



PURPOSE
ESG HOLDINGS

2022 Investor Presentation
Sustainability, Clean Tech and ESG Investment

Disclaimer

This corporate presentation and the information contained herein (the "Presentation") is confidential proprietary and for authorized use only. It is being provided for the use of prospective investors solely for such investors' confidential use, with the express understanding that, without the prior permission in writing from Purpose ESG Holding ("Purpose ESG Holding" or the "Company"), the investor will not copy this document or any portion of it or use any information contained herein for any purpose other than evaluating a potential investment in securities of Purpose ESG Holding. Under no circumstances are its contents to be reproduced or distributed to the public, media or potential investors without written authorization from the Company. Any failure to comply with this restriction may constitute a violation of applicable securities laws. Recipients are required to inform themselves of, and comply with, all such restrictions or prohibitions and Purpose ESG Holding does not accept liability to any person in relation thereto.

This Presentation provides general background information about the activities of Purpose ESG Holding. Information disclosed in this Presentation is current as of January 12, 2022, except as otherwise provided herein and Purpose ESG Holding does not undertake or agree to update this Presentation after the date hereof. All information is derived solely from management of Purpose ESG Holding and otherwise publicly available third-party information that has not been independently verified by the Company. Further, it does not purport to be complete nor is it intended to be relied upon as advice (legal, financial, tax or otherwise) to current or potential investors. Each prospective investor should contact his, her or its own legal adviser, independent financial adviser or tax adviser for legal, financial or tax advice.

No representation or warranty, express or implied, is made or given by or on behalf of Purpose ESG Holding or any of its affiliates, directors, officers or employees as to the accuracy, completeness or fairness of the information or opinions contained in this Presentation and no responsibility or liability is accepted by any person for such

information or opinions. No person has been authorized to give any information or make any representations other than those contained in this Presentation and, if given and/or made, such information or representations must not be relied upon as having been so authorized.

This Presentation contains "forward-looking information" within the meaning of applicable Canadian securities laws. This information and these statements, referred to herein as "forward looking statements", are made as of the date

of this Presentation or as of the date of the effective date of information described in this presentation, as applicable. Forward-looking statements relate to future events or future performance and reflect current estimates, predictions, expectations or beliefs regarding future events and include, without limitation, statements with respect to Purpose ESG Holding': (i) financial results, future financial position and expected growth of cash flows; (ii) business strategy, including budgets, projected costs, projected capital expenditures, taxes, plans, objectives, potential synergies and industry trends; (iii) research and development, including the Company's development of its technology, and the success of any clinical trials associated therewith; (iv) expectations concerning the size and growth of the global security/protection market, the effectiveness of the Company's technology compared to its competitors' products and the laws and regulations governing the development, production, sale and use of the Company's technology; and (v) ability to commercialize its products and navigate potential growth opportunities.

Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects", or "does not expect", "is expected", "budget", "scheduled", "estimates", "projects", "targets", "forecasts", "intends", "anticipates", or "does not anticipate", or "believes" or variations of such words and phrases or state that certain actions, events or results "likely", "may", "could", "would", "might", or "will be taken", "occur", or "be achieved". Forward-

looking information is based on the opinions and estimates of management at the date the information is made, and is based on a number of assumptions and is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward looking information, including without limitation: (i) the availability and continuity of financing; (ii) the effectiveness of the Company's technology and the Company's ability to bring its technology to commercial production; and (iii) continued growth of the global security/protection market; and (iv) a continued minimal regulatory/legal burden concerning the development, production, sale and use of the Company's technology.

Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information. Purpose ESG Holding and its directors, officers and employees disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or results or otherwise, except as required by applicable law. Accordingly, current and potential investors should not place undue reliance on forward-looking statements due to the inherent uncertainty therein. All forward-looking information is expressly qualified in its entirety by this cautionary statement.

This Presentation does not constitute an offer to sell or the solicitation of an offer to buy securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

PURPOSE

ESG HOLDINGS

Purpose ESG is the first innovative investment platform focused on the profitable pursuit of Sustainability and ESG Technology.

We provide access to ESG investment opportunities that are changing the world, ensuring that your investment has purpose.



What does ESG mean?

Environmental, Social and Governance.

It categorizes companies that make solving global, environmental and societal issues a key part of their operation.





Environmental

Clean Energy
New Energy
Waste to Asset



Social

Diversity
Human Rights
Cybersecurity



Governance

Business Ethics
Transparency
Board Composition



The problems we face today have reached a critical point. Our investment dollars are important. Capital drives markets continuing these dangerous trends.

Where you invest matters.



Every year 8 million+ tons of plastic waste escapes into the oceans. That's the equivalent of setting five garbage bags full of trash on every foot of coastline around the world.



Earth's atmosphere, now saturated with emissions from human activity, is trapping warmth and leading to more frequent periods of extreme heat.



Wildfires are forcing both corporations and governments to spend into deficit to deal with the fallout.

The background of the slide is a photograph of a mountain range. The mountains are covered in dense evergreen forests. A thick layer of white mist or low clouds hangs between the mountain ridges, creating a sense of depth and atmosphere. The sky is a pale, hazy blue. The overall color palette is cool, dominated by blues, greys, and whites, with the green of the trees providing a subtle contrast.

We make investing in a cleaner future easy.

It is our mission to support and grow the future of clean tech and sustainability, making money work for not just for our clients and investment partners but most importantly, work towards a better future.



\$53 Trillion Growth.

ESG investment grew to \$35T in 2020, may hit \$53T by 2025, 40%+ of global AUM

— GSIR - 2021

\$300 Billion Estimate.

The clean energy market is estimated at \$300B, and global waste mgt mkt presents a \$2T opportunity.

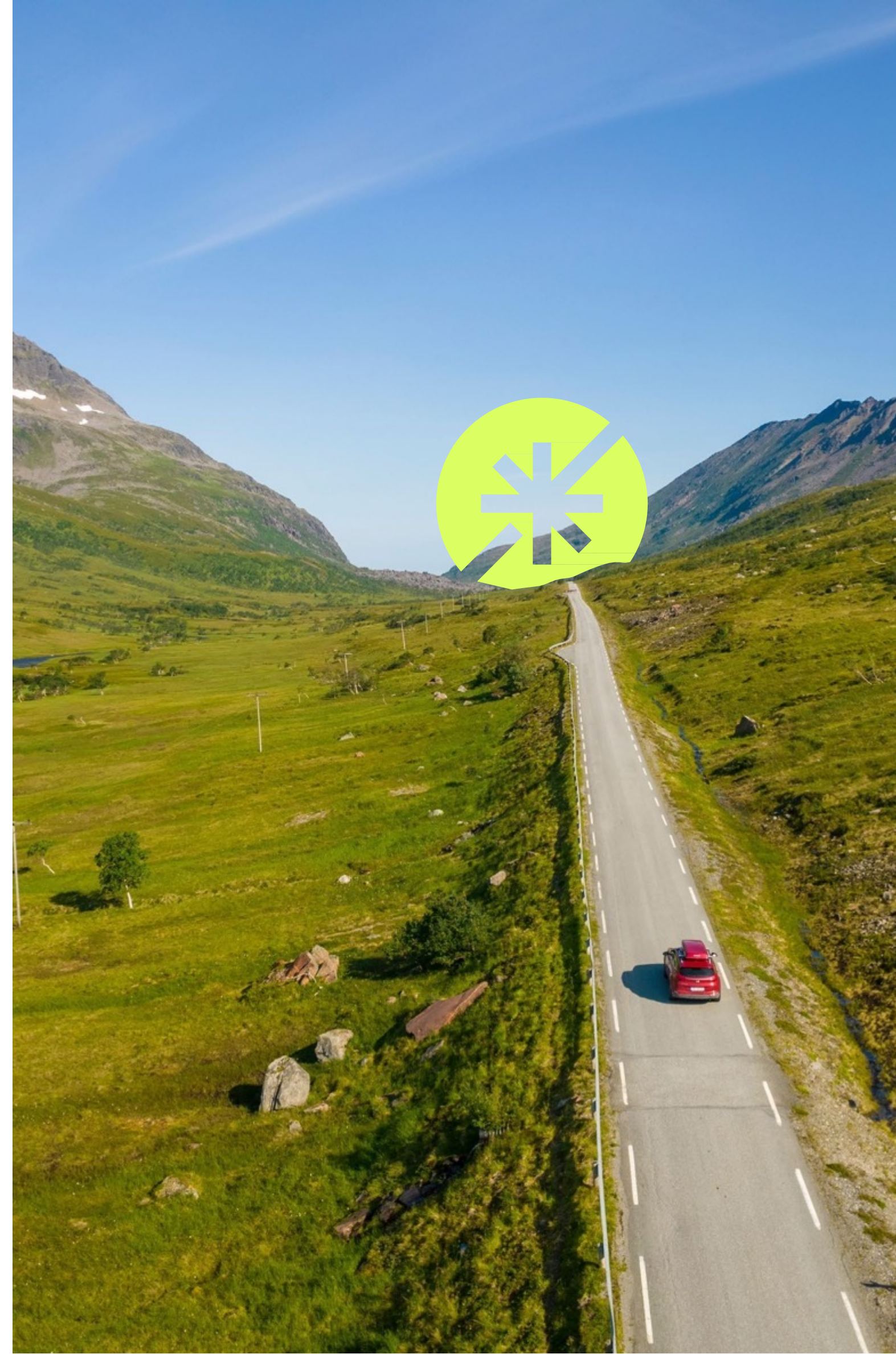
\$20 Trillion.

The Bank of America estimates that \$20T — the size of the S&P 500 — will flow into ESG strategies as millennials and Gen Z become the primary investors.

\$7.5 Trillion needed.

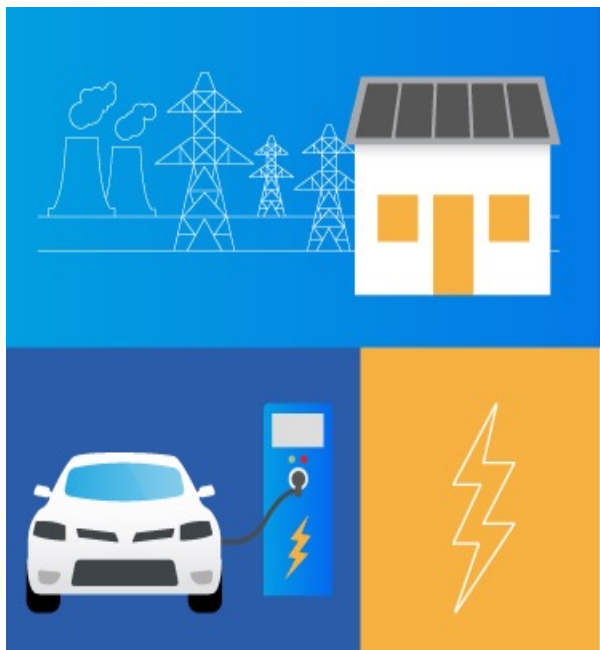
Water infrastructure needs \$7.5T by 2030 to meet investment requirement. Desalination MKT \$13B in 2019.

**“Companies
with ESG strategies
integrated into their
key operations
exhibit better
financial
performance.”**



Investment Focus

5 Core Environmental Technologies



Electrification

EV Battery
Cathode Materials
Energy Storage



Hydrogen

Low cost production
Transportation
Steel production



Circular Economy

EV Battery Repurposing
Biodegradable Plastics
LIB Recycling



Carbon capture

Net Zero Methanol
CO2 Concrete
Industrial CCS



Food Tech.

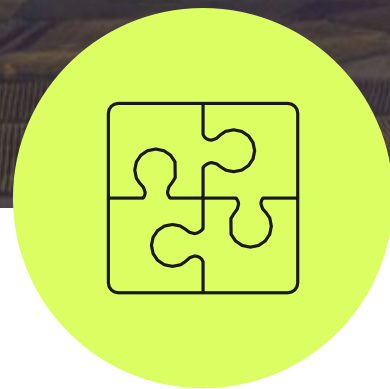
Alternative protein
Bioengineering
Vertical Farming

Investment Strategy



Discover

breakthrough technologies and value chain solutions with market leadership potentials



Curate

to jointly develop strategy and business models to expedite execution of entry and growth



Connect

with investors to medium term target returns of 12%+ through investment in start-ups



Deliver

5-8 equity linked investments pa. over the initial 24 month deployment period



Provide

capital for select buy-ins and buy-outs, along with early stage, and initial growth off phases



Capitalize

through management buy-backs, industry trade sales, and/or public offerings

Investment Portfolio



**Organic Technology
for biodegradable
plastics and textiles.**



**Net Zero Methanol for
Marine Fuels, World
Scale, Western Canada.**



**Converting CO2 gas into
CO2 Nanomaterials:
Cement, Chemicals.**

Investment Portfolio:

Midori-Bio Inc.

Situations

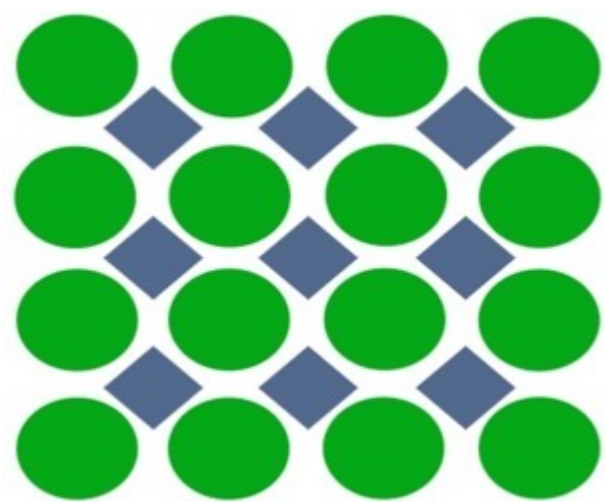
More than 90% of plastics we put in recycling bins end up in landfill.

Landfills will run out before 2032, plastics pollute our lands & oceans.

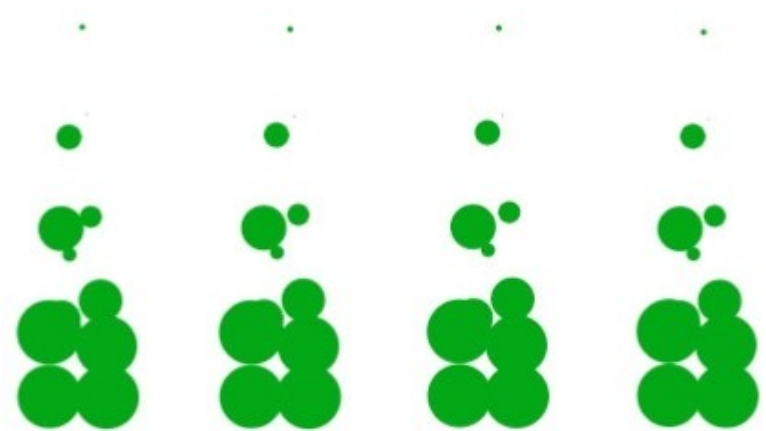


Midori-Bio Solutions

Certified organic solutions for end of life plastics and textiles to accelerate the natural biodegradation process.



Opens polymer chain allowing water & microbes to enter.



Organic breakdown to humus, biogas at landfills and marines, reducing the time it takes to just 3-5 years down from 300-1,000 years.

Note : (1) FDA (USA), ANVISA (Brazil), FAST (EU)< US CONEG, CA Prop65, Certified ASTM E1963.
For more, please visit <https://midori-bio.com/biodegradable-solutions/>

Investment Portfolio:

Nautical

Situations

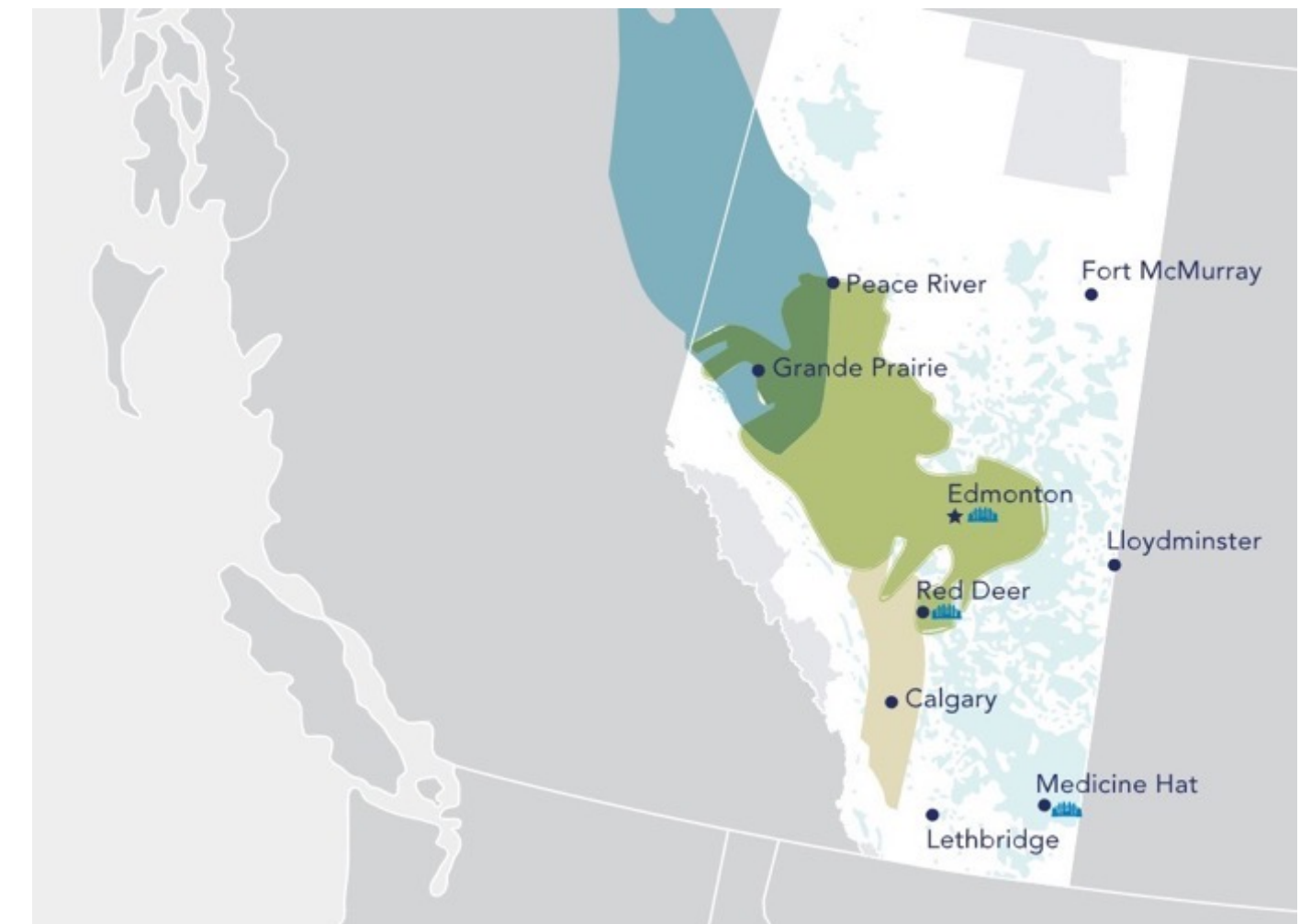
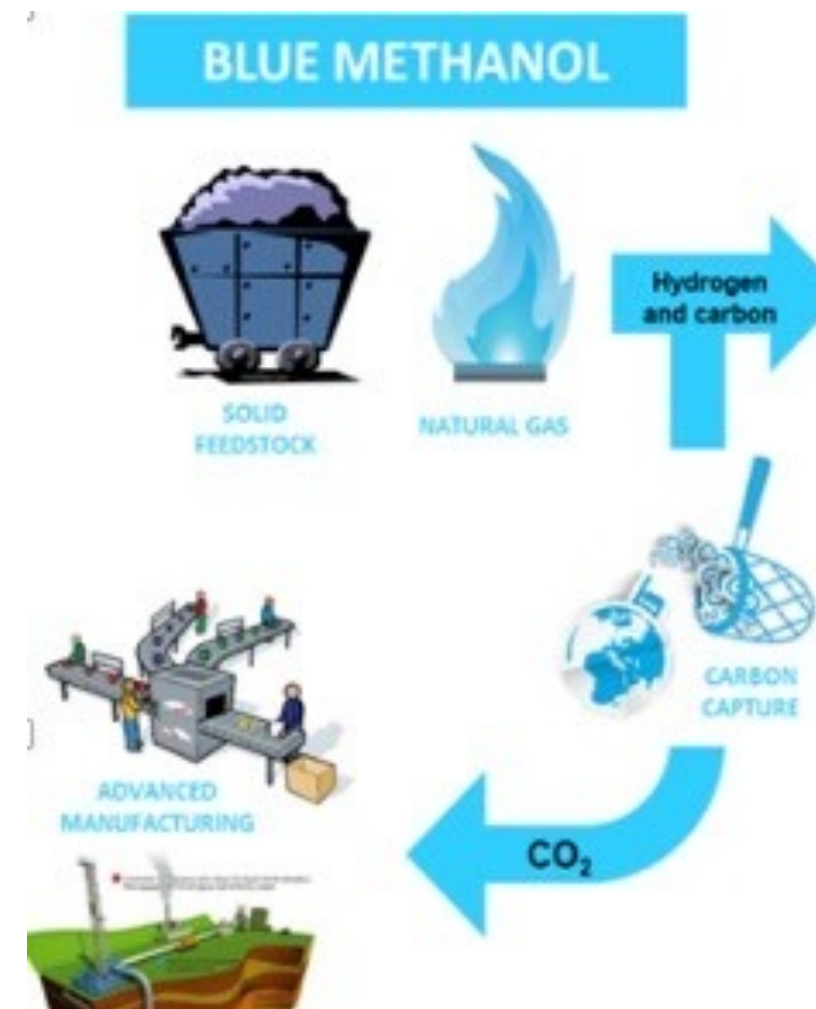
Methanol is a promising alternative marine fuel for improving the environmental performances
Sox ~ 99%, Nox ~ 80%, GHG ~25% ⁽¹⁾

In 2020, IMO approved Methanol, produced in environmentally safe ways.



Nautical Solutions

World's 1st and the largest Net Zero Methanol producer out of Grand Prairie, Canada.



Invest \$3B to produce 3.4 million tonnes from 2026.
Secured 80% offtakes with S'pore trading Hub.

Investment Portfolio:

Carbon Upcycling Technologies

Situations

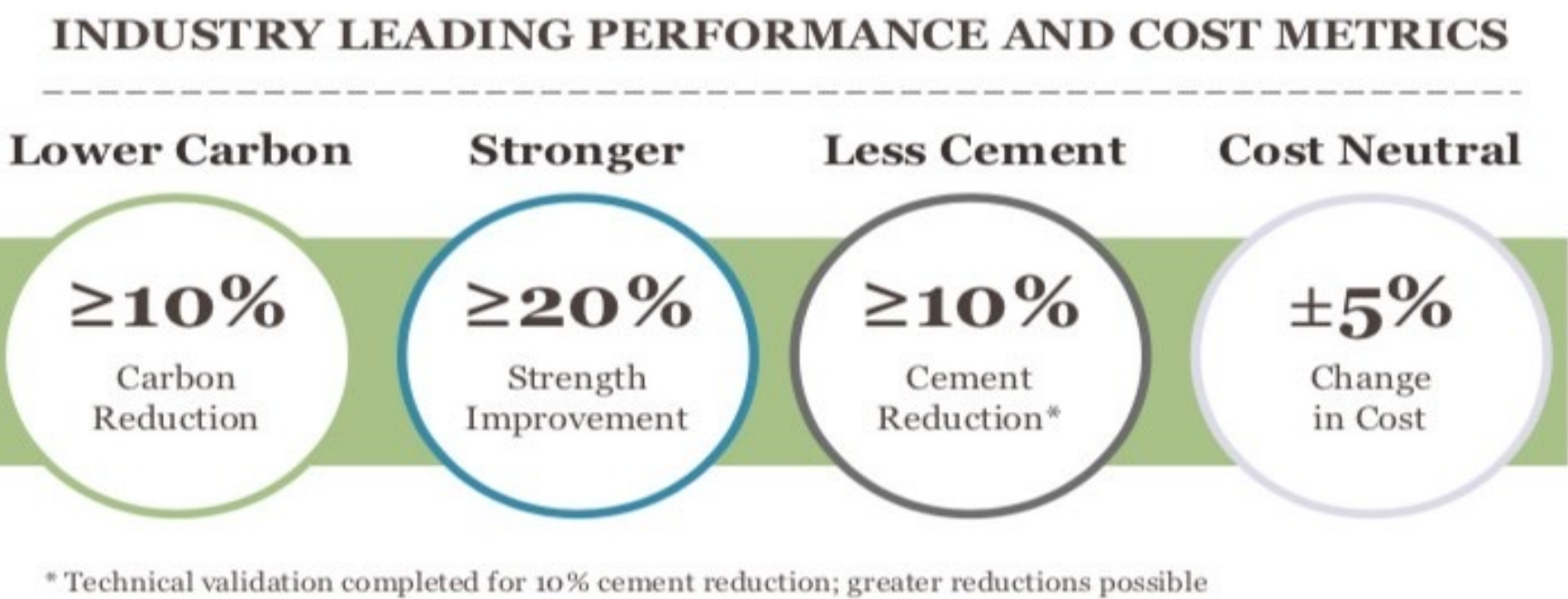
The cement industry accounts for 4 BN tonnes of CO2/ yr equal to that of India.

CO2 Enhanced Cement is a proven solution.

Three key leadership : technology, performance, and scale



Carbon Upcycling Solutions



Signed MOUs with 3 of the world’s 10 largest cement companies.
Secured CA \$11M in grant funding since 2014.



Board Member

DAIMLERCHRYSLER



Steven Landry Chairman

Mr. Landry has over 30 years of management and leadership experience living and working in four different countries in the wholesale & retail automotive industry and energy industry space.

Mr. Landry was President Chrysler Europe in Brussels and CEO of DaimlerChrysler Canada and EVP of Chrysler North America in Detroit responsible for Sales & Marketing and Parts & Service and Business Development. During this time, Mr. Landry was also in charge of Global Electric Motors USA and Chair of the National Automotive Council of Canada.

As head of the ATCO Australia Group, Mr. Landry was responsible for the acquisition of the largest natural gas distribution network in Western Australia with over 620,000 customers along 12,800 km of natural gas pipeline. Soon after back in

Calgary, Mr. Landry and team created 'ATCO Energy' - first on-line only direct natural gas and electricity retail store for homes.

As CEO of AutoCanada with 62 Dealerships, 60k new and used vehicle sales per year and \$3.1B revenue, Mr. Landry led the acquisition of 15 new vehicle Automotive Dealerships as well as the development of an on-line digital platform to allow customers to choose between any combination of on-line and showroom experience.

Mr. Landry has been a past member of the Board of Governors of Saint Mary's University and University of Windsor and achieved his BCom from Saint Mary's University and an MBA from Michigan State. Steven has also been a past board member of several private and public boards and currently serves as a board member of DealerShop Inc in Michigan.

SUSTAINABLE INVESTING

H₂



PURPOSE
ESG



Mike Young
Advisor, Capital Markets

Michael is the founding partner of Cottingham Capital.

He began investing in Nashville real estate in 2014 after identifying Nashville for both long term growth and a value against other U.S. real-estate markets.

Michael has extensive senior level executive management and trading experience in the Canadian and U.S. capital markets.

Throughout his career in finance and banking, he has built a strong network of Canadian, American, and international investors.

Prior to moving to Nashville, he was Managing Director and Co-Head of Trading for a Canadian Investment Bank.

Before assuming the title of Co- Head of Trading, he established and ran the Equity Capital Markets desk for the bank's U.S. operations in New York City.

Michael also sat on the board of ICC Labs, which was recently acquired for C\$290 million by Aurora. Michael was also a founding share holder and board member of Nuuvera. Nuuvera was also acquired for C\$550 million in 2018.

Michael is as well a founding shareholder and Chairman of Better Choice Company. Better Choice Company is a publicly listed company in the United States that invests in the animal health and wellness industry.

Management Team



Young Bann CEO

Young Bann is CEO of Purpose ESG Holding.

Mr. Bann has 30 years of management and business development experience.

In the first 15 year, Mr. Bann developed a career in global management consulting firms, such as Booz, Allen & Hamilton, Accenture, and IBM.

Mr. Bann was appointed as a lead consultant for Samsung Electronics Mobile Phone Business Division to contribute it to become global #1 brand in competitive mobile phone markets.

During the second 15 year, Mr. Bann furthered his career as a business leader for both global and Korean conglomerates.

He served as a corporate executive in General Electric, and a CEO of Hyundai Materials, an affiliated company of Hyundai Motor Group. Mr. Bann received a MBA from the University of Chicago.



General Electric



Meetul Patel CFO¹

Mr. Patel has worked in the capital markets for the past two years and previously as a Senior Accountant at KPMG LLP.

His responsibilities included financial planning and analysis, tax, and audit. He also held prior audit positions including at the Canada Revenue Agency.

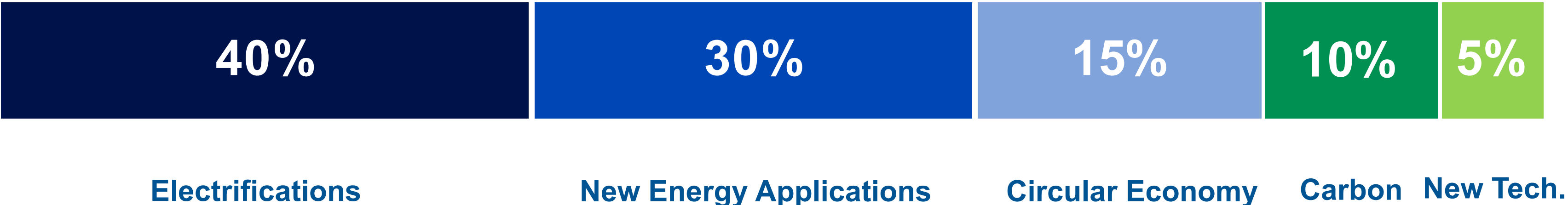
Mr. Patel received a Bachelor of Business Administration (Hons) degree from Simon Fraser University in 2015 and obtained his Chartered Professional Accountant designation at KPMG LLP.



Note : (1) Incoming CFO upon listing

Portfolio & Target

TARGET PORTFOLIO DISTRIBUTION



ANNUAL TARGET DEAL FLOW



5-8 Investment

Capitalization Table

Listed Shell	2,800,000
Purpose ESG	7,500,000
PP @ \$0.25	8,000,000
Total Basic	18,300,000
Dilutables	
RSUs	750,000
Options	1,800,000
Warrants	7,500,000
Fully Diluted	28,350,000



PURPOSE
ESG HOLDINGS

2022 Investor Presentation
Sustainability, Clean Tech and ESG Investment

Thank You