



A Better Future is in Your Hands

REUSE IS THE SOLUTION TO ELIMINATING SINGLE-USE WASTE

Most single-use plastic, aluminum, and compostable cups end up in landfills, incinerators, or the environment.

The single-use industry is at an inflection point. Single-use has found itself squarely in the crosshairs of environmental concerns, with widespread public awareness of the problem highlighting the urgent need for sustainable alternatives. Governments around the globe are focusing on eliminating single-use, as evidenced by Europe mandating reuse options as of January 1, 2023, and San Francisco in 2024.

Reuse is gaining visibility, demand, and adoption with a growing number of companies forming to serve this emerging market. Opting for reuse is the most sustainable choice.

R.WORLD IS THE LEADER IN U.S. EVENTS REUSE

Founded in 2017, r.World is the leading reuse company in the U.S. focusing on replacing single-use cups and serveware with reusables. After spending six years successfully optimizing the reuse market and product fit, developing a national reuse market, building the movement, and developing operational tech and IP, r.World has gained significant commercial traction with large sports and entertainment venues, promoters, CPG corporations, artists, event providers, and foodservice companies including an exclusive partnership with three of the world's leading venue operators: AEG, NIVA, and ASM Global.

r.World is the first mover and leading brand in the reuse space. Having led the space for the last 7 years, r.World has refined a turnkey service model offering a high capacity, high-quality, low-cost reuse service. r.World pursues multi-year contracts with its client partners and has maintained 96% client retention. The closed loop platform includes activation consulting, return bins, signage, social media support, web content training for on-site staff, delivering clean cups and serveware, pick up of used cups and serveware, washing, sanitation inspection, and impact reporting.

r.World is also leading the reuse movement, with its leaders regularly keynoting conferences, quoted in media, and consulting and advising corporations, NGO's, cities, and governments. r.World is credited with creating and leading the widely watched Earth Day Reuse simul-cast speaking event in partnership with the White House and EPA to catalyze the major Federal Agencies, corporations, and NGOs around reuse. r.World is now positioned to scale and is completing a Series A raise in 2024.

2017 YEAR FOUNDED
\$2.3 MILLION 2023A REVENUE
\$78 MILLION 2027P REVENUE 155% '22A-'27P CAGR
96% CUSTOMER RETENTION RATE¹
4,500+ TOTAL EVENTS SERVICED TO DATE
150+ VENUES CURRENTLY SERVICED



1) One customer had financial problems, so the Company parted ways with them.

INVESTMENT HIGHLIGHTS

SHIFT TO A REUSE ECONOMY

- Demand for reuse is growing rapidly, driven by public appetite, corporate initiatives, federal requirements and the Global Plastic Treaty
- Increasing consumer awareness that reuse is a superior solution to both recycling and composting in terms of climate change, landfills, and toxins

ENORMOUS MARKET OPPORTUNITY

- r.World operates in the \$120B+ rapidly growing sustainability and eco-conscious consumer products market¹ and the \$77B+ waste industry
- Reuse is at the forefront of the sustainability economy offering a sustainable alternative to single-use. r.World is strongly aligned with the global shift towards a circular economy
- r.World has a proven product and process for reusable cups, serveware, and cutlery and can expand into adjacent reuse washing markets

FIRST-MOVER INDUSTRY LEADING ADVANTAGE WITH A STRONG MODEL

- r.World is the first national reuse company building the platform and infrastructure needed to serve/wash for the reusable economy
- r.World has developed the leading reuse brand, built the market for reuse, catalyzed the movement for the reuse economy, and has the leading operational IP, making the Company differentiated and ideally positioned for scaling

AI-DRIVEN TECHNOLOGY SOLUTION

- r.World has invented the first-ever AI assisted and automated quality assurance system for the reuse industry.
- The Company's proprietary r.Turn platform manages logistics, deliveries, pick ups, sanitization services, warehousing, inventory controls, environmental impact reporting, and inventory management further streamlining its processes

ESTABLISHED PARTNERSHIPS

- Strategic alliances and right of first refusal with industry leaders, representing hundreds of global venues, festivals, and artists, ensuring a solid market presence and access to a large customer base
- 96% client retention rate and 100% of clients have offered to be references validating the demand to eliminate single use and r.World's solution
- Strong pipeline with 150+ potential clients in the near-term, with 33% of those at a high likelihood of becoming customers in the next few months
- Contracted partnerships and developing partnerships with the world's leading corporations, concessionaires, amusement parks, aquariums, zoos, universities, QSR operators, sports leagues, and sports teams

HIGHLY EXPERIENCED LEADERSHIP TEAM

- The r.World management team and Board of Directors bring a wealth of experience in event management, environmental sustainability, and business development
- The team is comprised of industry veterans that have been at the forefront of both sustainability and their respective fields for decades



1) NYU Stern Sustainable Share Index

LEADERSHIP TEAM AND BOARD WITH DEEP EXPERTISE & INDUSTRY EXPERIENCE



Michael Martin
CEO, Founder, and Board Member



Craig Swanson
President



Tina Swanson
Chief Revenue Officer



Angie Swatfager
CFO



Tim Webert
COO



Jessica Haap
Human Resources Director



Tom Sellars
Board Chair & Co-Founder



Allison Gage
Board Member



Kari Niedfeldt-Thomas
Board Member



Daniel Yarano
Board Member



Mark Addicks
Board Member



Brian Yost
Board Member



R.WORLD IMPACT TO DATE:



7.5 Million

Single-Use Cups
Diverted from Landfills



250 Metric Tons

Of Co2 Diverted from our air



55 Tons

of plastic eliminated



276,000+ Liters

Of Crude Oil Saved



835,000+ kWh

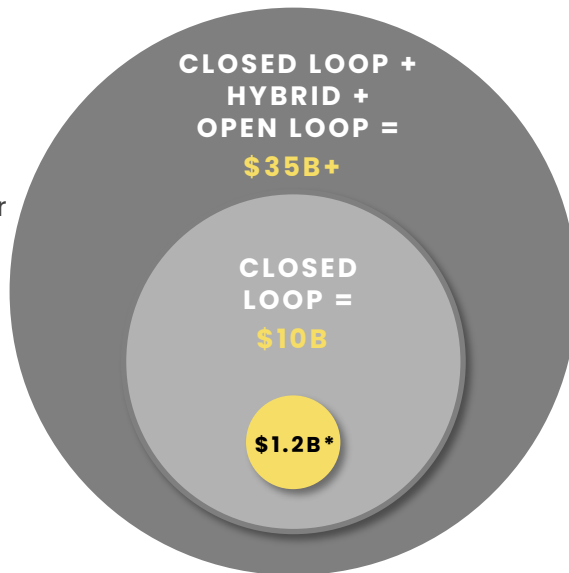
Of Energy Saved



1.4 Million+ Gallons

Of Water Saved

2024 ADDRESSABLE CUP MARKET POTENTIAL (VS. 4-YEAR PLAN, 16 MARKETS)¹



*Top 50 US Cities TAM (Entertainment Industry only)

MARKET	ATTENDEES	SALES
Denver	61.3M	\$20.2M
Seattle	70.7M	\$17.1M
Los Angeles	192.5M	\$56.3M
SF / Bay Area	86.6M	\$30.2M
Washington D.C.	104.9M	\$26.7M
Minn. / St. Paul	83.7M	\$18.9M
Las Vegas	88.0M	\$28.9M
NYC	138.1M	\$44.2M
8-MARKET SUBTOTAL:	825.8M	\$242.6M
50-MARKET SUBTOTAL:	3,064.5M	\$1,158.7M
4-YEAR R.WORLD PROJECTION	-	\$77.7M
4-YEAR % OF MARKET	-	6.71%

RISK FACTORS r.World's business is largely dependent on U.S. and global entertainment and reuse markets, which can be volatile and affected by external conditions. Business operations, financial outcomes, and investor returns could be adversely impacted by future economic conditions, public policy, and the Company's ability to expand operations, launch new offerings, and attract and retain employees and management. Past success does not guarantee future success or achievement of financial projections. Fundamental data and forecasts supplied by management. Such projections may not be realized. Any investment in the Company will be priced solely between the Company and an investor. This is a private, illiquid investment. Any investor must be able and willing to tolerate lack of liquidity and a long-term, or potentially indefinite, time horizon with regard to an investment in the Company with no assurance as to if and when an investor will realize a return of or on an investment in the Company.

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¹) Does not include serveware market potential, contract washing, schools, QSR, airports, etc.