



# cleancore

SOLUTIONS

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INVESTOR PRESENTATION

March 2023

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Our mission is to become a leader in sustainable solutions for clean spaces free from pathogens, residues, and skin irritants — and, safe for the people who use them.

- We have a fundamentally superior, highly effective, patented nanobubble technology using pure aqueous ozone
- Solutions that eliminate the environmental and health impact of traditional chemical-based cleaning methods
- Easy to use and affordable products with broad commercial, industrial and residential applicability, and
- A growing global customer base across numerous sectors

We are currently expanding our sales and distributor network, improving the efficiency of our manufacturing processes, and proving our value proposition with restaurant chain, airport, hospital, educational institution, and hospitality-industry customers.

# Paradigm shift in demand for cleanliness

The COVID-19 pandemic created a paradigm shift in the way we think about diseases and the cleaning process, and resulted in the demand for a heightened level of cleanliness in commercial, industrial, public and residential spaces.



RESTAURANTS



AIRPORTS



OFFICES



HOSPITALS



ARENAS



SCHOOLS




RESIDENCES



FOOD INDUSTRY GOVERNMENT

## Rapidly growing emphasis on environment and human health



Rising market demand for green cleaning solutions that provide effective cleaning while also acting to reduce or eliminate exposure to chemicals and indoor emissions

### 2021 Global Sustainable Cleaning Products Market\*

**\$72.9 bn**

Projected 8.5% CAGR  
2021 - 2026

\*Laundry, surface care, dishwashing, bath & shower goods.  
Source: [www.smithers.com](http://www.smithers.com)





# Technology

# CleanCore's Patented Pure Aqueous Ozone Technology

- Powerful **natural sanitizer**, cleaner, and deodorizer
- **Proven effective** in eliminating germs, viruses, bacteria, allergens, and molds **better than bleach**
- Tested and proven to destroy numerous pathogens including **E. Coli, Staphylococcus, Listeria, and Salmonella**
- Highly effective cleaning **hard surfaces, floors, carpets, and upholstery removing residue and stains while leaving no chemicals behind**
- **Completely removes** smoke, urine smells, and animal **odors** by destroying the pathogens causing the odor versus masking
- **Eliminates** user's **exposure to chemicals and indoor emissions**
- **Easy to use**
- Recognized by the EPA as **safe for the environment**
- Recognized by the FDA as **safe for cleaning food contact surfaces**

pure   
AQUEOUS OZONE

**A safer, more powerful cleaning solution**

CleanCore's aqueous ozone solution is referred to as “**pure**” because of its **ability to hold a high concentration of ozone in the solution without the need to add stabilizers or other chemicals.**



# History of Aqueous Ozone

**1840** – German chemist, Christian Friedrich Schönbein, discovers a gas based on its scent during an experiment and names its “ozone”.

**1906** – The city of Nice, France, built first water purification plant using ozone. Ozone begins to be used commercially in potable water treatment because of its ability to destroy all bacteria, viruses, and cysts.

**1870** - German physician, Lender, published the first study about the practical biological effects related to ozone in the disinfection of water and its antimicrobial properties.

**1996** – FDA clears use of aqueous ozone in food preparation facilities.

**2008** – Aqueous Ozone Systems are introduced to the professional cleaning industry in Europe and North America.

**2015** - CleanCore Technologies' patented aqueous ozone becomes GreenSeal Certified.

**2011** – CleanCore Technologies begins innovating and testing for aqueous ozone technology solutions.

**2016** – CleanCore Technologies begins operating business to sell our patented aqueous ozone solutions.

**2019** – CleanCore Technologies acquires OZ-Tech, a company specializing in aqueous ozone for ice and laundry machines. The company is rebranded CleanCore Solutions.

**2021** – CleanCore Solutions' products become CE and EN certified.

**2020** – CleanCore Solutions' products become EPA recognized.

# How Aqueous Ozone Works



Electrical current is passed through pure oxygen (O<sub>2</sub>)

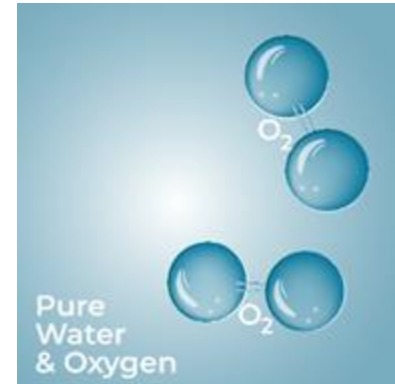
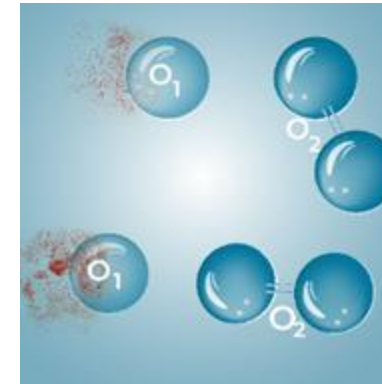
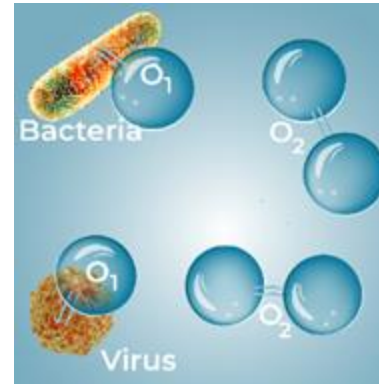
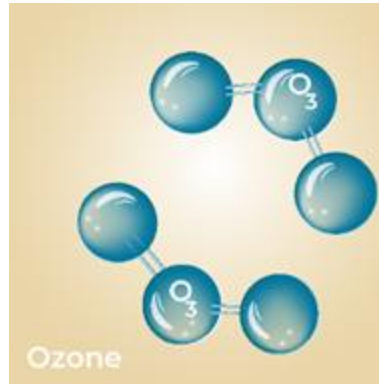
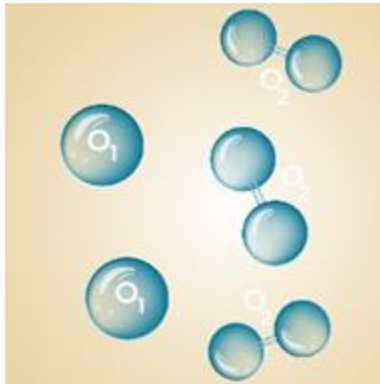
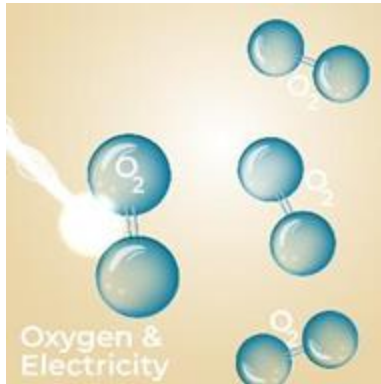
This causes the oxygen molecules to separate into single atoms (O<sub>1</sub>)

The volatile (O<sub>1</sub>) atoms attach to the remaining oxygen molecules creating ozone (O<sub>3</sub>)

The ozone is infused into water in the form of nanobubbles. When sprayed onto a surface the volatile (O<sub>1</sub>) atoms separate and attach to contaminant molecules

The (O<sub>1</sub>) oxidizes the contaminant breaking down its cell walls and both the contaminant and the (O<sub>1</sub>) atom disintegrate

Water, air and a clean surface are the only things that remain!



While ozone has been used for over 100 years in water treatment facilities to remove pathogens, it was not safe for traditional cleaning because it can be harmful if inhaled excessively. CleanCore Solutions' technology makes it safe to handle while retaining its effective cleaning and oxidizing properties

Aqueous ozone is recognized by the EPA, FDA, USDA, and EU CE and is compliant with the EPA Organic Program as a natural and effective cleaner and sanitizer.

CleanCore's aqueous ozone is also Green Seal and WoolSafe Certified.



# Aqueous Ozone Proven Effective Against Numerous Pathogens



## Aqueous Ozone Pathogen Summary

Results of aqueous ozone tests for use as a sanitizer on non-porous surfaces

MICROBE	REDUCTION	TIME	INDEPENDENT TESTING ORGANIZATION
CoronaVirus MHV-3	99.99%	1 minute	Melbec Labs
Escherichia coli (E.Coli)	99.999%	5 minutes	Microchem Laboratory
Hepatitis A	99%	Instantaneously	Journal of Food Sciences
L.pneumophila (legionella)	99.9999%	5 minutes	Microchem Laboratory
Listeria monocytogenes	99.999%	5 minutes	Melbec Labs
Salmonella typhimurium (Salmonella)	99.9%	5 minutes	Melbec Labs
Staphylococcus aureus (Staph)	99.999%	5 minutes	Melbec Labs
Bacteriophage F2	99.9999%	Instantaneously	Journal of Food Sciences
E. faecalis	99.9%	Instantaneously	American Society of Microbiology
Enteric Adenovirus	99.9%	30 seconds	Elsevier Water Research
Feline callicivirus	99.9%	30 seconds	Elsevier Water Research
Mycobacterium avium	99.9%	Instantaneously	Virginia Tech
Norwalk virus	99.9%	30 seconds	Applied and Environmental Microbiology
Rotovirus (HRV)	99.9%	6 seconds	Applied and Environmental Microbiology
Tricophyton Mentagrophytes	99.9999%	30 seconds	Water Quality Products, Inc.



# Our Nanobubble Difference



Aqueous ozone solutions typically contain micro-sized bubbles

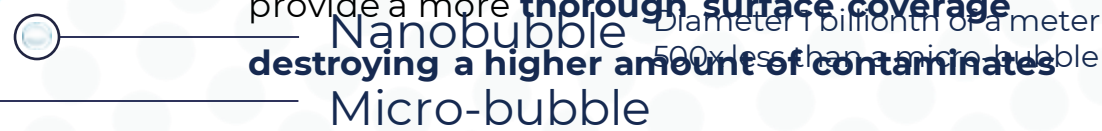
CleanCore's patented nanobubble technology produces the smallest known bubbles - nano-sized

Unlike larger bubbles, nanobubbles have **no natural buoyancy**, and remain underwater, where each tiny, negatively charged bubble is attracted to positively charged pollutants and harmful toxins

Nanobubbles have a **higher density of ozone** than micro-bubbles

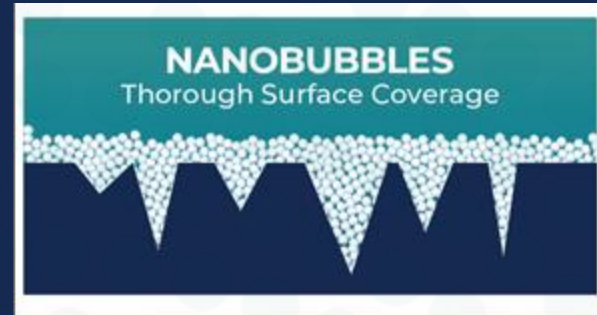
The smaller size of nanobubbles enables them to provide a more **thorough surface coverage**

**destroying a higher amount of contaminants**



***CleanCore has the only aqueous ozone nanobubble solution***

**17 PATENTS**



# The Sustainable Solution

## Performance meets Sustainability

Unlike other green and natural cleaning solutions, Cleancore technology **leaves zero additives behind on surfaces, in the air, or water supply**

Significantly **reduces water usage** by eliminating need for the flushing that is part of traditional cleaning

Significantly **reduces plastic waste** by eliminating cleaning supply containers



Cleancore solutions carry the EU CE mark certifying they meet the EU's strict sustainability requirements and are compliant with the EPA Organic Program as a natural and effective cleaner and sanitizer.

CleanCore's aqueous ozone is also Green Seal certified.



GRAS and EPA  
Organic Program  
Compliant



# Multiple Addressable Markets

Global  
Service  
Cleaning

**\$92.7bn**

2027 Proj  
7.8% CAGR

Global Industrial  
Cleaning  
Equipment

**\$9.12bn**

2021 Proj  
4.3% CAGR  
2022 - 20233

Global Food  
and Beverage  
Cleaning

**\$2.4bn**

By 2026 Proj  
7% CAGR  
2020-2026

Global Food  
and  
Beverage  
Disinfecting  
Services

**\$2.4bn**

By 2026 Proj  
6% CAGR  
through 2022

Global  
Household  
Cleaning  
Products

**\$169.9 bn**

2021  
4.1% CAGR  
2021 -2026

Global  
Household  
Green  
Cleaning  
Products

**\$72.9 bn**

2021 Proj  
8.5% CAGR  
2021-2026





# PRODUCTS



# Jan/San - Fill Stations



1.0 FILL

3.0 FILL

- Wall mounted units that produce on-demand aqueous ozone and **can fill up spray bottles or buckets for general cleaning.**
- 3.0 Fill Station can produce 3 gallons per minute for commercial and industrial cleaning requirements.
- 1.0 Fill Stations can produce 1 gallon per minute smaller cleaning needs.

## MARKETS



RESTAURANTS



AIRPORTS



OFFICES



HOSPITALS



ARENAS



SCHOOLS



GOVERNMENT

# Jan/San - Caddies



MINICADDY



POWERCADDY

- Caddies produce 1 gallon per minute of **aqueous ozone on-site, on-demand as user cleans**
- Come equipped with a high - pressure spray gun and vacuum hose to properly clean all locations.
- **POWERCADDY** includes 12-gallon tank and is Ideal for large and small areas such as restrooms and public areas
- **MINICADDY** includes a 6-gallon tank and is Ideal for restaurants and stores

## MARKETS



RESTAURANTS



AIRPORTS



OFFICES



HOSPITALS



ARENAS



SCHOOLS



# Ice Treatment Sanitizer System



- **Proactive, preventative maintenance sanitizer system for ice machines**
- Destroys bacteria and mold that grow in ice machines, sending .50 ppm of aqueous ozone through the ice machine each time it makes ice
- Prevents growth of Listeria, Salmonella, E. Coli, Norwalk Virus, and Shigella in the ice keeping it pure to **prevent respiratory and gastrointestinal illnesses.**
- **Eliminates need for labor intensive and costly ice machine cleaning** and inconvenience of related downtime

CCS1000 ICE TREATMENT SYSTEM

## MARKETS



RESTAURANTS



HOSPITALS



ASSISTED LIVING FACILITIES



HOTELS



DORMS



OFFICES



ARENAS

# Commercial Laundry System



- Our laundry ozone unit connects to a washing machine's water supply providing xx ppm of aqueous ozone to laundry **replacing detergent**
- The system eliminates pathogens and deodorizes linens and towels
- By avoiding harsh chemicals, our units **reduce skin irritation. expand the life of the linens and towels and cut dry time by up to 60 percent**
- The system is ideal for hospitals, hotels, assisted living facilities and commercial laundries

COMMERCIAL LAUNDRY TREATMENT SYSTEM

## MARKETS



HOSPITALS



ASSISTED LIVING FACILITIES



HOTELS



COMMERCIAL LAUNDRIES

# Custom Industrial Sanitizer Systems



TetraClean

- Our TetraClean solutions are custom designed, high-capacity systems that produce aqueous ozone sanitizing solution for industrial applications.
- TetraClean systems are used **to disinfect food processing belts, equipment, floors and surfaces, and are safe for direct food contact.**
- Applications include beef, poultry, and pork processing, pet food packaging and manufacturers, canning operations, breweries, wineries, distillers, and consumer health goods manufacturers.

MARKETS



FOOD INDUSTRY



PHARMACEUTICAL INDUSTRY





# Opportunity

# Growth Priorities

## 2023

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- Hire President & Chief Financial Officer
- Expand our direct sales force to increase penetration in the health care, education, food service and commercial buildings industries
- Expand our B2B marketing efforts to increase awareness
- Launch leasing and warranty programs
- Create partnerships with traditional (vs exclusive) distributors
- Create partnerships with large sports and entertainment arenas around the world providing end-to-end sales and service

## 2024

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- Expand manufacturing capabilities and sourcing sophistication of raw materials for assembly
- Explore accretive M&A opportunities
- Increase the product line by launching 3 new products to the market
- Convert 25%+ of our traditional business to the leasing model
- Drive gross margins of 55%+ and Net Income of 12%+
- Increase revenue by 35%

## 2025

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- Increase revenue by 60% from 2024
- Drive 15% net income
- Expand distribution to over 25 countries
- Introduce consumer product line to round out the assortment
- Create 25% of overall business from the Industrial side of the business (TetraClean)
- Outperform the public company competitors in revenue increase and net income YOY
- Drive 50% of our overall revenue in reoccurring PAAS model

# New PaaS Revenue Streams Launching in 2023

New leasing and warranty revenue models launching in January 2023 are expected to accelerate:

- Product market penetration
- Revenue growth

And, significantly increase average contract value

Enable reinvestment in R&D

New high margin Product-as-a-Service (PaaS) revenue streams to **accelerate growth, visibility and margin expansion**



# Leasing and Warranty Programs to Increase Average Contract Value

One, two, three and five-year leasing and warranty programs to provide recurring revenue and are expected to increase the average contract value

**346%<sup>1</sup>**



Estimated Cumulative Lease and Warranty Program Revenue Per Average Contract<sup>1,2</sup>

<sup>1</sup> Contracts that include lease financing and warranty. <sup>2</sup> Assumes 3-year lease and \$400/month.

# Significant Projected Revenue Growth and Margin Expansion

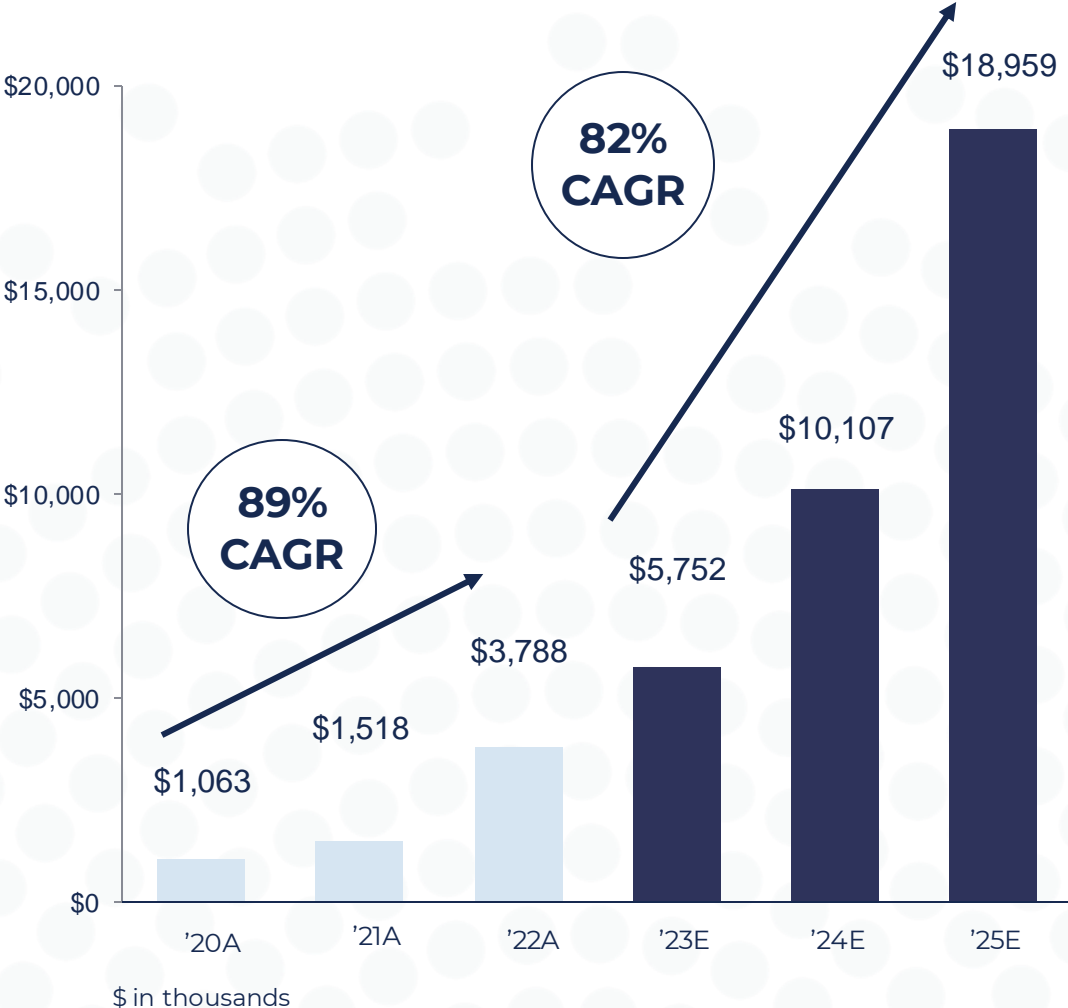


Expect to grow company revenue at an **88%** 4-yr CAGR to \$18M-\$19M in 2025

Targeting product revenue CAGR of **46%** 2021-2025

Expect margin expansion **+164% to 63%** by 2025 driven by operating leverage and new leasing and warranty revenue models

New PaaS revenue streams expected to contribute **63%** of revenue by 2025







# **FINANCIALS AND TRANSACTIONS SUMMARY**



# Consolidated P&L

	2021A	2022(A+P)	2023P	2024P	2025P
Revenue					
Products & Services	\$1,764,644	\$3,821,685	\$4,608,729	\$10,655,273	\$36,952,967
Leases & Warranties	N/A	N/A	\$1,143,552	\$4,451,885	\$12,006,520
<b>Total Revenue</b>	<b>\$1,764,644</b>	<b>\$3,821,685</b>	<b>\$5,752,281</b>	<b>\$15,107,158</b>	<b>\$48,959,488</b>
<i>YoY Revenue Growth</i>	154%	117%	51%	162%	224%
<b>Gross Profit</b>	<b>\$423,255</b>	<b>\$1,438,357</b>	<b>\$2,533,817</b>	<b>\$7,553,579</b>	<b>\$30,844,170</b>
<i>YOY GP Growth</i>	(26%)	240%	76%	198%	308%
<b>Gross Margin GM %</b>	<b>24%</b>	<b>38%</b>	<b>44%</b>	<b>51%</b>	<b>63%</b>
Operating Expenses	\$724,570	\$774,123	\$1,321,527	\$3,701,253	\$13,745,641
<b>Adjusted EBITDA</b>	<b>(\$301,315)</b>	<b>\$664,234</b>	<b>\$1,212,290</b>	<b>\$3,852,326</b>	<b>xx</b>
<b>Net Margin %</b>	<b>(17%)</b>	<b>17%</b>	<b>21%</b>	<b>26%</b>	<b>34%</b>

\*\*\*\*Variables include potential accretive M&A activity, closing current test customers contracts, international expansion, and strategic partnerships currently being explored.

# Balance Sheet

	2022
<b>Assets</b>	
Cash & Cash Equivalents	\$249,700
Accounts Receivable, net	\$72,022.72
Inventories	\$1,265,950.77
<b>Total Current Assets</b>	<b>\$1,614,247.52</b>
<b>Total Assets</b>	<b>\$5,469,611.55</b>
<b>Liabilities &amp; Equity</b>	
Accounts Payable & Accrued Expenses	\$210,871.83
<b>Total Current Liabilities</b>	<b>\$274,847.59</b>
Long-term Debt	\$3,000,000
Total Long-Term Liabilities	\$3,000,000
<b>Total Equity</b>	<b>\$2,194,763.96</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$5,469,611.55</b>

# Management Team



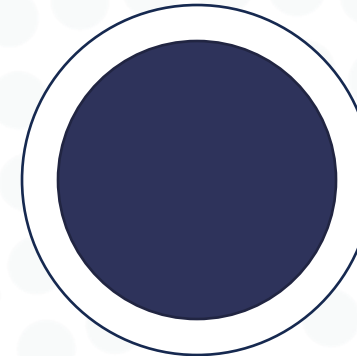
**Matthew Atkinson**  
Co-founder and  
Chief Executive Officer



**Clayton Adams**  
Co-founder and President



**Gary Hollst**  
Executive Vice President



**Dave Enholm**  
Chief Financial Officer



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# Risks Related to Our Business

We have a limited operating history, which may make it difficult to evaluate our business and prospects.

If we fail to properly manage our anticipated growth, our business could suffer.

If we are unable to maintain, train and build an effective international sales and marketing infrastructure, we will not be able to commercialize and grow our brand successfully.

We will require additional financing to accomplish our business strategy.

We may face significant challenges in obtaining market acceptance of our products, which could adversely affect our potential sales and revenues.

If we do not build brand awareness and brand loyalty, our business may suffer.

If we fail to develop or protect its intellectual property adequately, our business could suffer.

Our success may depend on our ability to protect our intellectual property.

Current and future legal action would cause our costs to increase.

The loss of key personnel, an inability to attract and retain additional personnel or difficulties in the integration of new members of our management team into our company could affect our ability to successfully grow our business.

We operate in new and rapidly changing markets, which makes it difficult to evaluate our future prospects and may increase the risk that we will not be successful.

Quality problems with, and product liability claims in connection with, our products could lead to recalls or safety alerts, harm to our reputation, or adverse verdicts or costly settlements, and could have a material adverse effect on our business, financial condition, and results of operations.

We are subject to, and must remain in compliance with, numerous laws and governmental regulations concerning the manufacturing, use, distribution and sale of our products. Some of our customers also require that it comply with their own unique requirements relating to these matters.



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