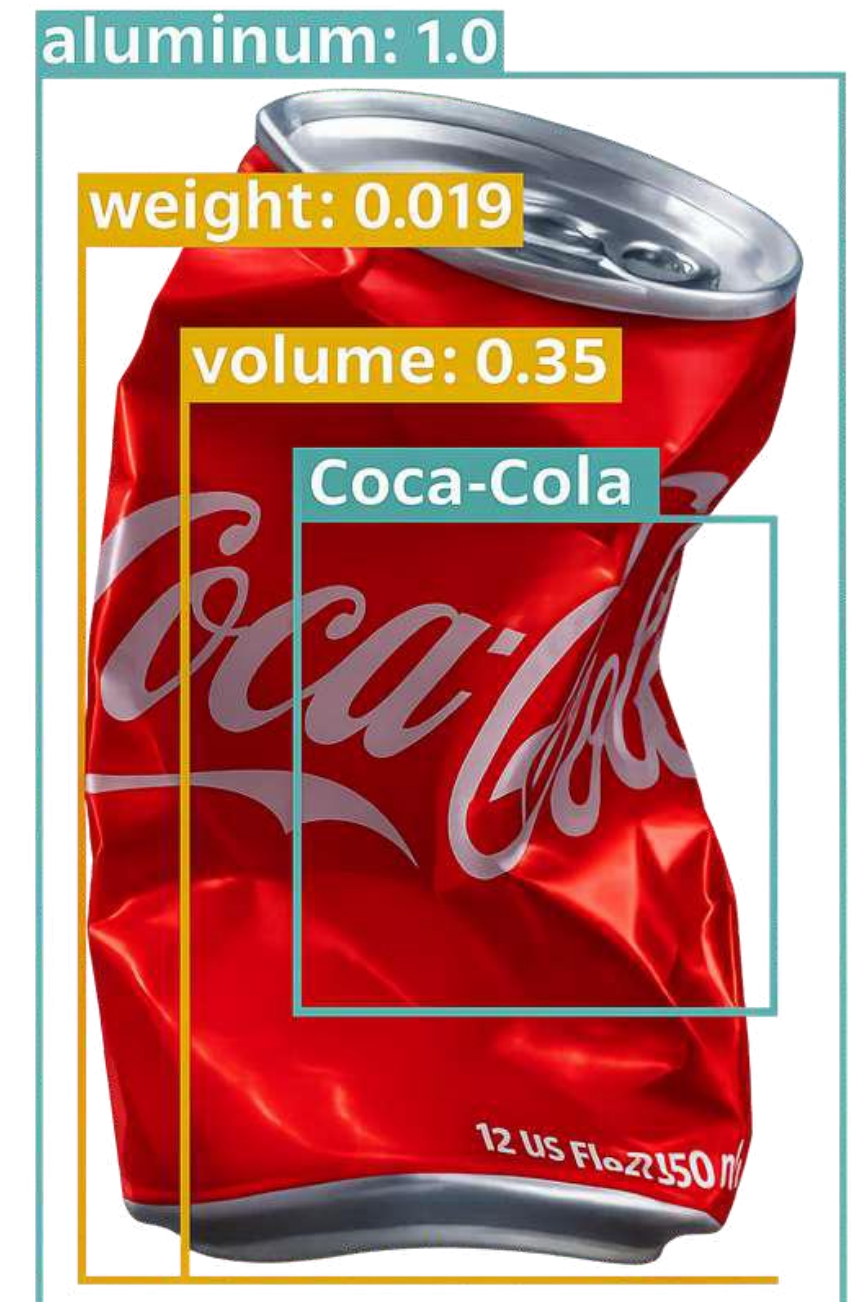
Volume



Material



Brand



A solution suitable for any context

Our clients



Google

unicoop
firenze

Agos

accenture



ClubAvolta

VeneziaAirport



DBV

MAD
Madrid
International
Airport

Toscana
Aeroporti



TFS

bud
Budapest
Airport

BAUUNTERNEHMUNG

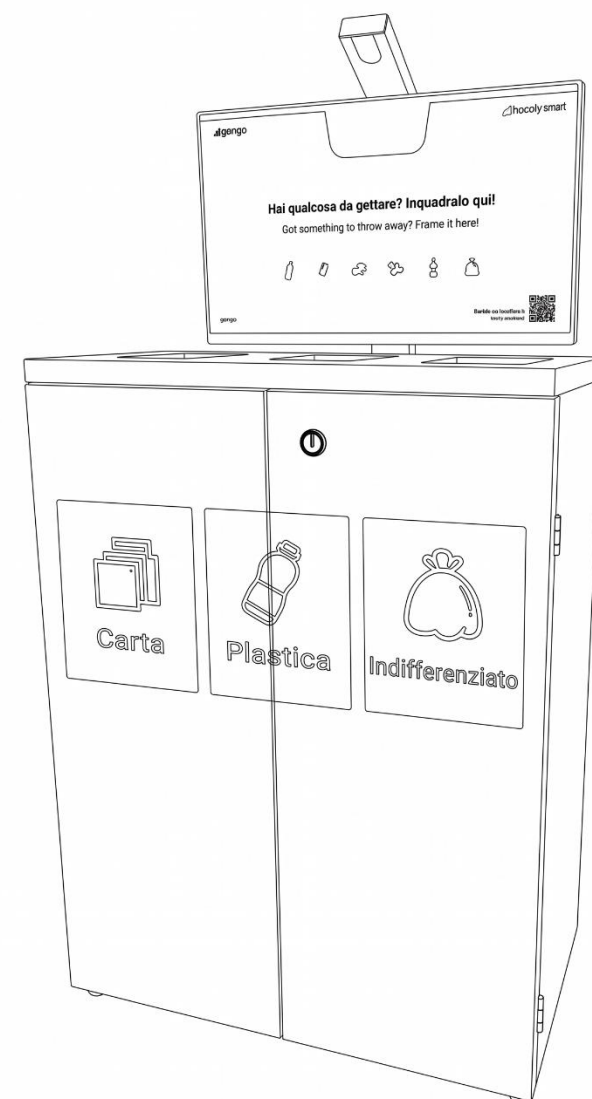
LinkedIn



Clients



HOOOLY INDOOR



HOOOLY SMALL

HOOOLY

Waste sorting solutions

WASTE SORTING SOLUTIONS

Hooly Indoor



Hooly Indoor

HOOLY INDOOR

Indoor

Smart bin equipped with a single hatch and a proprietary AI and computer vision algorithm, capable of recognizing and sorting waste automatically in less than one second.



97% accuracy in recognizing any material.



Automatic sorting

Recognizes and sorts the waste deposited inside, providing visual feedback to the user through the display.

Dashboard & KPI

Collects and transmits in real time to the dashboard the data on the waste deposited (material, volume, weight, brand).

Fill status notifications

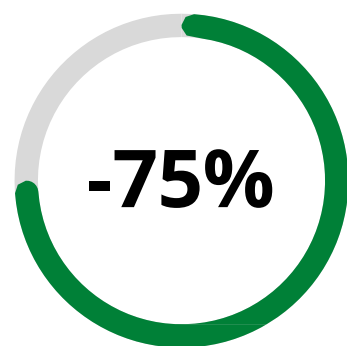
Automatic sending of notifications to operators on the fill status of the bin and its sections.

HOOLY INDOOR

Measurable impact

Hooly Indoor improves the quality of waste sorting, optimizes waste management by reducing operational inefficiencies and generating measurable economic and environmental benefits.

Unsorted waste reduction



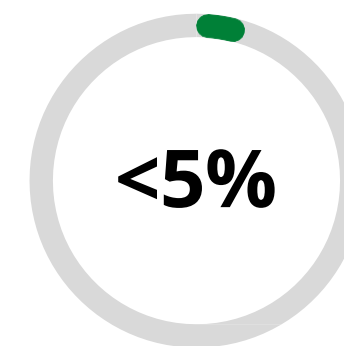
Co2 Emissions



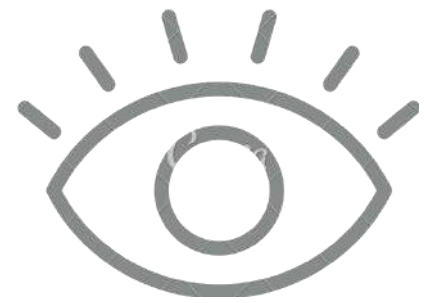
Operational costs



Foreign fraction



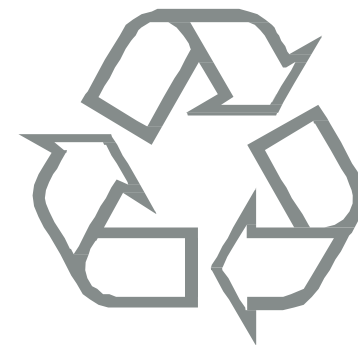
IN 1 SECOND, WITH 97% OF ACCURACY



Recognizes

Insert the waste into the Hooly Indoor hatch8

1



Sorts

Hooly recognizes the material and sorts it automatically

2



Measures

Collects and transmits data in real time to the dashboard

3

TRASFORMA I RIFIUTI IN DATI CONCRETI

Dashboard

Access a single control point for data, costs, taxes, balances, reports, KPI.

Centralize device and deposit monitoring, certify materials and recycling, measure costs and simplify document management.

Hooly Dashboard.



Analyze data

Access reports, KPI and generate documents.

Optimize operational management

Insights to best manage operations

AI Agent

Quickly retrieve all data and information

WHEREVER THERE IS WASTE TO TRANSFORM INTO DATA



**Aeroports
& Train
Stations**



**Offices &
Companies**



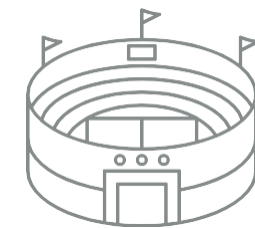
**Shopping
centres**



**Hotel &
Resorts**



**Area food &
Food
service**



Entertainment

THE MEASURABLE IMPACT



Taxation

less taxes, less costs, more control

Reduction of waste tax and disposal costs for:

- Higher percentage of waste sorting
- Lower volume of unsorted waste

Certifiable data on:

- Quantity and type of waste produced
- Correct separation by fraction

Objective basis for:

- Municipal incentives
- More efficient disposal contracts



Operational Costs

less manual work,
more efficiency

Optimization of operational rounds:

- Interventions based on actual fill status, not fixed schedules

Reduction of time and resources

- Fewer man-hours, fewer vehicles used, fewer logistics costs

Simplified maintenance and management:

- Centralized control of all collection points, fewer inefficiencies and unexpected issues

L'IMPATTO MISURABILE DI HOOLY



Balance sheet, ESG, Compliance

Automatic collection of data useful for:

Sustainability report ESG

Report

Environmental audits and certification

measurable KPIs:

Sorting rate

CO₂ avoided

Volumes by fraction

Concrete support for:

Regulatory compliance

ESG strategies and sustainability ratings



Marketing, Education

Real-time environmental education for:

Employees

Customers Visitors

Strengthening of corporate image: Visible and measurable sustainability Storytelling based on real data

Content for:

Marketing

Communication

Employer branding



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