



Science-Enabled Daily Wellbeing  
& Planet Caring

# Letter from Alexis



Coffeeco’s journey began with a vision to revolutionize the way we view waste, turning it into a valuable resource that not only benefits our business but also contributes positively to the environment and society at large. At Coffeeco, we have pioneered a patented formula that transforms coffee remains into an active ingredient for cosmetics skincare products and into an ingredient for bioplastics products, showcasing the incredible potential of circular economy practices.

We firmly believe that profitability is not solely measured in financial terms but extends to our impact on the environment and society. If we neglect the well-being of the environment, which provides us with raw materials, and disregard the needs of society, our consumers, we cannot achieve sustainable long-term financial success. It is an interconnected web where every decision and action ripples through the fabric of our world.

In challenging the prevailing production model of fast consumption, we advocate for a more sustainable approach—a model driven by long-term development and environmental responsibility. We recognize that the terms “sustainability” and “circular economy” are not mere

buzzwords but imperative principles for our own prosperity, the well-being of our children, and the health of our planet.

Our journey has been guided by the unwavering support of individuals, educational institutions, foundations, and local and international companies. In this ever-changing world, we understand that relationships and partnerships are key to advancing our higher purpose. Together, we can forge a path towards a more sustainable and armonious future.

Thank you for being a part of the Coffeeco community. Your support propels us forward as we continue to innovate, create, and contribute to a world where business success aligns seamlessly with environmental and social wellbeing.

Alexis Pantziaros  
CEO

# NUMBERS

## MARKET & SUSTAINABILITY

- 70%: food waste as a % of total global waste
- 18mn tons of coffee waste equals:
  - 2mn tons CO<sub>2</sub> Or
  - 95mn trees need to be planted to offset
- 99% of espresso is spent coffee grounds
- 1% of espresso coffee + 99% water = weight of cup of espresso
- 18gr of spent coffee of cup of espresso can be transformed (Coffeeco) into byproducts
  - 2gr of skincare formula
  - 16gr of bioplastics



# TRENDS – HOW DO TRENDS AFFECT DEMAND FOR COFFECO?

## ↓ Consumer Behavior

- End consumers increasingly make responsible choices that aim at individual and planet wellbeing. Therefore, they are looking for products that are eco-friendly, sustainable, and free from harmful chemicals.
- Many end consumers especially in more sustainable driven countries are prepared to pay extra for sustainable products. This way they participate in the circular economy through responsible consumption.
- Nearly 80% of Generation Z choose sustainable cosmetics deriving from renewable qualities of upcycling raw materials.

## ↓ Regulatory Bodies

- EU Compliance Directives regarding use of "already recycled material"
  - in plastic bottle production
    - 25% as a % of total for plastic PET bottle production - by 2025
    - 30% as a % of total plastic bottle production (all types) – by 2030
  - in caps and wraps of single use plastic drink bottle production
    - 30% as a % of total - by July 3d 2024

## ↓ Financial Services

- Investment funds are increasingly paying attention and have preference to companies with a strong sustainability profile also reflected in their annual sustainability reports.
- Companies that do not have a sustainability profile or engage in green washing activities are increasingly excluded from investors' "radar screens."



# VISION & MISSION

## WHAT IS OUR HIGHER PURPOSE?



### → **Vision**

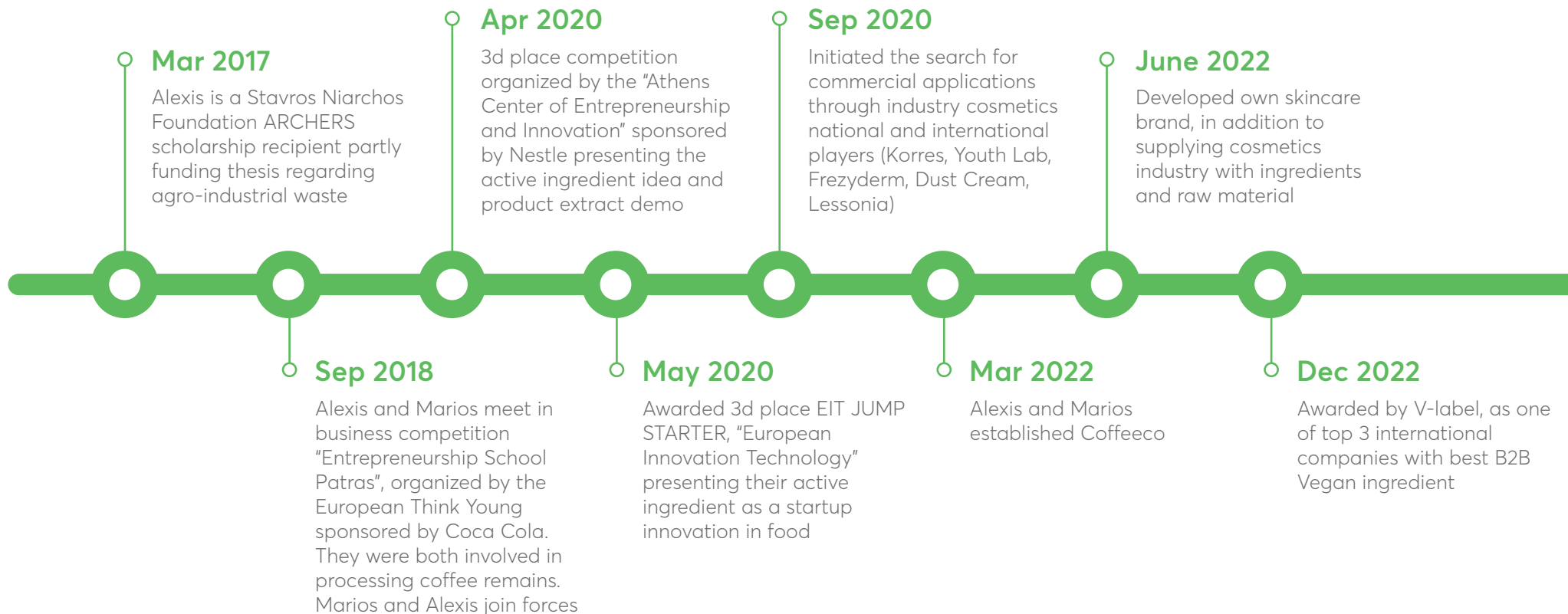
Committed to Science-Enabled Individual Wellbeing and Planet Caring.

### → **Mission**

Our mission is to inspire people to belong to a community of diverse and excited consumers committed to contributing, ensuring balance, and enhancing well-being through their choices

# HISTORY & MILESTONES WHAT IS OUR STORY?

Coffeeco's journey started at Patras University where the two Chemical Engineers, Alexis and Marios, shared a common goal. Their own separate research focused on applying scientific knowledge to make products that would contribute to the circular economy and people's wellbeing



## HISTORY & MILESTONES WHAT IS OUR STORY?



# PRODUCTS & SERVICES

## WHAT IS COFFEECO'S BUSINESS?

Coffeeco's core business is to collect espresso coffee remains and through an innovative formula produce active ingredients for the cosmetics/skincare industry and ingredients with organic fiber for the bioplastics/plastics industries. These ingredients in return are the basis to produce skincare products and their bioplastic containers. In addition to the core business Coffeeco is rapidly expanding into more Products & Services.

Below is the complete Products & Services:

### ↓ Skincare

- Extracts/Ingredient/Raw Material
  - Upcycled extract active ingredient
  - Natural extract active ingredient.
  - Scrub raw material – coffee based
- Own Branded Products
  - "Haut Kos" to be launched at Cosmoprof March 2024
  - "Auraskin"
- Private Label Products
  - Skincare Range
  - Hotel Amenities

### ↓ Plastics

- Organic Fiber from Coffee Remains
  - Polypropylene (PP) groundbreaking compound
  - HDPE compound containing 3% coffee fiber
  - PET compound containing 1% coffee fiber

### ↓ Services

- Upcycled Services

### ↓ Other

- 3d party extractions





# SKINCARE

## EXTRACTS

- Coffeeco's state-of-the-art equipment and knowhow are used to create premium water/glycerin upcycled and natural extracts
- Upcycled extracts from
  - Coffee
  - Beer
  - Wine

### They are

- distinguished by certifications for their microbiome-enhancing and antioxidant attributes, ensuring superior quality for skincare and personal care products.
- suitable for various skincare and personal care product applications, and therefore provide a sustainable and luxurious alternative for the beauty sector
- Natural extracts from
  - Chamomile
  - Fruit extract (bergamot)
  - Flower extract (blue orange)
  - Honey
  - Mandarin
  - Saffron
  - Fucus
  - Lavender
  - Calendula
  - Oat
  - Royal Jelly

Finally, we create extracts for 3d parties such as: lignite for agricultural applications. In addition we are in discussions with companies for additional food and non-food extracts.



# SKINCARE

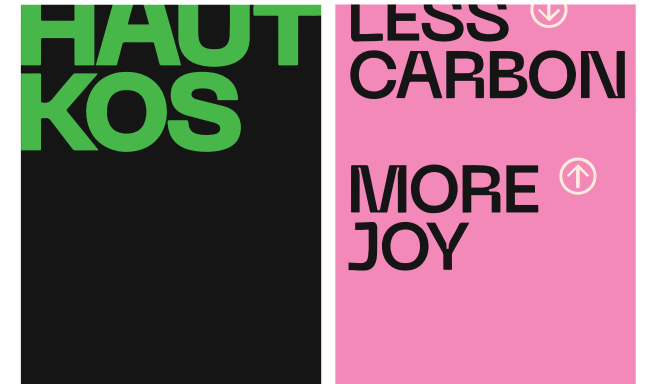
## OWN BRANDS

- Coffeeco has two own brands. Haut Kos and Auraskin. Haut Kos will be launched at Cosmoprof March 2024.
- Common Elements of "Haut Kos" and "Auraskin." Both:
  - are upcycle skincare brands and are committed to zero waste and 100% upcycled formulations
  - are meticulously formulated to effectively enhance the skin's microbiome and combat acne and with powerful anti-oxidant properties
- Key Differentiation – the two brands differentiate in the
  - % concentration of active ingredients in "Haut Kos" is higher (at least 7%) versus Auraskin. Therefore "Haut Kos" has a higher positioning compared to "Auraskin"
  - container/packaging
  - geographic distribution. Auraskin focuses in Greece and the European market while Haut Kos has global coverage.
  - Most importantly, Haut Kos synergizes our upcycled extracts and polypropylene compounds. This distinctive combination, which incorporates active ingredients and bioplastic sourced from the same origin, is our global uniqueness. This approach allows us to maximize the upcycled value of espresso waste

# SKINCARE

## HAUT KOS

Haut Kos is a science backed upcycled skincare brand. It uses a unique and patented active ingredient derived from espresso coffee remains. The product effectiveness is focused on its powerful anti-oxidant, microbiome-enhancing and anti-acne properties. In addition, Haut Kos synergizes our upcycled extracts and polypropylene compounds. This distinctive combination, which incorporates active ingredients and bioplastic sourced from the same origin, is our global uniqueness. This approach allows us to maximize the upcycled value of espresso waste.



### Product categories

#### ↓ Face

- Cleanser
- Moisturizing face cream/ anti-acne
- Serum
- Nourishing gel cream
- Mask cream with pro biotics
- Eye cream
- Eye patch
- Sunscreen SPF30 & SPF50
- After sun

#### ↓ Hair

- Shampoo
- Conditioner
- Liquid Scrub Hair

#### ↓ Body

- Shampoo
- Shower Gel
- Body Lotion
- Body Cream
- Body Butter
- Liquid Hand soap
- Soap Bar – Regular & Exfoliant
- Body Scrub
- Liquid Exfoliant
- Moisturizing Hand Cream

#### ↓ Lips

- Lip Balm from espresso coffee remains (mocha, & 10 more flavor varieties) sweet lemon, citrus, dark vanilla
- Lip Balm from beer remains and wine remains

# SKINCARE

## Product Groupings

In addition to retailing our complete skincare range, Haut Kos fully supports the following subgroupings:

- Hotel Amenities
- Skin care to go - small sized products (i.e. lip balm, moisturizing hand cream, and sunscreen) for "last minute" selling points for people on-the-go e.g. travel retail (airports, cruises tec), coffee chains, etc
- Lip Balm as a single product due to the large variety in upcycled sources and flavors



# SKINCARE

Auraskin focuses  
it's distribution in Greece and does not target the international  
customer whom this presentation targets



# PRIVATE LABEL

- With our own **R&D experience**, our own-brand know-how and our commercial experience, we can cater to our customers' needs for a commercially successful skincare product range under their own brand name
- **Our customers** have the option to use our formulations from our existing product range or can jointly develop with our R&D team customized formulations
- **Packaging options** can be selected from our existing packaging database of selected packaging suppliers or can be customized according to customers' needs
- **Packaging Labels.** Label artwork is shared by customers ensuring brand positioning consistency

Our production team, will then proceed with a finished labelled skincare product line



# PLASTICS



Coffeeco is contributing to making steps towards sustainable plastic applications. It produces and supplies:

- Polypropylene (PP)
  - We have developed a groundbreaking compound for non-food applications, containing up to 15% coffee fiber
  - The reduction of petrochemicals bolsters sustainability of plastic applications (e.g. skincare packaging, recyclable bins, non-food injection mold cans)
  - We aim at elevating the coffee fiber concentration to 30%
  
- HDPE
  - We have developed a compound that contains 3% coffee fiber.
  - We aim to increase the coffee fiber concentration to 15%
  
- PET
  - We have developed a compound that contains 1% coffee fiber.
  - We aim to increase the coffee fiber concentration to 15%

Through our local and international partnerships, we aim at increasing the % concentration of organic coffee fibers for non-food and to launch this compound for food applications.

Beyond reducing environmental impact, these compounds offer a tangible solution for companies looking to incorporate eco-friendly materials in their packaging.

# UPCYCLED SERVICES



**Coffeeco provides upcycled services. This service consists of:**

- Collecting espresso coffee remains from customers' premises
- Producing Skincare products using the collected coffee remains
- Selling skincare products at customer's points of sale

## **Target Customer**

- Our target customer consists of hotels, coffee shops, airlines, cruises etc that wish to enhance their sustainability efforts and participate in the cyclical economy using their customers' consumed coffee



# NEW PRODUCT DEVELOPMENT

## Our development plan consists of:

### Skincare

- new products to expand the skincare product range
  - in all 4 subcategories face, hair, body, lip
  - using all three upcycled sources of coffee, beer and wine
  - for our two own-brands and for private label

### Plastics

- Develop, produce, and supply coffee remains organic fiber for
  - Polypropylene (PP) food-based
  - Low Density Polypropylene (LDPE)
  - High concentration HDPE
  - PET

### Other Industries

- Concrete. Produce and Supply Construction Concrete Raw material
- Textile/Fabric. Produce and Supply active Ingredient for textile industry



# PARTNERSHIPS

We have partnered with

- **Papoutsanis** the largest cosmetics manufacturer in Greece with the November 2023 launch of the upcycled hotel amenities "UpC" product line powered by Coffeeco, through its active skincare ingredients and bioplastic ingredient



- **Plastika Kritis**, the largest plastics manufacturer in Greece through the supply of a new polypropylene compound which replaces 15% petrochemicals with Coffeeco's coffee derived organic fiber
- **Coffee Island**. Finally, through our strategic partner, Coffee Island, the largest coffee chain in Greece and the 7th largest in Europe we are able to collect espresso coffee remains from their store network

auraskin  
Beauty

Upcycled Skincare Products  
For A Healthy Skin & Healthy Planet



Welcome to AuraSkin, where we believe in the power of upcycling espresso byproducts to create skincare products that promote healthy skin and a healthy planet. With the support of **Coffee Island** we are transforming spent coffee grounds into sustainable, effective skincare solutions.

WITH THE SUPPORT



We are now in discussions with large global players in both the plastics and cosmetics industries to form collaborations and partnerships

# NUMBERS – COFFEECO

## 2 Founders

who are also Chemical Engineers

## 6 Years - R&D

to develop unique formula/process.

R&D is ongoing for continuous innovation and product developments

## 3 tons/monthly

Coffee remains processing – Actual coffee collection producing

- o 1.5tn active ingredient produced or
- o 10 tn compound plastic polypropylene compound or combination

## 10 tons/monthly

Coffee remains processing – Maximum Capacity production with current production facility

## 22 tons/month

Coffee remains processing – Maximum Capacity available for collection from coffee network of shops

## Skincare product range SKUs

- o 9 SKUs - current
- o 12 SKUs – new (Q3 2024)

## #9 & #12. SDG goals

goals that Coffeeco achieves (#9 Industry, Innovation and Infrastructure & #12 Responsible consumption and Production)



# CERTIFICATIONS



**COSMOS  
NATURAL**

Cosmos Natural



**VEGAN**

V-label Vegan



**cruelty free**

Cruelty Free

## QACS Labs - clinically tested/certified

- Microbiome Enhancer. (Not just Microbiome friendly)
- Anti-Oxidant
- Anti-Acne

# KEY DIFFERENTIATING FACTORS WHY CHOOSE COFFEECO?

## Extraction - Ingredient Uniqueness

- **Our extraction process** to produce our active ingredient derived from espresso coffee remains is globally unique and patented
- The same **unique process** is used for upcycled and natural sources

## Skincare & Plastics

- **Upcycled Products.** Our own brands and private label products offer a unique profile of zero waste and 100% upcycled skincare products by synergizing our **upcycled extracts and polypropylene compounds**. This **distinctive combination** (turnkey), which incorporates active ingredients and bioplastic sourced from the same origin, is a global uniqueness for our company. This approach allows us to maximize the upcycled value of espresso waste
- **Product Effectiveness.** In addition to our global certifications, our active ingredients have been clinically tested and certified as a microbiome enhancer, anti-oxidant, and anti-acne properties.
- **Vertical Integration-Turnkey Product.** We collect coffee remains, produce our active ingredients for cosmetics, produce our polypropylene compound, produce our finished skincare product and its container.
- **Quality Consistency.** We have established an efficient in-house supply chain, enabling the collection of spent coffee grounds monthly from our strategic partner's coffee chain. Regardless collection quantities our extraction equipment ensure consistent and high-quality production. We control every stage of production and therefore its end-to-end quality. All stages of production comply with ISO 22716 GMP standards



# KEY DIFFERENTIATING FACTORS WHY CHOOSE COFFEECO?



## R&D/Innovation

- o Research and Development and therefore Innovation are spearheaded by the two **co-founders and Chemical Engineers**. Therefore, Coffeeco's core business DNA is Science-based
- o Our ongoing developments aim at **expanding the commercial applications** within the cosmetics and plastics industries as well as developing new applications in additional industries (e.g. enlarged skincare product range, food-based polypropylene compounds, higher coffee fiber concentration of HDPE & PET, cement & textile industries etc).

## Commitment to Upcycle/Circular Economy

is reflected in Coffeeco's vision, mission, culture, and day-to-day decision making

# BENEFITS – SUSTAINABILITY

Regarding sustainability, our customers benefit by using our products and services through:

## **Enhance Sustainability**

Increase brand awareness through sustainability and circular economy actions (applied to partner companies)

## **Waste Management**

Decrease of CO2 emissions produced because of waste streams

## **Waste fee**

Decrease of municipal waste fee

## **Sustainable Community**

Enhanced participation in an ever-increasing community aimed at our individual and our planet's wellbeing



A dark background filled with various coffee beans, some in sharp focus and others blurred, creating a sense of depth and texture.

Thank You!

[info@coffe-eco.gr](mailto:info@coffe-eco.gr)

[www.coffe-eco.gr](http://www.coffe-eco.gr)