



biras

Company Presentation

Towards a sustainable future free from fossil fuels.

www.biras.se



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|| Introduction

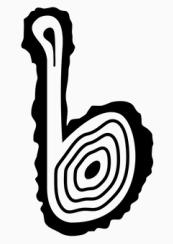
"Towards a sustainable future free from fossil fuels."

We at biras are determined to, with your help, contribute positively to climate change by offering fossil-free products to the markets.

With the current focus being **candle waxes**, we produce and sell wax with the same characteristics as stearin or paraffin wax, with the big difference that it's **fossil-free and animal-friendly**. Thanks to the fact that forestry by-products are used as raw materials.

We are based in northern Sweden and collaborate with local forestry organizations to **ensure sustainability remains a core priority** not only or us, but **also for you**.





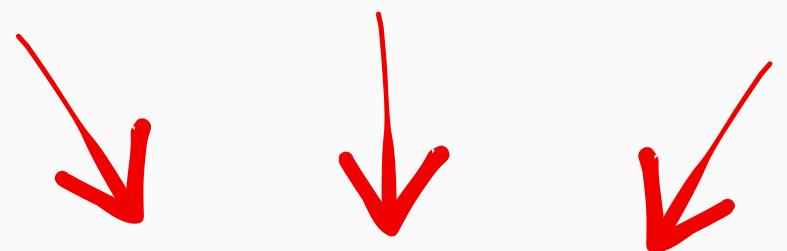
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| Problem

Today's candles are produced from raw materials with a high environmental burden.

Most candles are made of paraffin wax. Other raw materials include beeswax or plant-based waxes. All of which come with a high environmental burden due to **irresponsible land and water use, pesticides/fertilizers and shipping emissions**.

This makes it **hard for consumers** (who care about the environment) **to find products that they can use responsibly with a clean conscience**.



| Solution

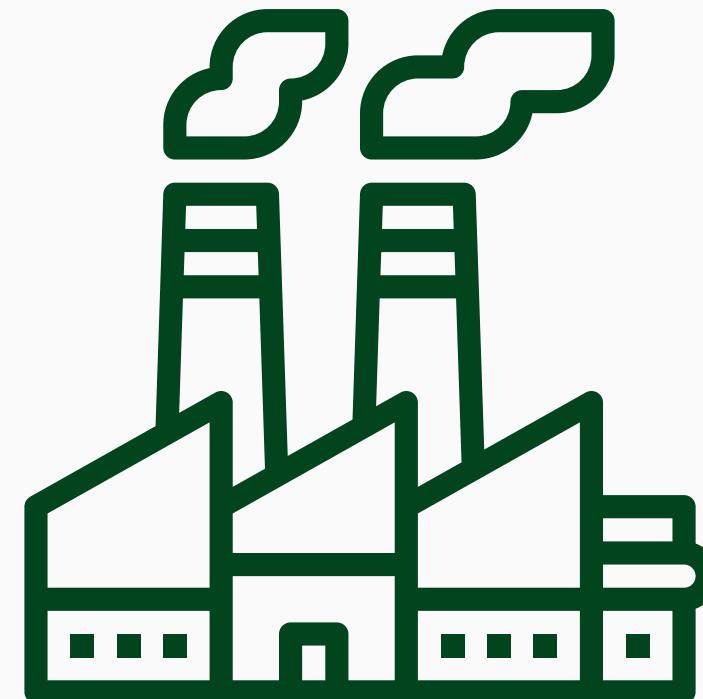
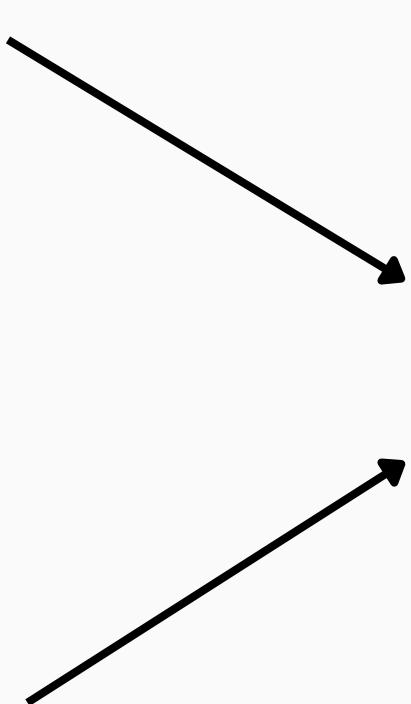
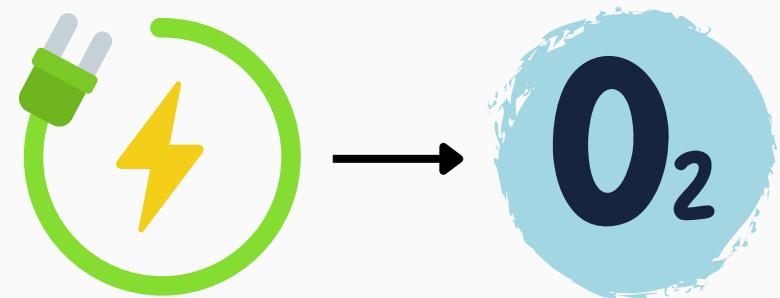
We enable consumers to act more sustainably, towards a fossil-free future.

- ✓ **Candle wax** from Sustainable (FSC) Forestry By-products
- ✓ **95%** less GHG emissions than conventional methods
- ✓ **100% European raw material** upstream supply chain
- ✓ **8,500 - 42,500 tonnes CO₂e emissions reduction (annually)**



Our Magic Process

biras (samiska: "miljö" ~ environment)



CeliaWax

- ✓ **95% less GHG emissions**
than conventional methods
- ✓ **100% European raw material**
upstream supply chain



FSC



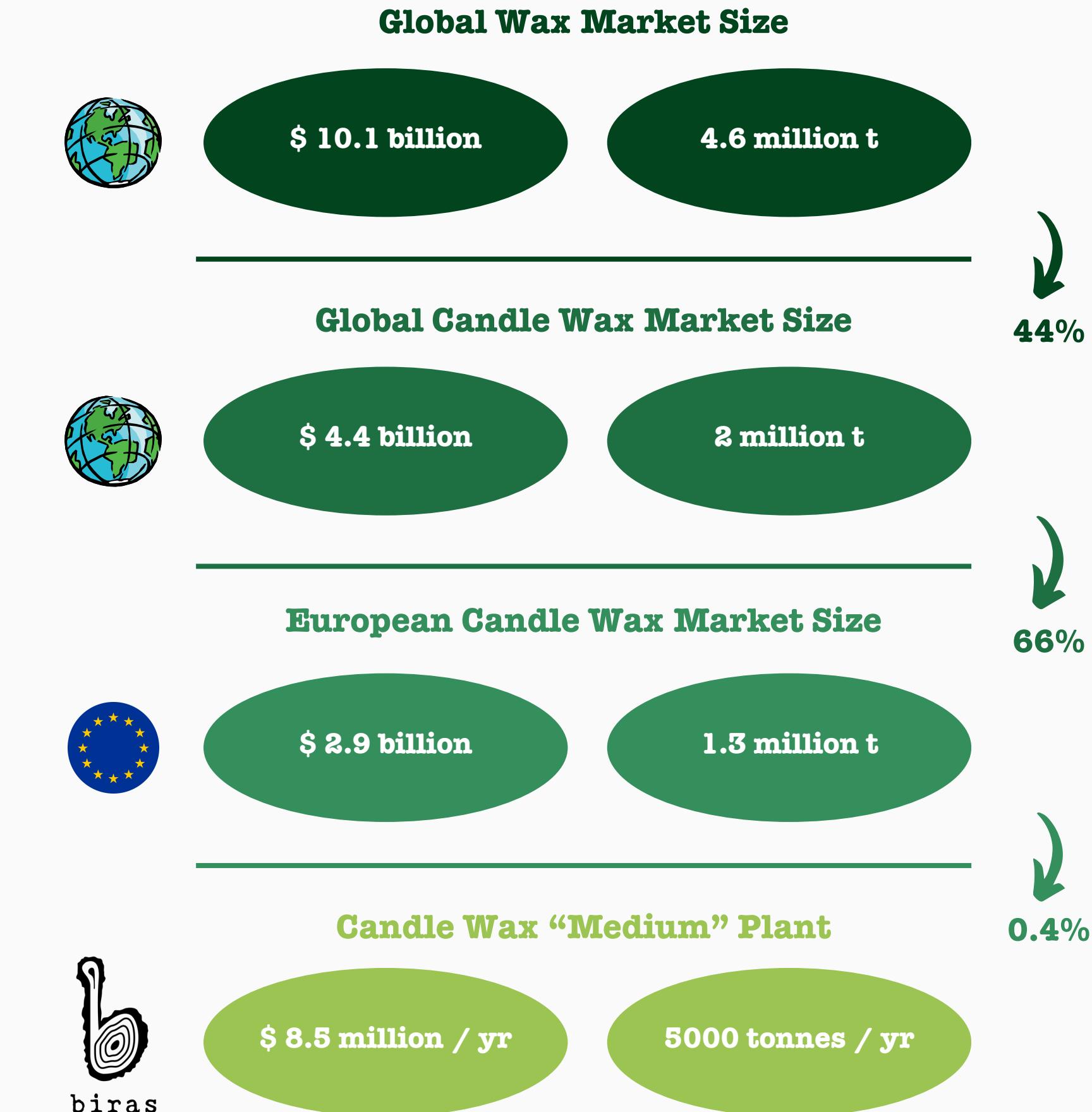
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Market Opportunity

- The Global Wax Market is annually growing by 4.3% (CAGR)

The wax market carries a **high potential**, not only today, but also in the future as it keeps growing. As the majority of waxes are produced from fossil-fuels, manufacturers will have to transition raw materials **to meet the increased climate awareness of the consumers**.

The wax which biras produces may also, **in the future**, be used as an adhesive or stabilizer for market segments such as **cosmetics, plastic, ink, color, tires, textiles, pharmaceuticals and building materials**.





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Market Research

9% of the market expresses interest in biras wax candles, with a potential to 47%

A market analysis commissioned by Biras and conducted by Novus has yielded promising results. This study, focused on the Swedish market - a demographic considered representative of much of Europe - reveals that 20% of the population is aware of climate-related issues.

This insight suggests that increased efforts in raising awareness could significantly broaden market opportunities.

The Swedish Population

Buy candles regularly

Aware of climate-friendly candles

Always/often buy climate-friendly candles

Would buy candles made from biras wax

100%

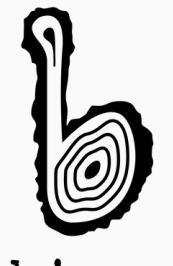
68%

20%

9%

47%

Source: Novus



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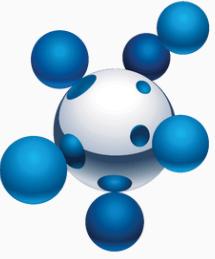
I Competition

- The todays' wax market is dominated by a few key players

.. with control over essential raw materials like crude oil for paraffin, creating **high entry barriers** due to technological complexities and access challenges.

However, **the opportunity arises from low switching costs and brand loyalty**, alongside a trend towards environmentally conscious consumption, presenting a **fertile ground for biras to innovate and capture market share** with sustainable and climate-friendly wax products.

SASOL
reaching new frontiers




1950

ExxonMobil 
1870



1929


CNPC


1949



1926

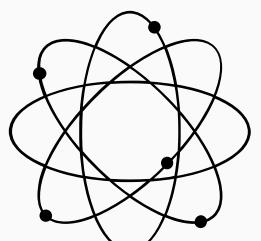
Our Team



Daniel Hedemalm
Leader & Co-Founder



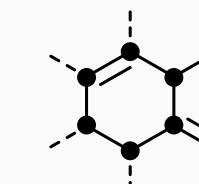
Per Marainen
Innovator & Co-Founder



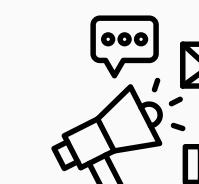
Albin Czernichowski
Partner &
Scientific Advisor (Prof.)



Kristina Billberg
Business Development &
Cosmetic Applications



Imran Ali
Chemical Engineer



Anwen Williams
Design & Marketing



Erik Gustavsson
Logistics



Kristofer Munde
Legal

Our **end-to-end team** with the skills **to scale biras**,
united by the vision of a **future free from fossil fuels**

Roadmap



Proof-of-Concept

The Proof-of-Concept plant generates candle wax which **demonstrates its viability and value to the market**



Funding

The Roadmap is discussed with potential investors, with the aim of **securing the necessary funding** to advance towards the establishment of the first commercial-scale plant

TODAY



Upscaling

The first commercial plant will be built and constructed in a strategic location, enabling us to prove market feasibility and establish initial footprint.



Market Capture

The commercial plants will empower us to capture **5-25% of the Swedish market** and reduce emissions by **8,500 - 42,500 tonnes of CO2e per annum.**



Thank You
for doing *good* for the planet.



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