AGENDA

14:30 Opening words
Management Introduction
Spinnova growth strategy progressing
Janne Poranen, Chief Executive Officer
Ben Selby, Chief Financial Officer
Woodspin update
Janne Poranen, Chief Executive Officer
Q&A session

PART ONE

15:35 –15:50 BREAK

SPINNOVA® technology update
Juha Salmela, Chief Technology Officer
SPINNOVA® product update
Shahriare Mahmood, Chief Sustainability Officer
Solving the sustainability challenges in textile industry
Shahriare Mahmood, Chief Sustainability Officer
Sales and marketing update
Allan Andersen, Chief Sales Officer
Q&A session
Wrap-up

PART TWO
A few words about practicalities
Growth Strategy progressing
Janne Poranen

CEO since 2014
Member of the Board since 2022
PhD degree

Working history
Technological Research Center of Finland
Experienced and highly skilled management team leading Spinnova’s sustainable growth

Janne Poranen  
Chief Executive Officer & Co-founder

Allan Andersen  
Chief Sales Officer

Teemu Lindberg  
EVP, Production Scaling

Shahriare Mahmood  
Chief Sustainability Officer

Petri Poranen  
Chief Operating Officer

Juha Salmela  
Chief Technology Officer & Co-founder

Ben Selby  
Chief Financial Officer

New appointments to the executive management in May

Allan Andersen appointed as Chief Sales Officer

• 20 years of experience from sporting goods industry.
• Several commercial lead and executive positions at Under Armour, Adidas Latin America and Adidas Nordic.

Teemu Lindberg joins Spinnova to lead Production Scaling (as of 15 August 2022)

• Solid industrial experience in scaling new technologies to industrial scale in forest and biofuel industries.
• Several production and technology management and executive positions most recently UPM.
EVP, PRODUCTION SCALING

Teemu Lindberg

EVP, Production Scaling and member of the management team as of 15 August, 2022

M.Sc. in Engineering

Working history
UPM Kymmene, Yara International, Kemira Grow–How
THE TEXTILE CHALLENGE

The fashion & apparel industry alone accounts for 4% of global GHG emissions.

Majority of current textile materials based on fossil fuels (polyester) or water & chemical intensive fibres, for example cotton & viscose.

Cotton represents ~20% of the world’s insecticide use and 10% of all pesticide use.

Heavy irrigation deteriorates table waters and soil.

100 fashion brands committed to cut greenhouse gas (GHG) emissions by 30% by 2030.
We produce the most sustainable textile materials in the world for the benefit of the environment and humanity.

By doing so we will transform the raw material base of the entire global textile industry for the better.
Spinnova as an Investment

• Addressing the very large and growing, 200 bn euro textile fibre market

• Scalable technology and strong partners on-board for ramp-up with Suzano to more than 1mt p/a in the next 10–12 yrs

• The same clean technology can process multiple feedstocks
Large Target Market

SPINNOVA’S TARGET MARKET – SUPPLY SIDE¹)

KEY MARKET TRENDS AND DRIVERS

1. Apparel demand grows faster than global GDP
2. Clothing lifecycle shortening – “fast fashion” increasing
3. Increasing regulation towards sustainable materials
4. Cotton has environmental and production capacity issues
5. Global brands need a solution for apparel materials

Note: ¹) Calculated based on 2019 fibre prices and includes the following fibre categories: Cotton: preferred cotton, regular cotton; MMCF: Viscose, Lyocell, and other MMCF; Other natural fibres: wool, other animal-based fibres, other plant-based fibres; Synthetics: virgin polyester, recycled polyester, polyamide, other synthetics; ²) Estimated based on synthetics to recycled polyester ratio in 2019.

Sustainability Action

100 FASHION BRANDS COMMITTED TO CUT GREENHOUSE GAS (GHG) EMISSIONS BY 30% BY 2030 \(^1\)

EXAMPLES

1. Already a Spinnova brand partner

Note: 1) UN’s Fashion Industry Charter for climate action in 2018 Commitment to cut green house gases by 30% compared 2015; 2) Spinnova has a partnership with VF corporation’s Icebreaker brand; 3) This is an annualized emissions analysis - not a Life Cycle Analysis of a garment; as a result the usage phase emissions differ vs. LCA analysis results.

Source: Fashion on Climate, McKinsey & Global Fashion Agenda, August 2020

GREEN HOUSE GAS (GHG) EMISSIONS OF APPAREL AND FOOTWEAR INDUSTRY BY VALUE CHAIN IN 2018 (% \(^3\))

<table>
<thead>
<tr>
<th>Material production</th>
<th>Yarn prep.</th>
<th>Fabric prep.</th>
<th>Wet processes</th>
<th>Cut Make Trim</th>
<th>Transport</th>
<th>Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>49%</td>
<td>10%</td>
<td>7%</td>
<td>20%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Transport &amp; retail</td>
<td>10%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>1.6 Bn ton CO₂ eq</td>
<td></td>
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</table>
### SPINNOVA® Environmental Benefits

<table>
<thead>
<tr>
<th>Metric</th>
<th>Cotton</th>
<th>SPINNOVA®</th>
<th>Lyocell (MMCF)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CO₂ emission</strong></td>
<td>100</td>
<td>28</td>
<td>62</td>
</tr>
<tr>
<td>Indexed (Cotton = 100)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fresh water consumption</strong></td>
<td>3 602</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Liters/kg fibre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Land use</strong></td>
<td>2.50</td>
<td>0.09</td>
<td>0.22</td>
</tr>
<tr>
<td>Hectares per ton of fibres</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Production cost</strong></td>
<td>6.5</td>
<td>8.0</td>
<td>7.1</td>
</tr>
<tr>
<td>EUR(^1) per hoodie</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1) Estimated based on the t-shirt production cost calculation logic from Hasan et al. 2020, assuming that production of a cotton t-shirt costs 2.15 EUR and requires ~200g undyed fabric, a hoodie requires ~600g undyed fabric (excluding zippers etc.). Cost of yarn production and all other costs assumed to remain constant for the same weight of fabric used (~86% of cost of cotton hoodie). FX: USD to EUR, 2019 = 0.893.

2) Future cost reduction potential likely driven by decrease in price of raw material, optimized energy efficiency and price, optimized process, and economies of scale; 3) Calculated based on index value of water usage where cotton = 100 and Spinnova = 0.5. 99.5% smaller footprint is based on calculation where artificial irrigation of cotton is included to the water usage and eucalyptus uses no artificial irrigation. Source: ICAC, Hasan et al. 2020 “Addressing Social Issues in Commodity Markets”, Environmental impact comparison by 3rd party Simreka 2020 (ordered by Spinnova), Shen and Patel “Life Cycle Assessment of man-made cellulose fibres” (2010), Emerging textiles.
### SPINNOVA® Fibre Differentiators

<table>
<thead>
<tr>
<th>Man-made cellulosic fibres</th>
<th>Synthetic, oil-based fibres$^1$</th>
</tr>
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<tbody>
<tr>
<td><img src="image.png" alt="Image" /></td>
<td><img src="image.png" alt="Image" /></td>
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</tbody>
</table>

**REGENERATING CHEMICAL PROCESS**

- Man-made cellulosic fibres
- Synthetic, oil-based fibres$^1$

**MECHANICAL PROCESS WITH NO HARMFUL CHEMICALS**

- Spinnova
- Spinnova is the only scalable player using natural-based feedstock with a mechanical process.

The fibre & materials industry’s most influential non-profit, The Textile Exchange, classifies SPINNOVA® as an “Other plant-based fibre”

Note: 1) Includes also bio-based polyesters.
Business Strategy

RAW MATERIALS

Raw materials via existing JVs:
- WOODSPIN
  - Wood
- Respin
  - Leather

Multiple raw material and business model options:
- Agri Waste
- Textile Waste

BUSINESS MODELS

Fibre technology platform
- Own and develop the technology
- Technology concept provider
- Technology fee

Fibre production and sales
- Joint venture (JV) partner
- Multiple other options

Fabric sales
- Spinnova’s own sales and marketing organization

PARTNERS & INDUSTRIES

Apparel & Footwear
- THE NORTH FACE
- adidas
- ECCO
- H&M Group
- Bergans of Norway
- marimekko
- icebreaker

Interior textiles
- Healthcare
- Composites
CHIEF FINANCIAL OFFICER

Ben Selby

CFO and management team member since 2021

Master of Arts degree

Working history
Basware Plc
Bank of America Merrill Lynch
Multiple Earnings Streams to Spinnova Group Starting from Spinnova Technology Platform

GLOBAL CUSTOMERS

TECHNOLOGY CUSTOMERS
WOODSPIN
RESPIN

Turnkey tech solution
Milestone based and recurring technology fees\(^{(1)}\)

FIBRE AND FABRIC CUSTOMERS

Fibre revenues
Fabrics revenues

SPINNOVA® fibre
SPINNOVA® fabric

WOODSPIN
RESPIN

SPINNOVA®

TECHNOLOGY PLATFORM

FIBRE PRODUCTION AND SALES,
JOINT VENTURES

APPAREL
INTERIOR
HEALTHCARE
COMPOSITES

SPINNOVA®

FABRIC SALES VIA
OUTSOURCED PRODUCTION

GROUP

SHARE OF REVENUES AND PROFITS TO SPINNOVA GROUP

100% revenues and profits
50% profits
100% revenues and profits

(1) Recurring technology fees only for Woodspin
Business targets and progress since IPO

**PRODUCTION TARGETS**

- **Medium term (2025-2027)**
  - 150 thousand tonnes of SPINNOVA® fibre production capacity

- **Long term (2031-2033)**
  - 1 million tonnes of SPINNOVA® fibre production capacity

**BUSINESS TARGETS**

- EBIT positive
- More than €200 million EBIT p.a. from share of profits from JVs, recurring technology fees and service maintenance fees
- Cumulative more than €1 billion cash margin from technology sales

**COMMERCIAL TARGETS**

- Up to 20 commercial textile brand partnerships, which have SPINNOVA® materials in their product lines
- Up to 80 commercial textile brand partnerships, which have SPINNOVA® materials in their product lines

**Progress against business targets**

- Pilot plant operational for 3 years
- 1kT plant on track for completion by the end of 2022
- 50kT plant in planning phase
- EUR 6 million sales in 2021, majority from technology sales
- Sales Outlook for 2022 higher than 2021

**Commercial launch**

- Commercial launch of hoody with adidas
- Commercial launch of signature overshirt with ARKET (H&M)
- Multiple products with Bergans
Financial and Corporate Growth since the IPO

**REVENUES**
EUR thousand

<table>
<thead>
<tr>
<th></th>
<th>FY 2020</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>254</td>
<td>6,036</td>
</tr>
</tbody>
</table>

**CASH AND INVESTMENTS**
EUR million

<table>
<thead>
<tr>
<th></th>
<th>31 Dec 2020</th>
<th>31 Dec 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8</td>
<td>107</td>
</tr>
</tbody>
</table>

**PERMANENT EMPLOYEES**
At the end of the period

<table>
<thead>
<tr>
<th></th>
<th>31 Dec 2020</th>
<th>31 Dec 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40</td>
<td>58</td>
</tr>
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</table>

Enterprise level business and governance processes established

- Complying with the Finnish Corporate Governance Code.
- Business systems for internal controls and risk management.
- First Annual Review published.
- Standardised sustainability reporting commenced.
Woodspin Update
50/50 Joint Venture with Suzano

- Exclusive provider of sustainably, locally produced micro-fibrillated cellulose for the SPINNOVA® fibre production
- Fixed maximum MFC price of 2,000€/tonne (18 mos after startup)
- Scale-up of the MFC production volume to a commercial scale (1 million tonnes within 10 years)

- Delivers Spinnova technology and resources to the JV to be able to complete the construction of 1st factory
- Exclusive provider of SPINNOVA® fibre technology to all JV's production units
- Continuous technology, product, brand and customer relationship development
- Fibre sold with the SPINNOVA® trademark
Woodspin – 1st Factory

• Construction project and Spinnova’s technology delivery proceeding in Finland on the original schedule.
  • Production space estimated to be ready for technology installations at the end of summer of 2022.
  • Factory to be completed by year-end 2022.
• One of Spinnova’s long-term business targets within 10–12 years is to reach one million tonnes of SPINNOVA® fibre production capacity.
Spinnova technology partners for 1st Woodspin factory delivery

Technology partners

Valmet

SULZER

Automation partners

SIEMENS

Engineering partners

ELOMATIC

AFRY
Woodspin 1st factory updated capex budget

- Woodspin increases capital investment budget from EUR 22 million to EUR 31 million.
- Spinnova and Suzano are each making an additional EUR 4.5 million commitment, raising each JV partner’s commitment from EUR 11 million to EUR 15.5 million.
- Spinnova will finance capex increase from existing cash reserves.
- Initial investment budget was made in 2020.

MAIN DRIVERS

<table>
<thead>
<tr>
<th>Sustainability and R&amp;D drivers</th>
<th>Operating environment impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>~2/3 of the increase</td>
<td>~1/3 of the increase</td>
</tr>
</tbody>
</table>

- Advanced process heat recovery system to support SPINNOVA® fibre CO₂ climate positive product
- Optimised drying concept
- Cost inflation

Woodspin Factory, June 2022
Woodspin – Future Technology Capex Outlook

On track for future technology capex outlook outlined at IPO.

KEY DRIVERS:

- Increased drying surface area
- Increased nozzle density
- Increased speed

<table>
<thead>
<tr>
<th>TECHNOLOGY CAPEX PRICE (EURm) per thousand tonnes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium term potential</td>
</tr>
<tr>
<td>Medium to long term potential</td>
</tr>
</tbody>
</table>
50kt Woodspin Factory

• Planning for the 50k Woodspin factory has already started.
  • Final investment decision: H1 2023
  • Financing commitments in place by end of 2022
• Location planning with JV partner Suzano ongoing
• Interest from domestic energy companies to invest in heat pump infrastructure
• Technology concept detailed planning ongoing with key technology partners.
  • On track for capex per tonne and energy efficiency improvements outlined in IPO prospectus.
• Commercial negotiations ongoing
• EUR ~375 million technology capex
<table>
<thead>
<tr>
<th>Location drivers for the next 50 kt plant</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Driver</th>
<th>Finland</th>
<th>Brazil</th>
<th>Southern Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net renewable energy cost and availability</strong></td>
<td>• Heat pump solution would reduce net energy cost and enable climate positive production</td>
<td>• Integration to pulp mill allows use of energy side streams</td>
<td>• Good availability of solar and wind energy</td>
</tr>
<tr>
<td><strong>Availability of public and private sector funding and support</strong></td>
<td>• Finnish and European public sector funding to be evaluated</td>
<td>• Brazilian state and federal support</td>
<td>• European public sector funding to be evaluated</td>
</tr>
<tr>
<td><strong>Logistical synergies</strong></td>
<td>• Proximity to European textile markets</td>
<td>• Integration to pulp mill</td>
<td>• Proximity to European textile markets</td>
</tr>
</tbody>
</table>
Q+A
for part 1
BREAK

Presentations continue at 15:55 EEST
Innovation Update
CHIEF TECHNOLOGY OFFICER, CO-FOUNDER

Juha Salmela

In the management team since 2014
Member of the Board of Directors since 2014
Master of Science degree

Working history:
VTT Technical Research Centre of Finland

VTT
Spinnova’s Technology Replicates Spider’s Silk Production

Source: Company management information
Disruptive Technology Innovation

**SPINNOVA® Process**

- **Renewable raw material streams**:
  - Wood
  - Leather
  - Agri waste
  - Textile waste

- **Natural micro fibre suspension**
  - 0% harmful chemicals

- **Spinning (patented technology)**
  - Closed process for water use
  - Heat recovery and reuse

- **Drying**
  - 0% waste

- **Production output**
  - Fibre
  - Fabric

- **Fibre 100% recyclable**
Spinnova Smart Factory and Digital Sustainability Stack

- Outstanding visibility into Spinnova Fibre journey across the textile value chain
- Analysis of the performance down to the raw material level and up to the finished fabric
- Unified Manufacturing Operations Management with leading technology providers to accelerate time to market
Spinnova's patent portfolio provides good coverage for the core of the technology
- 9 patent families
- 36 granted international patents

Spinnova holds the necessary intellectual property rights for global commercialisation of its products and the spinning technology

Application drafting and procedures are professionally and systematically handled

Spinnova seeks for the broadest possible protection in its applications

Spinnova has not received any patent infringement claims or other IPR infringement claims

Note: 1) Includes both granted patents and patent applications
Source: Kolster report, April 2021
Demo Continuous filament
Product update
CHIEF SUSTAINABILITY OFFICER

Shahriare Mahmood

Chief Sustainability Officer and management team member since 2021

Doctor of Science (Tech)

Working history
Reima, MASI
A fibre invented to perform

APPLIES IN VARIOUS FORMS:
- Can be used in woven, knitted, denim etc.
- Can be dyed as fibre, yarn and fabric form
- Applied in versatile applications

A FIBRE THAT FUSED TO
- Give a natural feel and look
- Perform as warm wool even
- Provide functional benefits, e.g. anti-odor

A FILAMENT FIBRE YET NATURAL
- Creates various performance yarns utilizing the filament fibres
Sustainably versatile for different applications

A fibre that fused to versatile applications

• Regular products (daily use textiles)
• Performance products
• High fashion and luxury
• Lifestyle
• Accessories
• Composites and Non-wovens

& many more...
Product development approach

- Partnership with world class brands to utilize their expertise in applications
- Product development with selected supply chain partners
- Profound collaboration with world leaders in equipment and process
- Developing environmentally friendly method with global chemical partners
- Partnership with universities and research institutes
End to end approach to Sustainability
Climate positive

Water less process

Harmful chemical free process

Recyclable while maintaining quality

Traceable certified raw materials

Biodegradable

Microplastics free

Waste free production

SPINNOVA®
SPINNOVA® SUSTAINABILITY

SPINNOVA® SAVES

→ 72% LESS CO₂ EMISSIONS*
→ 99% LESS WATER*
→ 0% HARMFUL CHEMICALS

MOREOVER

→ No traces of harmful chemicals as regenerated cellulose fibres
→ No traces of metal contaminations as natural fibres
→ No hazardous emission to air
→ No waste water treatment

EU strategy for sustainable and circular textiles:
all textile products placed on the EU market are durable, repairable and recyclable, to a great extent made of recycled fibres, free of hazardous substances, produced in respect of social rights and the environment.

* compared to conventional cotton
For every ton of cotton you replace with SPINNOVA®, you save 6.5 tons of CO₂ eq. emissions

**SPINNOVA® CARBON HANDPRINT ELEMENTS, kg CO₂ eq / kg fibre**

- **Climate negative**
  - Cotton carbon footprint: 4.6
  - SPINNOVA® carbon footprint: 1.3
  - Heat recovery and reuse: 3.2

- **Climate positive**
  - SPINNOVA® HANPRINT: 6.5

**Carbon handprint**
Total CO₂ savings by using SPINNOVA® compared to cotton

Source: Clonet’s carbon footprint and handprint calculation on Spinnova fibre, 2021
Value on cotton: Ecoinvent 3.8 dataset

Carbon handprint is a methodology developed by the Finnish Technical Research Centre VTT and University of Lappeenranta, and they are based on the ISO 14067:2018 standard.
Responsible sourcing

- **Certified** (FSC / PEFC) raw materials only
- **Fully traceable** from plant to fibre
- Principle raw material is Eucalyptus-based pulp from Suzano
- While ensuring the use of FSC /PEFC certified raw materials, Spinnova process also aims to align itself with the certification and beyond
Suzano sustainable sourcing

- Raw material originates currently from Espírito Santo in South-Eastern Brazil
- Suzano utilizes the degraded lands for plantations without impacting the natural ecosystems
- Suzano operates under a strict zero deforestation policy and they co-exist with areas designated for conservation
- Suzano, has set aside approximately 1 million hectares for conservation, which corresponds to 40% of its total area
Corporate responsibility

REPORTING & POLICIES:

• First ESG report published in 2022
• Based on GRI Standard\(^1\)
• Supplier code of conduct formulated
• Spinnova’s code of conduct for its employees & directors
• HSE policy to ensure workplace safety
• Set annual target on HSE to exert highest importance

\(^1\) 73% of G250 companies use GRI – KPMG
Spinnova’s sustainability ingredients

01 Governance and risk management

In 2021, we focused on building our sustainability strategy and educating our employees on the importance of sustainability

• Sustainability strategy
• Corporate responsibility practices
• Employees well-being
• Alignment with relevant SDGs

02 Stakeholder engagement

Spinnova aims to have active relationships with stakeholders

• UN Global Compact
• The Climate Leadership Coalition
• Canopy
• Ellen MacArthur Foundation
• Fashion for Good
• Textile Exchange
• ZDHC Roadmap to Zero
• Finnish Textile and Fashion

03 Sustainability priorities

• Sustainable innovations
• Climate and energy
• Circular economy
• Water use
• Chemical use
• Biodiversity and land use
• Occupational health and safety
• Employee wellbeing and development
• Local communities
• Responsible value chain
• Ethics and integrity
• Product safety and quality
SDG’s we are contributing

- **12 Responsible Consumption and Production**: We offer a sustainable fiber for a better fashion industry. SPINNOVA® process uses no harmful chemicals and reduces the use of chemicals in consecutive textile processings.

- **13 Climate Action**: When replacing the conventional fibers, SPINNOVA® helps mitigate the climate change.

- **17 Partnerships for the Goals**: We participate in various multistakeholder initiatives such as UN Global compact, ZDHC, Canopy etc. We enhance North-South collaboration with and knowledge sharing through our joint ventures.
CHIEF SALES OFFICER

Allan Andersen

Chief Sales Officer and member of management team since 2022

Working history
Under Armour, Adidas
2022 Product Launches

ARKET (H&M) signature overshirt

Boxy-Fit Overshirt € 99

ORGANIC COTTON

FREE SHIPPING ON ORDERS OVER 100 EUR

© 1059601-001
MADE IN Turkey
SUPPLIER INFORMATION CARE INSTRUCTIONS

Woven from a blend of cotton and an innovative cellulose-based fibre, Spinnova®, this overshirt has been made using less water, energy and chemical substances. It has a boxy fit with a nod to utilitarian aesthetics and is detailed with two chest pockets.

- Corozo buttons, made from tagua nuts – a renewable vegetable material known for its exceptional durability and scratch resistance
- This garment is made with an innovative natural fibre produced in Finland from certified wood. Creating the fibre involves minimal water use and emissions and results in zero waste. Used as a more sustainable alternative to cotton, Spinnova® fibres can be recycled over and over again without losing
2022 Product Launches

adidas TERREX HS1 hoody

adidas TERREX
HS1 hoody

On display:

adidas TERREX store
Munich, Germany
Go-To-Market strategy in fibre and fabric sales

Joint ventures responsible for wood and leather fibre sales. Sold under SPINNOVA® brand.

Fabric sales to brands, fabric co-branded.
Marketing Strategy
Marketing Strategy

BRAND VISION

SPINNOVA® BECOMES THE TOP-OF-MIND SUSTAINABLE TEXTILE MATERIAL GLOBALLY.

- Build thought leadership around the unique product
- Win the hearts and minds of the first mover audience
- Create such an appealing ingredient brand that consumers proudly wear SPINNOVA®
PRODUCT POSITIONING

Build thought leadership around the unique product by …

• Demonstrating SPINNOVA® benefits and validate through e.g. earned media and industry awards.
• Crafting unique product positioning in the industry to meet brands’ needs.
• Building trust and credibility with scientist’s precision and radical transparency.
Fibre marketing cornerstones

- Value proposition centering around sustainability, high performance benefits and natural feel
- Offering includes access to ingredient brand assets and data (for traceability)
- Training service for mills to support fibre adoption
Fabric marketing cornerstones

- Value proposition centering around superior sustainability: optimized CO$_2$ emissions and water used through controlled supply chain
- Ready-to-use fabric offering balanced with tailor-made solutions for selected customers
- Offering includes access to ingredient brand assets and data (for traceability)
BRAND AWARENESS

Win the hearts and minds of the first mover audience by …

• Earning coverage in fashion and other relevant international media
• Running brand awareness campaigns that resonate with the target audience
• Engaging the ever-growing fanbase through active social media presence
Win the hearts and minds of the first mover audience examples

SPINNOVA FEATURED AT

VOGUE  Forbes  WIRED  FST COMPANY

BOF  INSIDER  SOURCING JOURNAL  REUTERS

ELLE  BBC  ECOTEXTILE  Bloomberg

Spinnova Proves Its Next-Gen Fibers Are ‘Climate Positive’, Revealing Their Carbon Handprint

Brooke Roberts-Field Senior Contributor
An ex-fashion insider writing about sustainability and materials

Aug 24, 2022, 08:49AM EDT

Listen to article 8 minutes

"Ideal for everything from lounge wear to workwear – all while using a fraction of the natural resources and chemicals required by current processes."

Next-gen materials companies offer the promise of environmental impact reduction, but due to their infancy and new raw inputs, data to quantify this is
Create so appealing ingredient brand that consumers proudly wear SPINNOVA® by …

• Positioning SPINNOVA® to symbolize sustainable lifestyle and values
• Connecting SPINNOVA® to themes that first mover audience identifies with
• Offering assets for brand partners to use in their products and marketing
Physical brand assets – illustrative examples
Partnership model
Partnership Model

BRAND VISION

SPINNOVA® BECOMES THE TOP-OF-MIND SUSTAINABLE TEXTILE MATERIAL GLOBALLY.

- Building premium partnerships
- Anchor the brand with high volume application
Key premium partnerships

- **Our Premium partners** are recognized as category leaders and some with Global reach, all with a commitment to transform the raw material base in the industry.

- **Joint development** efforts during pre-commercial phase with key partners.

- **Prioritization** of key partners for 2023 commercial agreements ongoing.

**GOAL 2025-2027:**

Up to 20 commercial textile brand partnerships, which have SPINNOVA® materials in their product lines.
Anchor high volume application

- Focus on premium brand partners’ **largest and best** fitting product categories.
- Our **product strategy** is formulated to maximise the addressable market.
- **Ongoing prioritization** of our R&D and capabilities via Joint Development projects.
- Our **Sales & GTM strategy** is anchored with the Spinnova Brand & Product Strategy.
Sales and Marketing focus areas in 2022

- Fine-tune our Sales and Go-To-Market approach based on early learnings from key partnerships
- Finalize commercial agreements
- Invest in resources and capabilities
  - Empowering culture
  - Key hirings
  - Process & tools
OBJECTIVE: SPINNOVA® becomes the top-of-mind sustainable textile material globally.
Q + A

for part 2
Wrap up
In short

- Spinnova strategy is proceeding according to plan
- 1kT Woodspin plant on track for completion by end of 2022
- 50kT plant Woodspin plant planning proceeding with Suzano
- Innovation is one of our core values and we continue to innovate every day
- Commercial momentum is building
- Our ambition is to be a global sustainability leader at both the product level and corporate level
- Significant investments into strengthening the executive and board leadership teams for this critical growth phase
Thank you for joining us today!

Next up
Half-year financial report for January-June 2022 will be published on 8 September 2022.

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