

# Future-Proof Your Business...

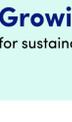
...by making it part of the **Circular Economy**

The world is changing rapidly. And when life becomes unpredictable, consumers become more careful with their money.

But "careful consumers" isn't the only thing that's forcing rapid changes...

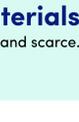


## External Factors



### Stricter Regulations

by governments around the world.



### Increasing Demand

for reused and refurbished products.



### Growing Need

for sustainable and flexible solutions.



### Raw Materials

are increasingly expensive and scarce.

## Internal Factors



### Find New Customers

and expand customer base.



### Develop New Revenue

opportunities to grow business.



### Grow Sustainably

and aim for regenerative growth.



### Gain Advantage

over competitors to solidify market position.

## The Solution? *is working* A Business Model that ~~could work~~.

Both manufacturers & retailers are embracing subscription-based business models as a key component of their growth strategy...

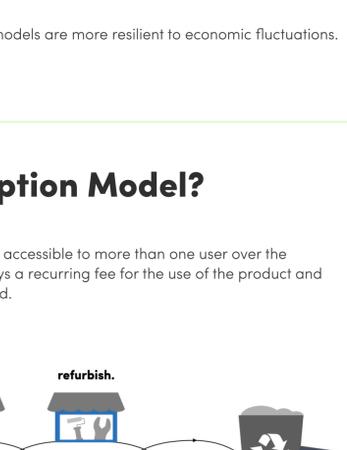
...and have been growing exponentially.



**+426%**  
YoY growth in circuly's clients' Gross Merchandise Value.

**+301%**  
YoY increase in subscriptions managed by circuly.

**+327%**  
YoY increase in new monthly subscriptions.



Source: Primary data collected by circuly. Measurement period Dec22-Dec23

## Subscriptions Are Outperforming Traditional Sales.

Recurring sales from subscription business models are more resilient to economic fluctuations.

## What Is the Subscription Model?

A business model in which products are made accessible to more than one user over the course of its lifetime. In exchange, the user pays a recurring fee for the use of the product and returns it when the product is no longer needed.



➔ An emerging market with 68% CAGR, reaching US\$478 bn market size by 2025.

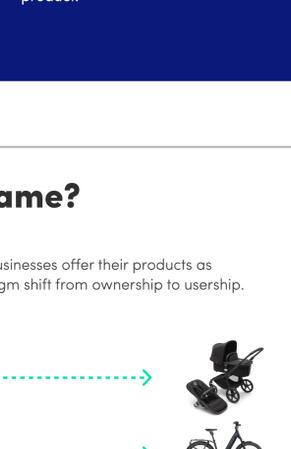
## Circularity Aspirations vs. Profitability? Why Settle for Just One?

The subscription-model is a business model for the circular economy that doesn't compromise profits and paves the way to circularity that aligns with both environmental and economic goals.

**Earn Recurring Revenue.**  
And diversify your revenue stream.

**Offer "try-before-you-buy"**  
Boost customer confidence by overcoming hesitation and as a result increase product visibility.

**Multiply product profitability**  
by renting your product multiple times and increasing the lifecycle of your product.



*"Subscriptions are more valuable than selling because of the recurring revenue, which ultimately increases the value of the company and makes it profitable."*

Rolf Smeding, Director of Business Development, Bugaboo

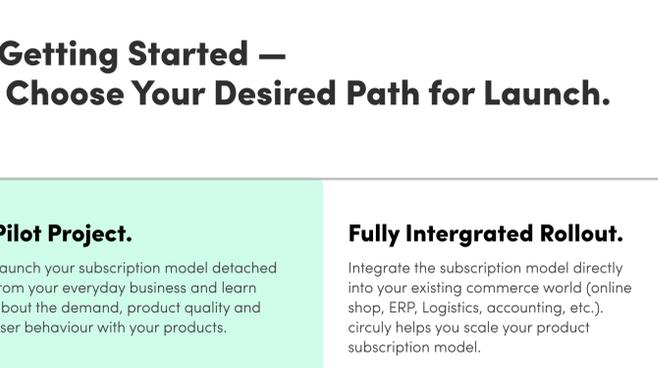
**Create a Product Feedback cycle.**  
Learn about the usability of your product and implement learning into product design.

**Discover Recommerce Opportunities.**  
And explore new ways of growing your business.

**Enable "end-of-life" product use.**  
To extend the lifecycle of your product.

## Who's Already in the Game?

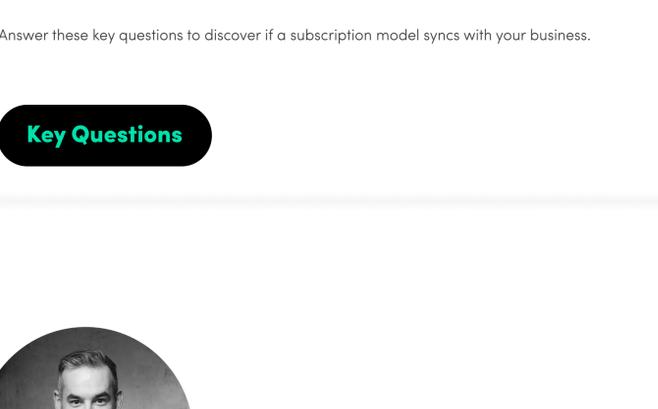
Instead of selling products for one-time quick wins, businesses offer their products as subscriptions for a recurring fee, ushering in a paradigm shift from ownership to usership.



## Getting Started — Choose Your Desired Path for Launch.

**Pilot Project.**  
Launch your subscription model detached from your everyday business and learn about the demand, product quality and user behaviour with your products.

**Fully Intergrated Rollout.**  
Integrate the subscription model directly into your existing commerce world (online shop, ERP, Logistics, accounting, etc.). circuly helps you scale your product subscription model.



Managed by **circuly.**

## Does a Subscription Model Fit Your Business?

Answer these key questions to discover if a subscription model syncs with your business.

**Key Questions**



**Get in touch**  
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