

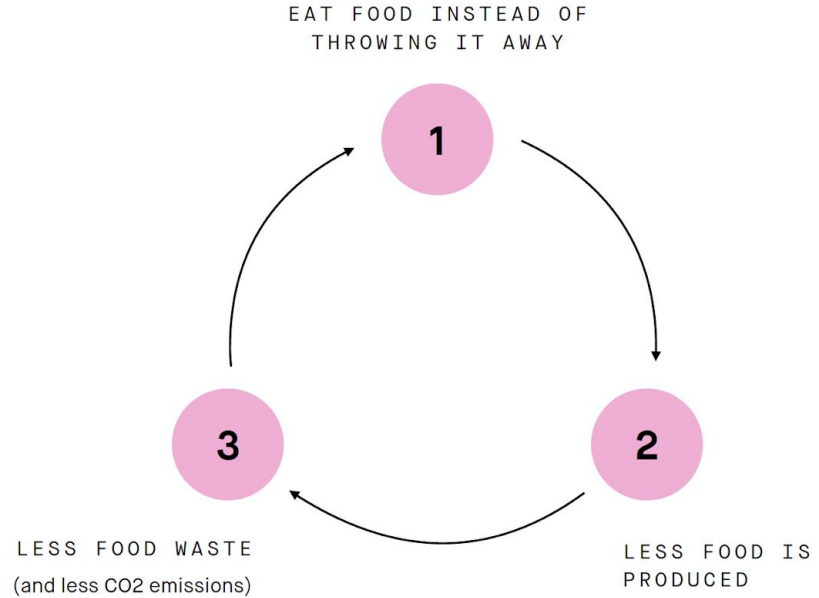
KARMA

Save food with a tap



**of all food
is wasted**

What we need to do is pretty obvious




SIGN WILD LIFE
EXTINCTION PETITIONS

RECYCLE,
REUSE, RESELL

KILL THE AVIATION
INDUSTRY BY NEVER
FLYING AGAIN

BUY ECO
FRIENDLY MILK

REMOVE PLASTICS
FROM OCEANS
PROJECTS

**There's already way too
many noble causes
screaming for our time,
 and attention...**

STOP BUYING TOYS
FROM ALIBABA

PROTEST
EVERY
FRIDAY

GROW OUR OWN GREENS
ON THE BALCONY

INSTALL SOLAR
PANELS ON THE
ROOF

KEEP TRACK OF
ALL THE COTTON
TOTE BAGS

SWITCH JOBS TO A
SUSTAINABILITY
STARTUP

KARMA

GET A GIRLFRIEND,
BOYFRIEND OR FRIEND

XYZ

GET A GIRLFRIEND,
BOYFRIEND OR FRIEND

READ A BOOK ABOUT
WRITING BOOKS

WATCH THE NEW SEASON
OF SUCCESSION

XYZ

UP OUR UBER SCORE

LEARN
MANDARIN

**... competing with less
noble (but a lot sexier)
alternatives.**

READ A BOOK ABOUT
WRITING BOOKS

GET A
BOYFRIE

BOOK ABOUT
ING BOOKS

XYZ

XYZ

LEARN
MANDARIN

START
COLLECTING
VINTAGE
SNEAKERS

MIX AN OREO SHAKE
WITH A STRAWBERRY
SHAKE

XYZ

READ A BOOK ABOUT
WRITING BOOKS

GET A GIRLFRIEND,
BOYFRIEND OR FRIEND

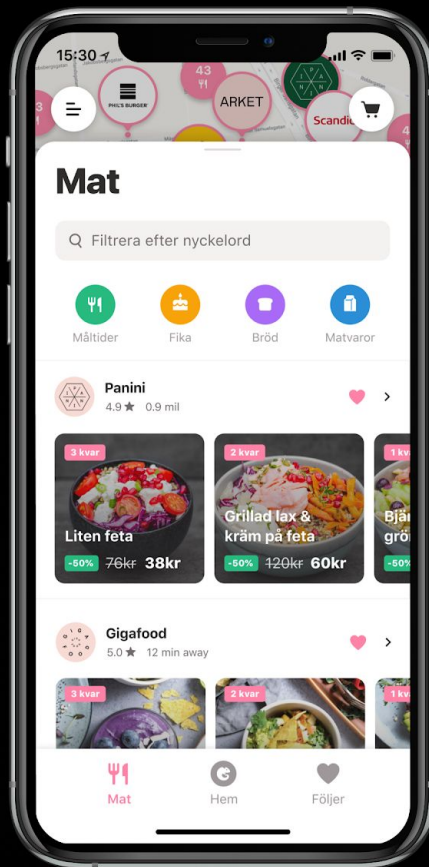
KARMA



EFFORTLESS SUSTAINABILITY

KARMA

SAY HELLO TO OUR KARMA APP



Tasty food ✓

Breakfast, lunch, snacks and dinner

Amazing prices ✓

Discount on everything

Save the world ✓

Fight food waste by simply eating

KARMA

BEHIND THE SCENES: KARMA FOR BUSINESS



Driving revenue

Introducing
new customers

Solving both symptom,
and cause of food waste

KARMA

EVERYONE WINS

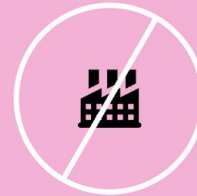
Consumers



Retailers

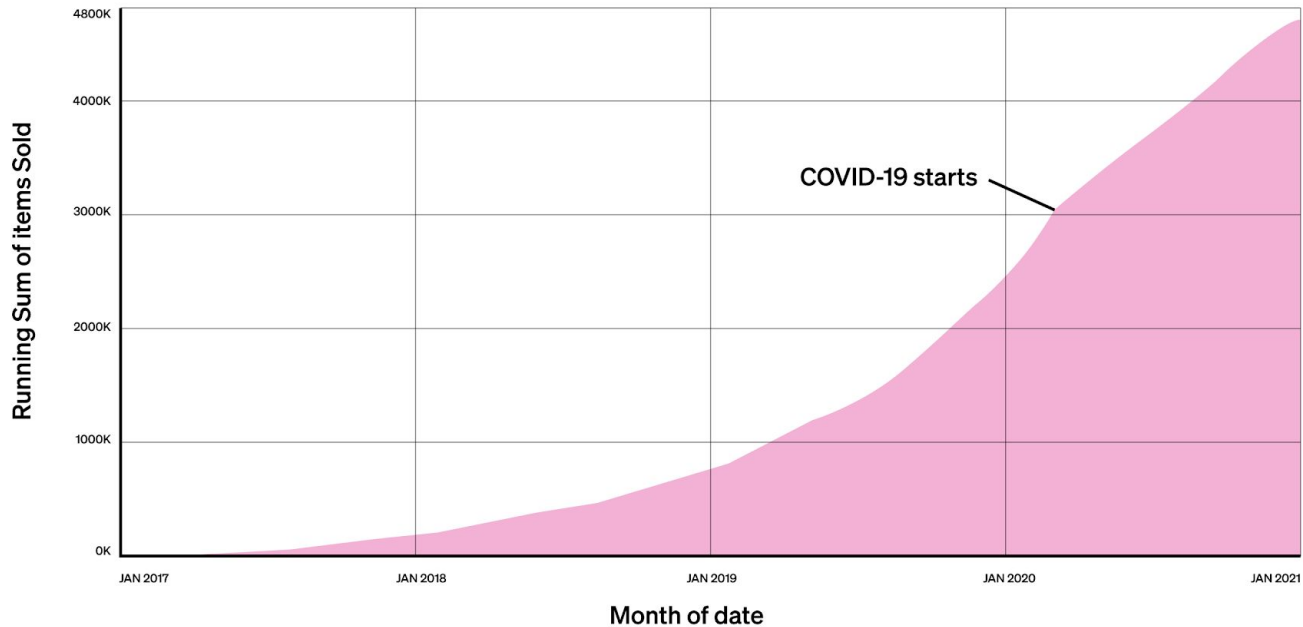


The planet



+4 millions meals rescued

- ✔ Over 2,500 tonnes of CO2 emissions eliminated
- ✔ 1.5 million app users
- ✔ 9,000 restaurant partners

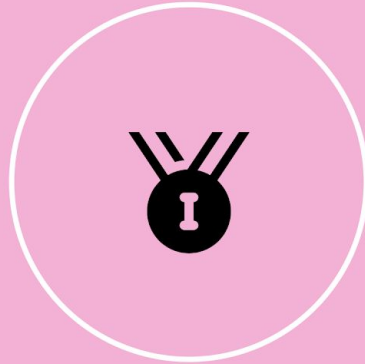


COMMUNITY IS KING

Building Karma 'fans' through value



Personalisation
through data



Reward
via gamification



Belonging:
storytelling & purpose



IMPACT & PROFIT

NEW WAY OF DOING GOOD BUSINESS

1. Technology
2. Community
3. Cause and Profit



JOIN THE FIRST ZERO FOOD WASTE GENERATION

Elsa Bernadotte,
Co-founder of Karma