



Company Profile and Product Bios

Pure Air Zone customers and partners edition



U-EARTH

PURPOSE

We exist to enable prosperity by empowering people and businesses to transform for the good of the planet.

VISION

We believe that clean air is a human right and should be available to all, just like drinkable tap water.

MISSION

Our goal is to build a worldwide scale community of Pure Air Zones.

U-EARTH PAYOFF

Breathe the future.

U-EARTH BIO

MICRO VERSION

Biotech company providing cutting-edge and nature-based, B2B air purification solutions

MEDIUM VERSION

99% of the world's population is exposed to unsafe air. U-Earth is a biotech company with an ambition to make pure air a human right. After 15 years of R&D and validation, in 2019 Pure Air Zone was launched as a solution to help businesses clean the air through biotechnology in the form of U-Ox®, U-Earth's proprietary and nature based formulation, which captures and neutralises air contaminants safely. Every Pure Air Zone contributes, in a measurable way via IoT and cloud data, to the decontamination of the planet.

LONG VERSION

U-Earth is a biotech company based on the **purpose** of enabling prosperity by empowering company and people transformation for the good of the Earth.

Moved by the **vision** of making clean air a human right, U-Earth provides cutting edge, nature based, and bespoke solutions - Pure Air Zone **air purification services** and U-Earth Store **hyper health products** – to propel the air quality revolution and build a community of **game changers and pioneers**.

The R&D and validation activity started in 2006, but the company entered the scale up phase in 2019, actively promoting its Pure Air Zone air purification solutions and reaching worldwide visibility thanks to the success of the U-Mask brand – the world's 1st biotech mask – which sold products across 129 countries and to over 1M customers.

The company currently has offices in London, Milan and Bucarest, with an office in the US coming soon. U-Earth works with companies across all industries focusing on sports, healthcare, services, retail, hospitality, education and industrial environments. Customers include Microsoft, F1 teams, MotoGP and Michelin star restaurants. The team is distributed throughout Europe. The company has an average age of 33 and 64% are women.

Relevant link: www.u-earth.eu

Relevant link: www.u-earth.eu/blog

PURE AIR ZONE

SHORT VERSION

Pure Air Zone is a “pure air area” that boasts a clean air qualification based on U-Earth's biotech solutions and protocols, actively contributing to air depollution on a worldwide scale and supported by a community of game changers and pioneers in the air quality revolution.

LONG VERSION

Pure Air Zone is a ‘**pure air area**’ that boasts a clean air qualification based on U-Earth's nature-based, cutting-edge biotechnology, actively contributing to air depollution on a worldwide scale and supported by a community of game changers and pioneers in the air quality revolution.

A bespoke service, Pure Air Zone is an integrated **suite of products, protocols, and technologies**, designed to purify the air from pollutants (including viruses and bacteria) in a particular environment, track the air quality in real time and claim this effort as a strategic purpose marketing tool for organisations of all kinds.

Pure Air Zone is a **new air quality standard** that offers the opportunity for companies across all industries to take the lead in driving a sustainable change, make pure air a competitive advantage, and provide a pure air environment, for their staff, customers and visitors.

Pure Air Zone **leverages the power of nature** harnessing a physical principle, molecular charge attraction, to attract pollutants into a bioreactor/air purifier and using U-Ox®, U-Earth's proprietary formulation of bacteria and enzymes taken from the natural world, to capture, digest and neutralise air contaminants of all types and sizes, producing no harmful waste.

The Pure Air Zone Suite is complemented by an **Air Quality Sensor** and a cloud **IoT Air Quality Dashboard** that allows the user to track air quality in real time, identify problems and take immediate action if required. The latest add on to the suite is U-Lamp, a latest generation, cutting-edge, safe-on-the-skin, germicidal light (UVC at 222 nm) that safely, directly sanitises air and surfaces in a room while people are in it, making common spaces safe again.

Every Pure Air Zone contributes, in a measurable way, to the **decontamination** of the planet. The more Pure Air Zones exist, the greater the overall positive impact.

Pure Air Zones can finally showcase their depollution credentials to the public via a dedicated page on the **Pure Air Zone App** and inside an **ESGverse**. With their efforts able to be claimed as part of their ESG, CSR

and SDG goals, it is now possible for a company to position themselves as a sustainable brand and gain worldwide recognition for their efforts.

We are delighted to disclose some of the brands that have already collaborated with us on the Pure Air Zone project, some of which are already on the Pure Air Zone App: BASF, Blue Note Jazz Club, Discovery Channel, F1 Paddock Club, FIA, KTM, Microsoft, SailGP, Yamaha, Prema, Rovagnati, Sky Tempesta, Suzuki, Williams Racing.

Relevant Link: <https://www.u-earth.eu/pure-air-zone-experience>

PURE AIR ZONE APP

Pure Air Zone App is a **community app** that offers a concrete tool for companies, organisations and people to contribute to the global air purification effort, and be rewarded for doing so.

It's a **community mobile app** where organisations can *stand out* as sustainable brands and individuals can *LEARN* about eco habits, wellness tips and good sustainability news, *CONNECT* with Pure Air Zones and other advocates and *ACT* by 'voting' for a pure air world and be rewarded for their efforts.

From the **company** perspective, Pure Air Zone App gives Pure Air Zone organisations the chance to promote their company as Pure Air Heroes, via a dedicated page on the app, with the opportunity to:

- Advertise their clean air standards for employees, clients and visitors as an innovative and vital service;
- Engage their audiences and reward them for visiting their venue;
- Position themselves as sustainable brands, enhancing their investment in all their ESG and CSR projects.

Individuals can:

- Learn, by reading daily good news and tips on sustainability and wellbeing
- Be guided, by receiving suggestions on practices that are beneficial to them and the planet
- Power their brain, by practising binaural meditations
- Check the outdoor air quality around them
- Look on a map for nearby Pure Air Zones where they can breathe pure air
- Suggest businesses that they think should become a Pure Air Zone
- Find the right U-Mask size, just by scanning their face

Every action will be rewarded by gaining higher levels of status recognised by the community based on their activism and earning activity credits which can be spent in the U-Earth Store and on special offers/prizes the PAZ companies will offer.

Relevant Link: <https://www.u-earth.eu/pure-air-zone-app>

U-EARTH STORE

U-Earth Store is a **hyper health store** designed to help people unlock their full mental and physical potential using a suite of biotech products that are powered by nature.

For years the world has had to learn how to adapt during tricky times. Now, there are constant changes that put continued pressure on our overall health. And while genes play an important role in understanding our own health, our behaviour and environment heavily impacts it, too. To succeed, it's imperative that people put their wellbeing first and protect themselves from within.

By combining a team of biotechnology and epigenetic experts to leverage cutting edge R&D, U-Earth has found a way to help people unleash their power and be the best version of themselves.

What started with a mission to provide clean air for all through an ecosystem of air purifying products soon shifted to protect people on the go with U-Mask. Having seen first-hand how our environments can affect us in every way, U-Earth decided to extend its offering to give people a full range of health living-related products, such as supplements (Hyper-U) and other upcoming products.

U-Earth Store is built on the principle of hyper health, which is guided by three main pillars: hyper natural ingredients, hyper performance and hyper sustainability. To uphold these pillars, all the products from the U-Earth Store share a common set of features: attention to design, biotechnology, premium quality ingredients and respect for the environment.

All of this is underpinned by a wider ambition: each purchase with U-Earth Store has a purpose as it contributes to a company on a mission to help the planet with all provisions completely reinvested back into the Pure Air Zone project.

Relevant Link: <https://www.u-earth.store>