



MR. GREEN AFRICA



CIRCULAR ECONOMY
AS A CHANCE FOR
EMERGING MARKETS

THE ESSENCE OF MR. GREEN AFRICA

Plastic waste is one of the biggest challenges of our time and all of us, consumers, industries and governments, have failed to turn the tide.



MR. GREEN AFRICA

We make the informal waste sector part of our solution and partner with FMCG companies to position social and environmental impact at the core of a financially sustainable and scalable business.



OUR VISION & PURPOSE

Our vision is to be the leader in the Global South in supplying brand owners and industrial buyers with localized, inclusive, sustainable and traceable high quality recycled plastics, while positioning social and environmental impact at the core of a financially sustainable and scalable business model.

Our purpose is to re-define plastics from WASTE TO VALUE and make a localized circular economy in emerging markets common place.

Technology driven recycling companies are more efficient, can grow faster and are able to standardize and replicate their operations and business models.



Fair, inclusive and local recycling companies are resilient, future fit and able to collaborate effectively with the entire ecosystem at a truly global scale.

THE HIGHLIGHTS OF OUR JOURNEY



2014

Keiran and Karim start Mr. Green Africa

2018

Unilever CEO Paul Polman visits our factory in Nairobi



2019

Kees Kruijthoff joins our board as Chairman

2020

Consumer pilots with DOW (pick-up) and TOTAL (drop-off)



2021

Closing of Series B Investment round

2018

Registered over 2,000 waste workers in Kenya



dwb equity



2019

USD 2.5M Series A round with DOB Equity and GIF

2020

EREMA pelletizing machine operational



2020

First fully recycled plastic packaging in Kenya with Unilever

2021

First Certified B Corp recycling company in Africa



THE AFRICAN MARKET

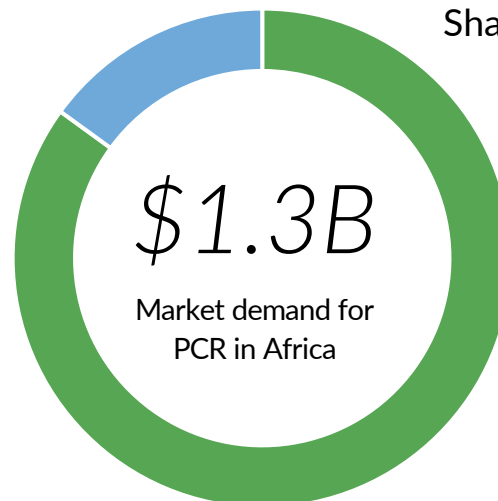
Global virgin plastic industry has an annual revenue of USD 1 Trillion

Estimated that FMCG companies are demanding roughly 1.3 Million Tons of PCR per year in African markets and assuming that currently 50,000MT are already being supplied by various African recyclers.

<15% >85%

Addressed
Market In Africa

Untapped
Market
Share



EAST AFRICA



AFRICA



In early 2020, Nestle announced an investment of up to CHF 2 billion to lead the shift from virgin plastics to food-grade recycled plastics and accelerate the development of innovative packaging.



Unilever aims to halve the use of virgin plastic in its packaging by reducing the use of plastic packaging by more than 100,000 MT and increasing the use of PCR in product packaging to at least 25%.

	EAST AFRICA	AFRICA
PLASTIC INDUSTRY (USD)	1.5B	52B
FMCG INDUSTRY (USD)	150M	5.2B
25% PCR FMCG (USD)	37M	1.3B

Sources: [Nestle](#),

[Unilever](#)

IT'S A MATTER OF OPINION

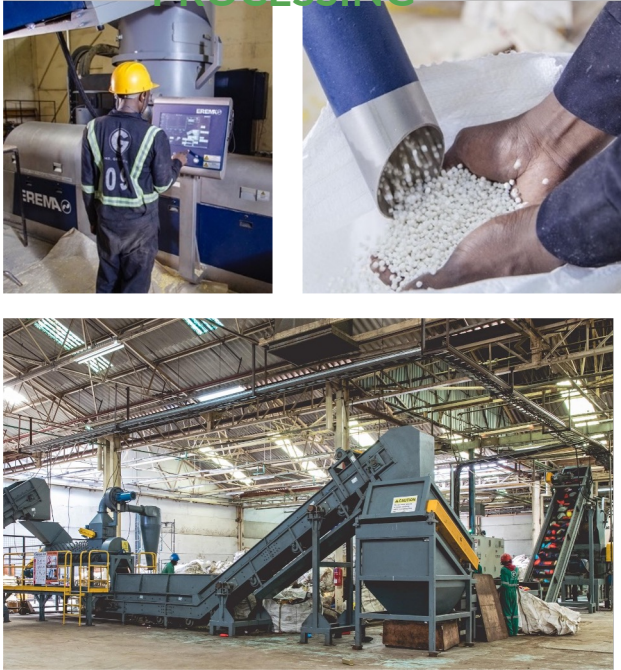
Other players in our sector...	We...
perceive the informal market as a challenge	see an opportunity to bring waste pickers out of the shadows and support them on a journey towards a decent working environment and predictable living wage .
see the challenge of inexistent infrastructure to collect plastic and other waste	see how we can turn consumers and other stakeholders into suppliers and ensure they are part of the new, sustainable and scalable infrastructure to collect more plastics .
think high quality manufacturing in Africa is difficult or not possible at all	challenged this assumption by producing local, high-quality, pellets at par with EU standards .
find it difficult to partner with FMCG companies	understand what FMCG companies and brand owners want and supply them with the products and services they need.
think technology platforms are the answer	understand technology is only an enabler to leverage our local presence and hard work .

OUR BUSINESS MODEL

INCLUSIVE SOURCING



LOCAL PROCESSING



CLOSING THE LOOP



CONSUMER USE & DISPOSAL

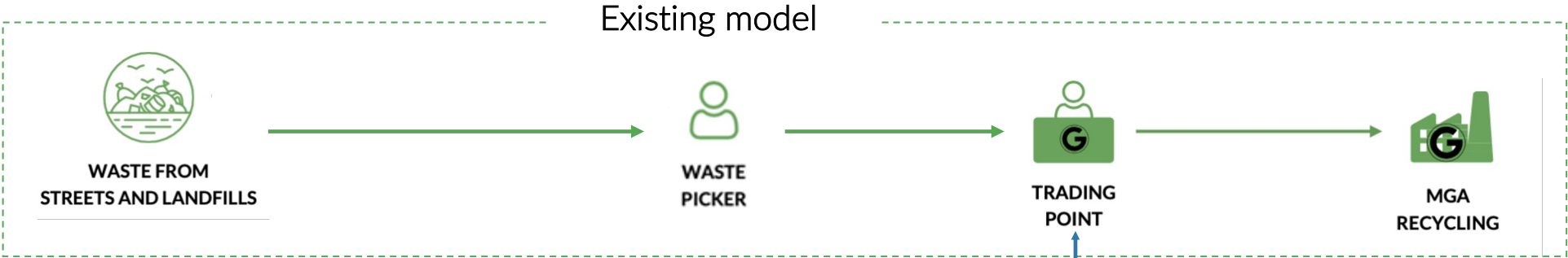


MARKETING, SALES & DISTRIBUTION

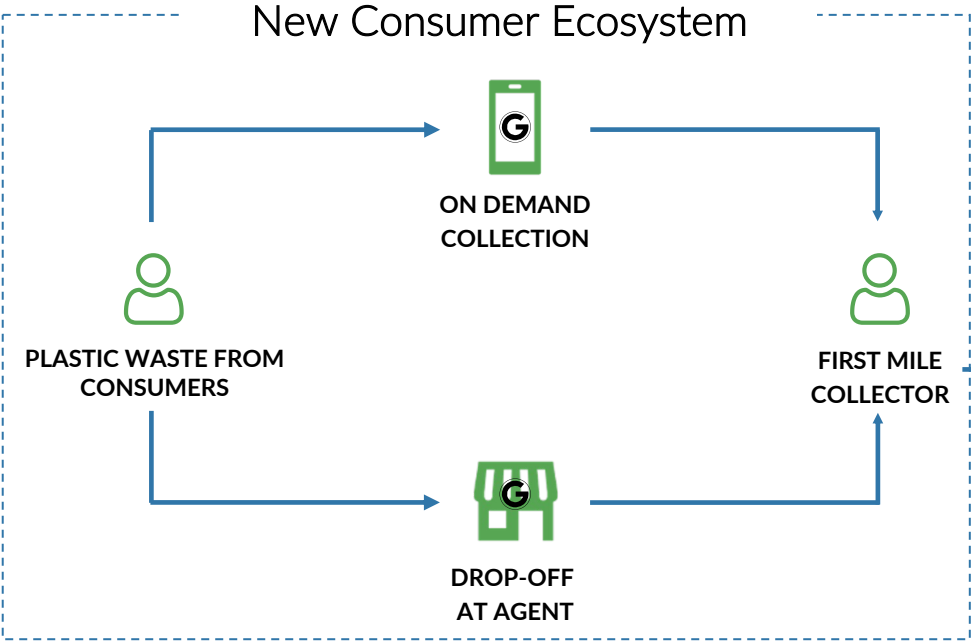
PACKAGING & PRODUCTION

HOW TO ADDRESS THE OPPORTUNITY?

FAIR, TRANSPARENT
AND EFFICIENT
SOURCING MODEL



SOURCING MODEL,
ESTIMATED TO COVER
60% OF OUR SUPPLY
BY 2023



OUR CORE

A SUSTAINABLE BUSINESS MODEL



SOCIAL IMPACT



ENVIRONMENTAL IMPACT



We used the triple bottom line as a foundation to develop our idea and created a business case out of it.

WHERE WE CREATE IMPACT

INVESTORS

Our investors support us to create real and sustainable social and environmental impact while receiving competitive financial returns.



Mr. Green Africa's Vision, Purpose + Business Model

CONSUMERS & AGGREGATORS

We incentivise a wide range of formal and informal stakeholders to engage in recycling and earn rewards.



WASTE WORKERS

We integrate informal waste workers into our formal value chain, resulting in fair prices, more predictable income and socio-economic benefits to improve quality



CUSTOMERS

We enable our customers to close the loop by having access to local PCR pellets at acceptable quality standards, while having visibility over a transparent value chain

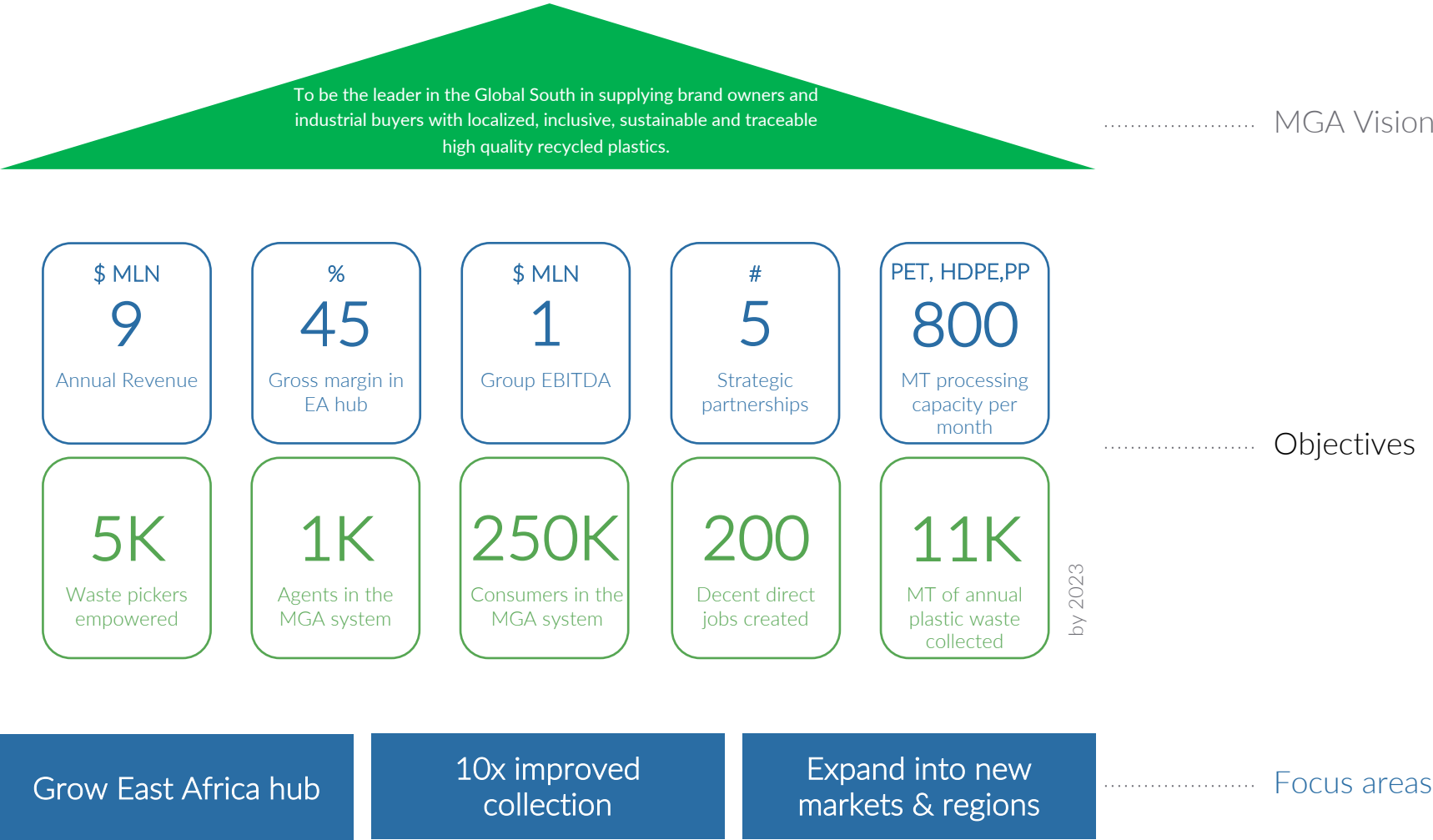


PLANET & ENVIRONMENT

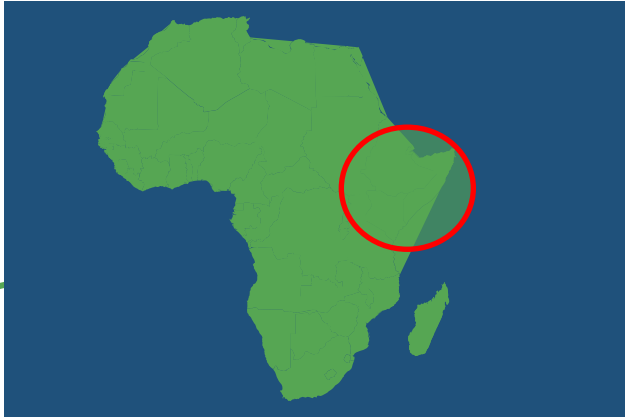
We remove plastic waste from the local environment, reducing future pollution and use of finite resources for packaging.



THE JOURNEY CONTINUES...



STRATEGIC FOCUS AREAS 2022-2024



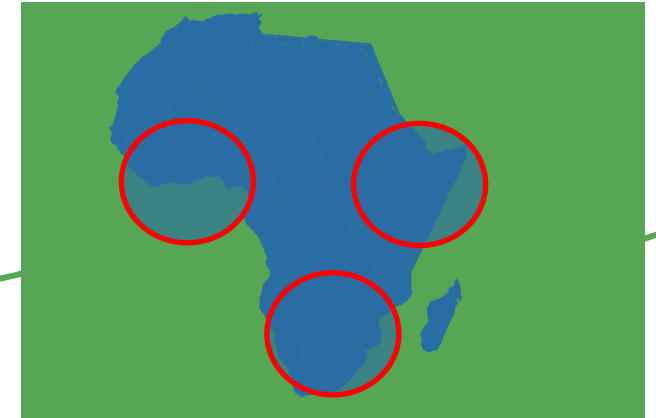
GROW EAST AFRICA FLAGSHIP HUB

- Grow informal market supply
- Grow capacity
- Increase processing efficiency
- Build a world-class team



10X IMPROVED MGA COLLECTION

- Build collection network to integrate the consumer
- Develop and roll-out the MGA Impact Framework
- Introduce game changing technology to exponentially grow collection



EXPAND INTO NEW MARKETS & REGIONS

- Create multi-region off-take agreements with existing partners
- Expand EA Hub sourcing to Uganda, Tanzania and other countries
- Prepare for continental expansion to Southern and Western Africa via new Hubs



MR. GREEN AFRICA

Thank you!



www.mrgreenafrica.com