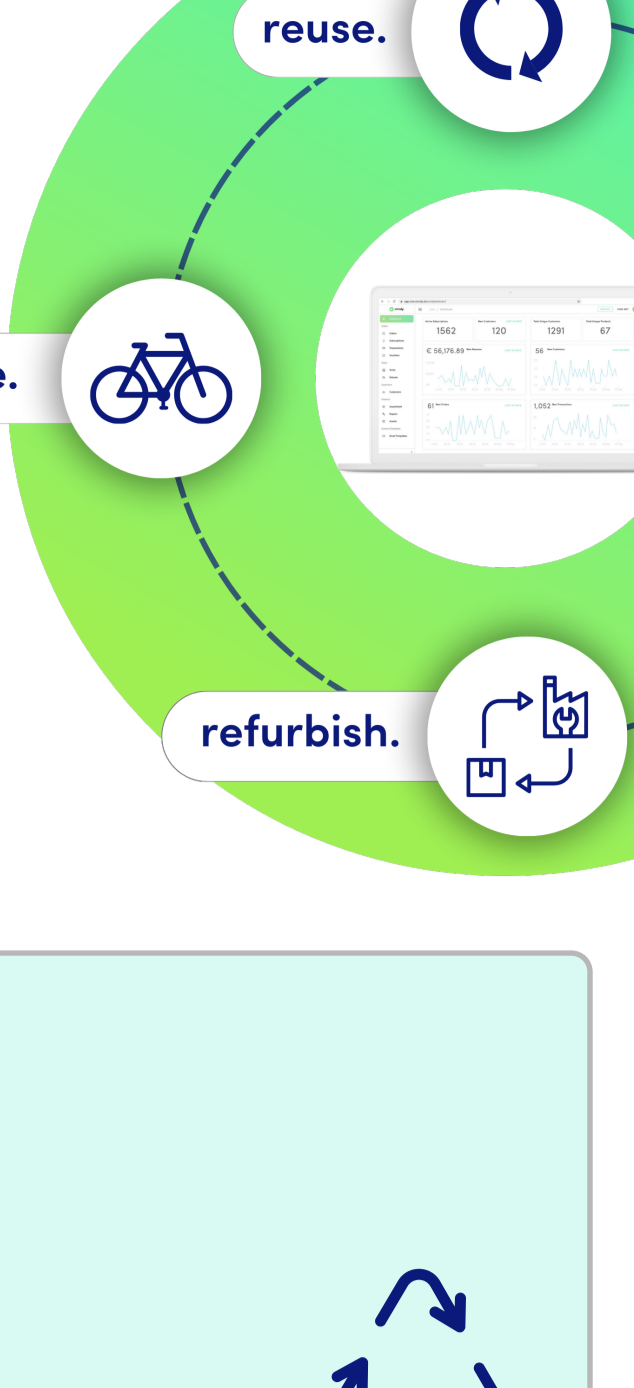


Future-Proof Your Business...

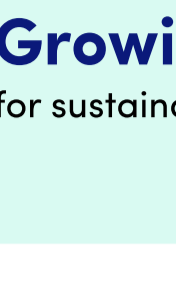
...by making it part of the **Circular Economy**

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

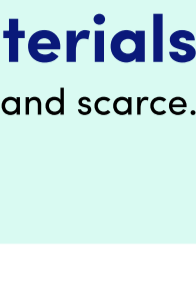
But "careful consumers" isn't the only thing that's forcing rapid changes...



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...

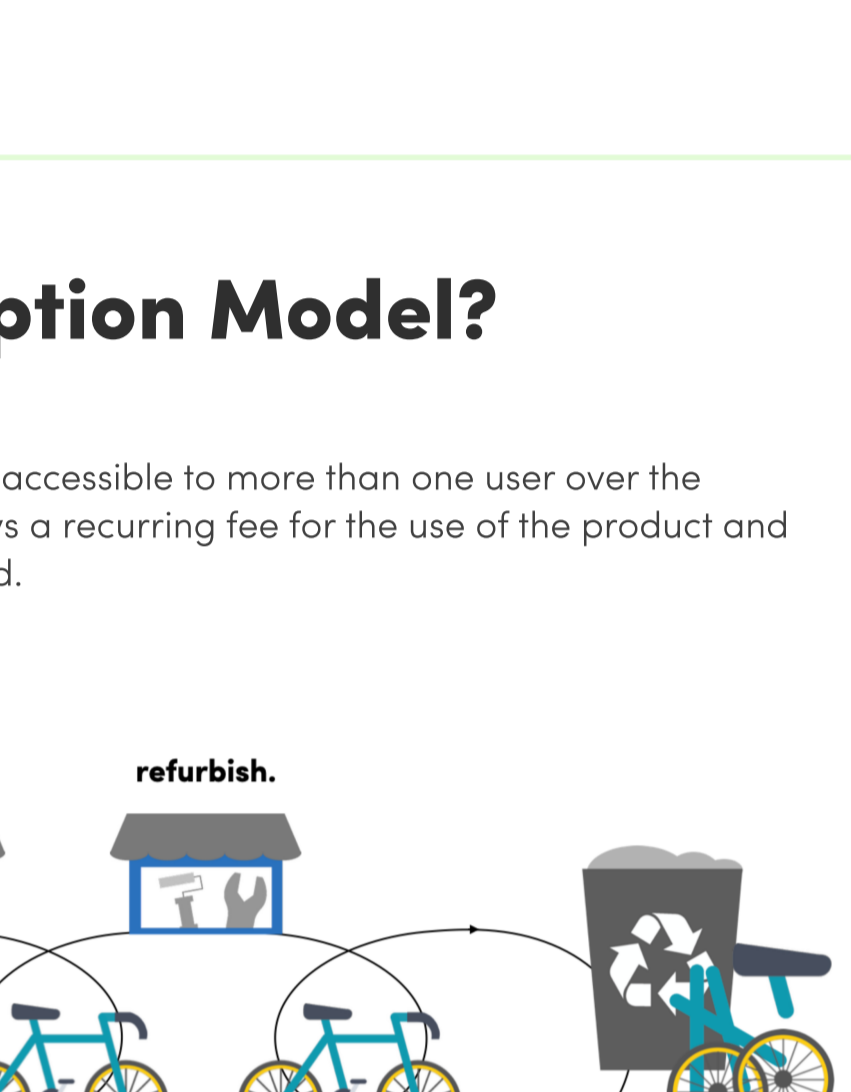
...and have been growing exponentially.



+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?

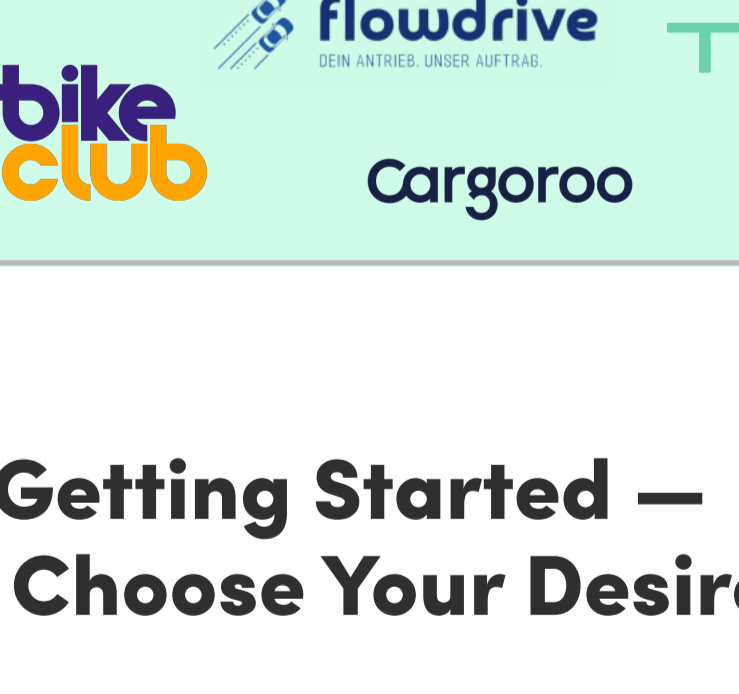
The subscription-model is a business model for the circular economy that doesn't compromise profits and paves the way to circularity that aligns with both environmental and economic goals.

- Earn Recurring Revenue.**
YoY growth in circuly's clients' Gross Merchandise Value
- 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."

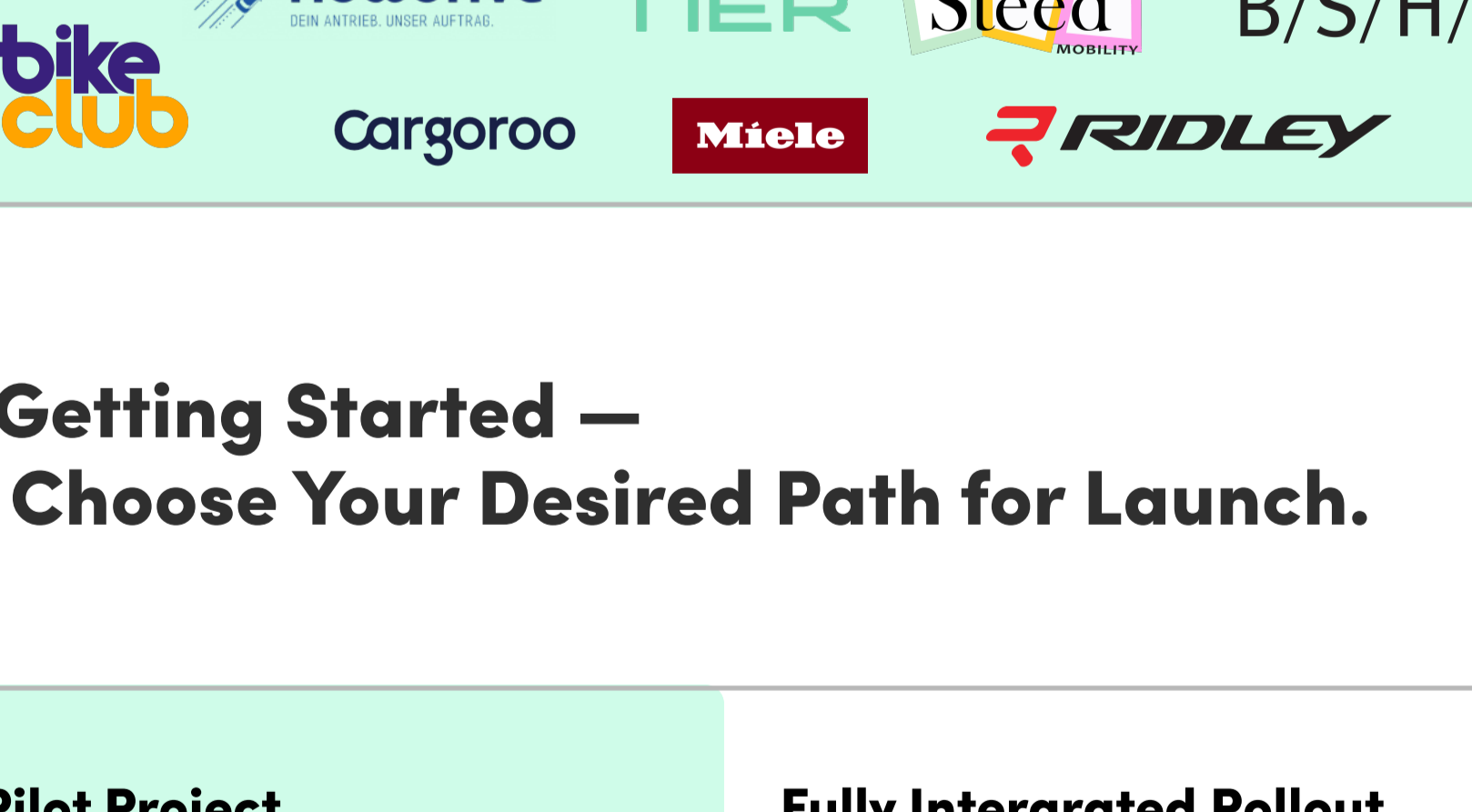
Rolf Smeding, Director of Business Development, Bugaboo



- Create a Product Feedback cycle.**
YoY growth in circuly's clients' Gross Merchandise Value
- Discover Recommerce Opportunities.**
YoY growth in circuly's clients' Gross Merchandise Value
- Enable "end-of-life" product use.**
YoY growth in circuly's clients' Gross Merchandise Value

Who's Already in the Game?

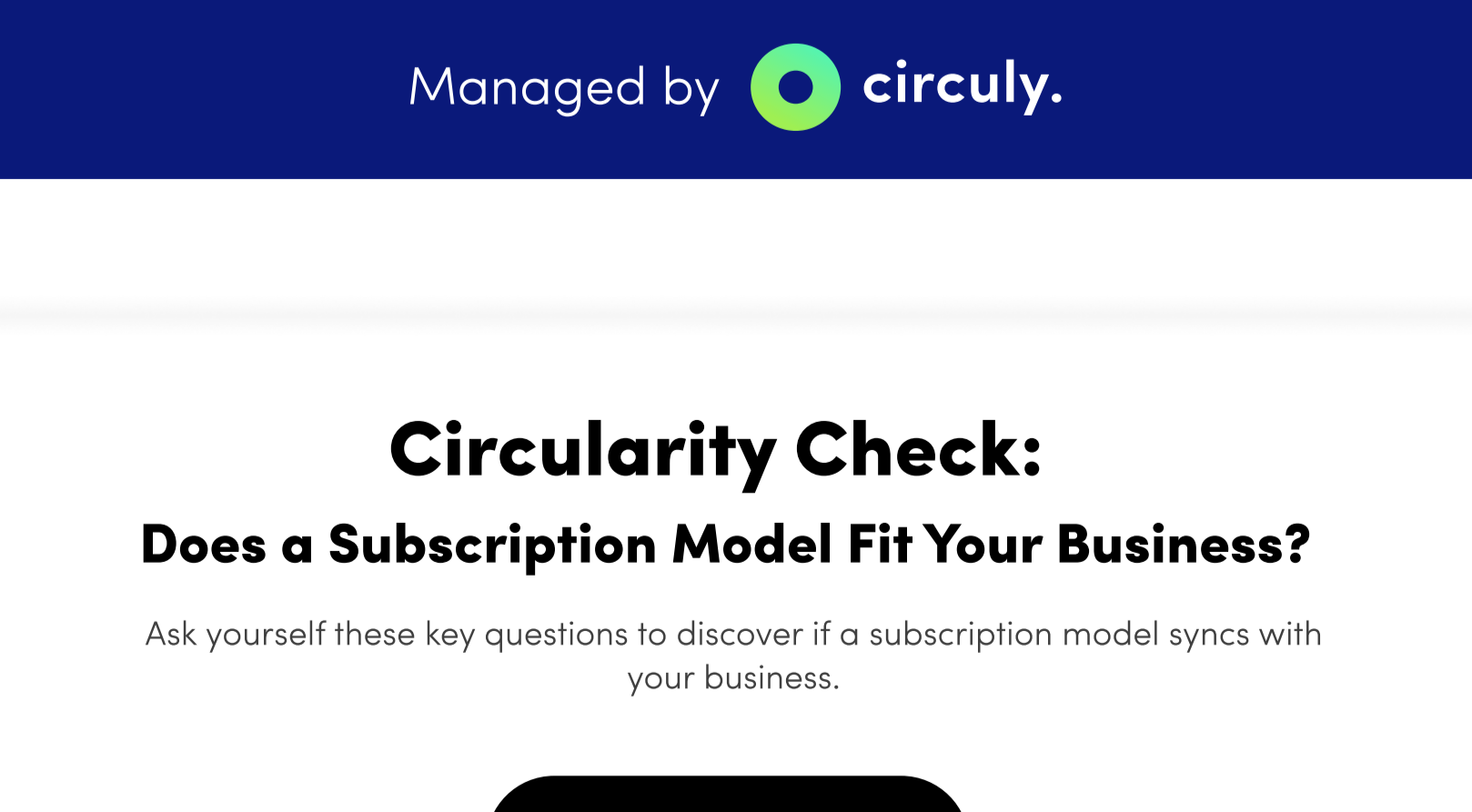
Instead of selling products for one-time quick wins, businesses offer their products as subscriptions for a recurring fee, ushering in a paradigm shift from ownership to usership.



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.

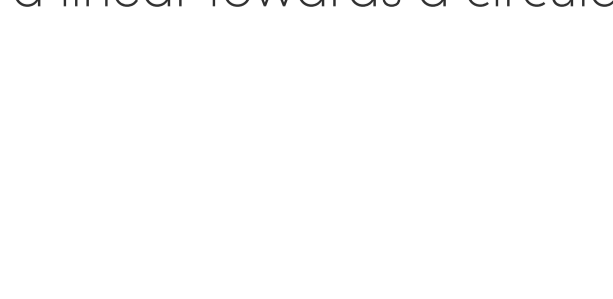


Managed by circuly.

Circularity Check: Does a Subscription Model Fit Your Business?

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

Key Questions



expedite the change from a linear towards a circular economy.