



PURPOSE
ESG HOLDINGS

2023 Investor Presentation

Sustainability, Clean Tech and ESG Investment

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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.

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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.





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.

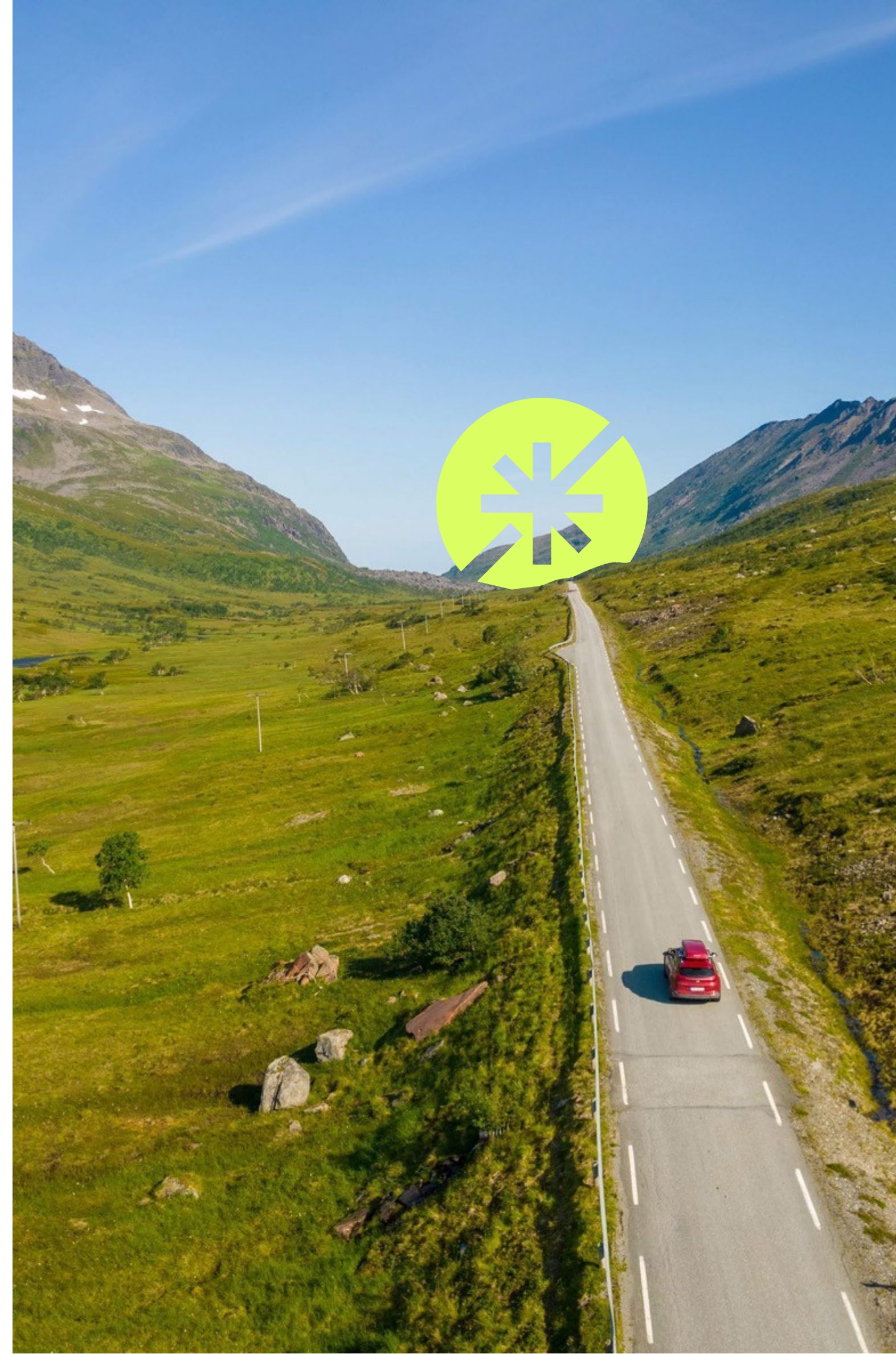
\$20 Trillion.

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

Advanced Battery
Cathode Materials
Energy Storage



Hydrogen

Low cost production
Electrolyser
Steel production



Circular Economy

Battery Repurposing
Biodegradable Plastics
Waste Management



Carbon capture

Alternative Fuels
CO2 Concrete
Industrial CCS



Food Tech.

Alternative protein
Bioengineering
Vertical Farming

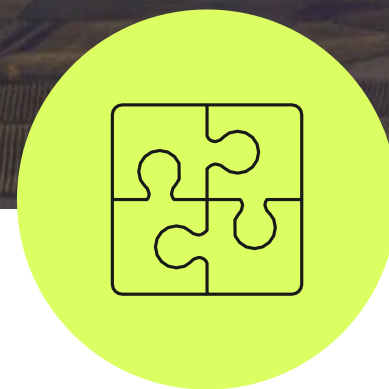
Investment Strategy

Clean Tech startups, Fast track Public Offerings



Discover

Clean technology
with commercial
solutions and market
leadership potentials



Curate

Develop and achieve
additional growth for
**incremental
valuation**



Connect

Medium term target
returns of **12%+** on
investment in **early
stage start-ups**



Deliver

**3-5 equity linked
investments pa.**
over the initial 12-
18 month period



Provide

Deploy capital
for select buy-in
and buy-
out deals



Capitalize

**Fast track public
offerings**
Management buy-
backs, trade sales

Investment Portfolio



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



**Accredited Solar Training
Provider, and Franchiser
across North America.**



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

Investment Portfolio:

Midori-Bio Solutions Inc.

Situations

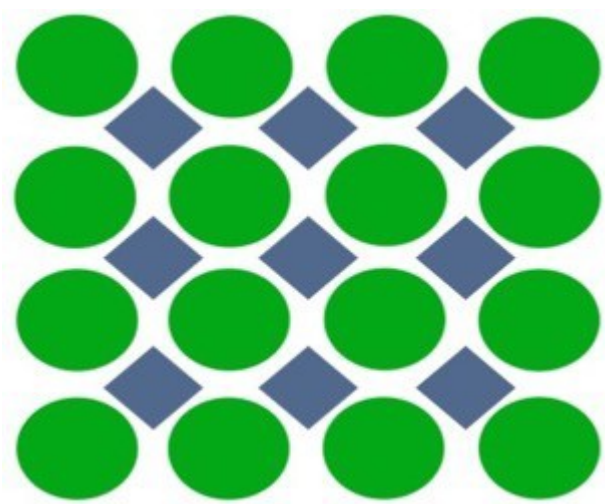
More than 90% of plastics we put in recycling bins end up in landfill.

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

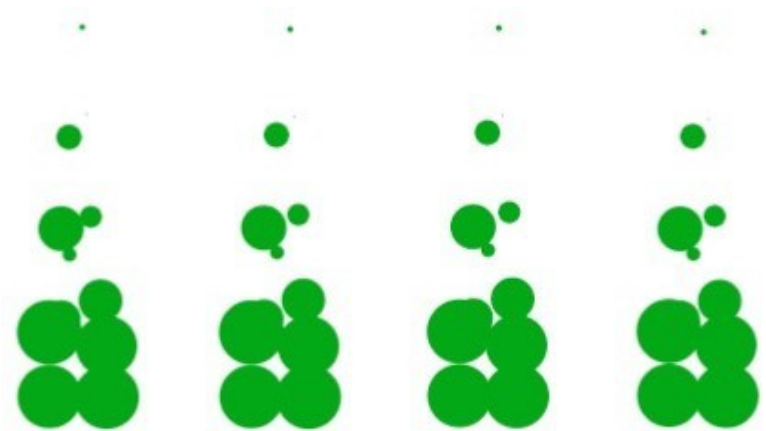


Midori-Bio Solutions

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/>

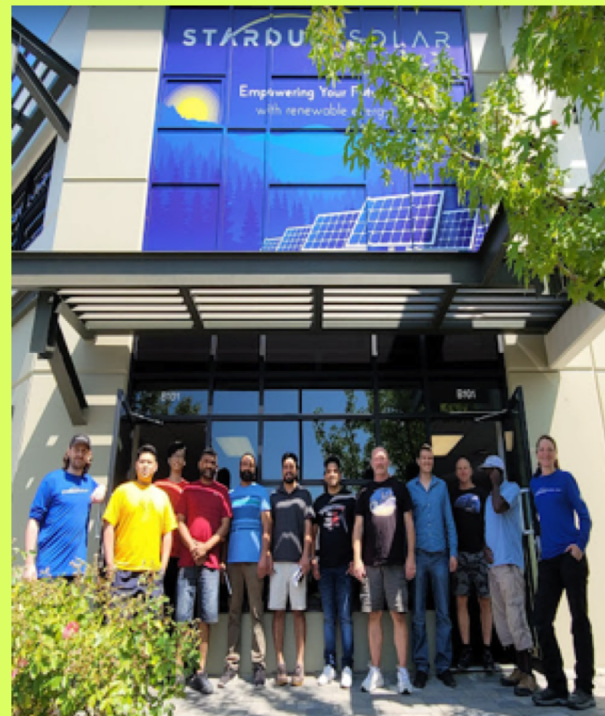
Investment Portfolio:

Stardust Solar Technology

Situations

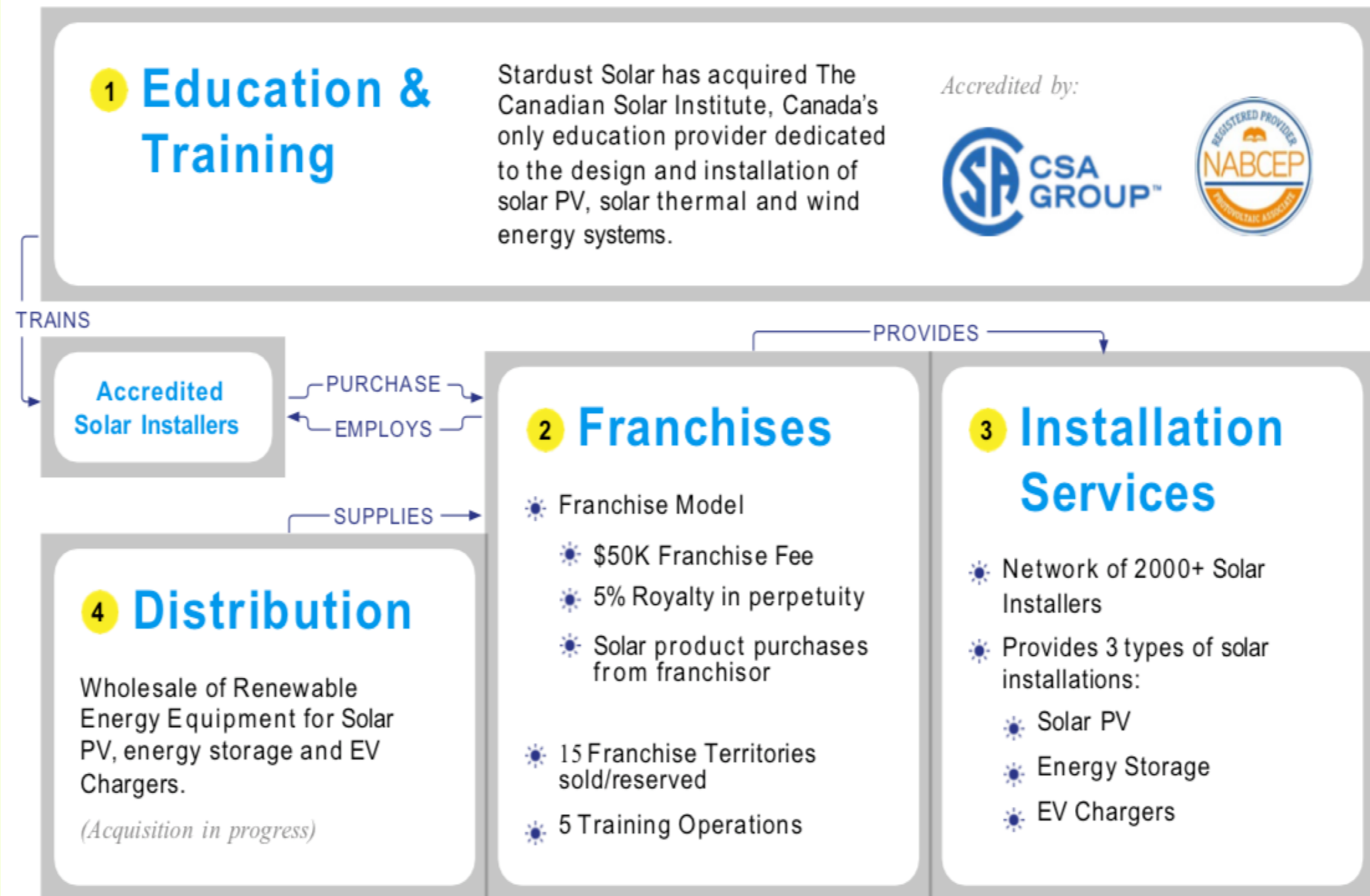
North American commercial and residential solar markets are the prime growth segments coupled with IRA (Inflation Reduction Act).

Stardust Solar Technology successfully built and operates 4 cashflow pillars for North American growth



4 cashflow generation engines

- 2,000+ NABCEP and CSA accredited trained professionals
- 15 Franchise Territories, and 5 Training Operations
- US market growth with focus on franchise and residential segments



Investment Portfolio:

Carbon Upcycling

Situations

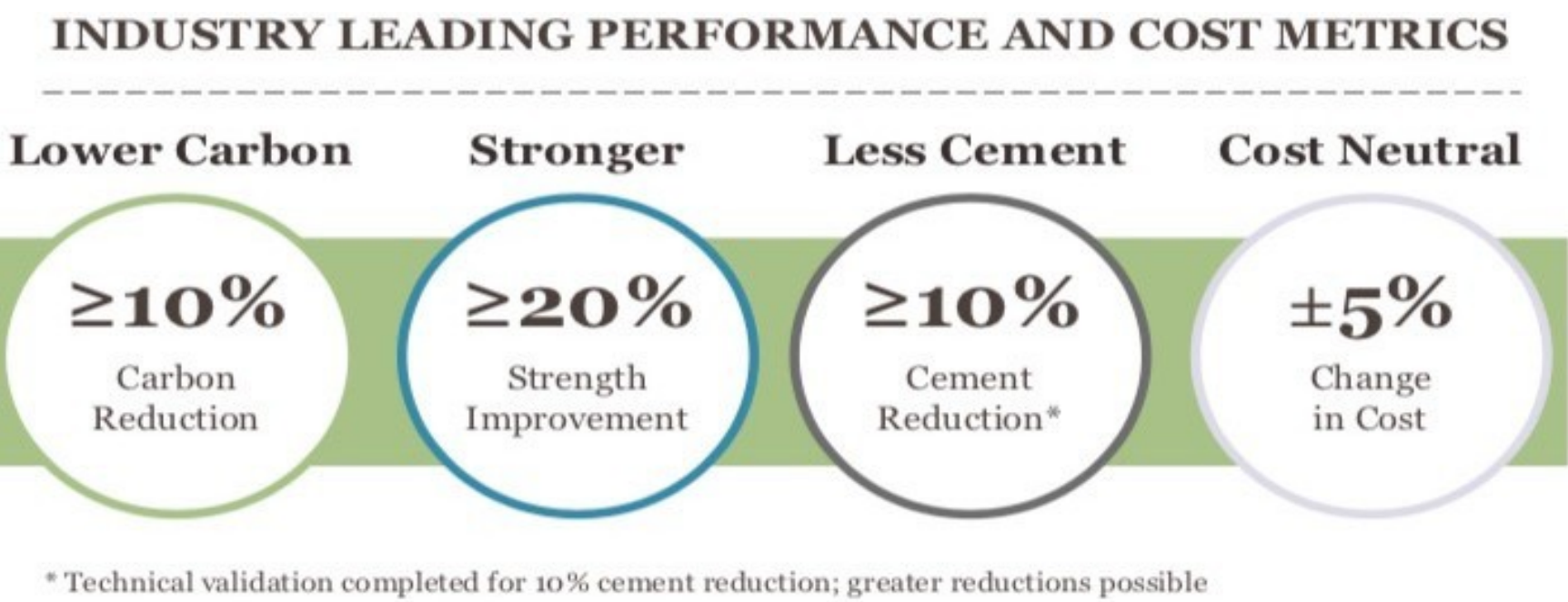
The cement industry accounts for 4 BN tonnes of CO2/ yr equal to that of India.

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



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



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.

H₂

Management Team



Young Bann
CEO

Young 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.

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.



Kelvin Lee
CFO

Kelvin has over 15 years of extensive financial management experience with publicly traded companies.

He is formerly CFO of Freeman Gold Corp. and prior, had progressively senior roles from Corporate Controller, VP Finance and Administration to Chief Financial Officer for a TSXV listed gold producer with \$400 million in revenue over 9 years.

He also held prior Controller positions in the mining industry with various publicly traded companies, including Prodigy Gold Inc., which was acquired for \$340 million.

Purpose ESG – Global Collaborations to achieve incremental Growth

Global collaborations for results⁽¹⁾

Offtake / Investment

Distribution
networks



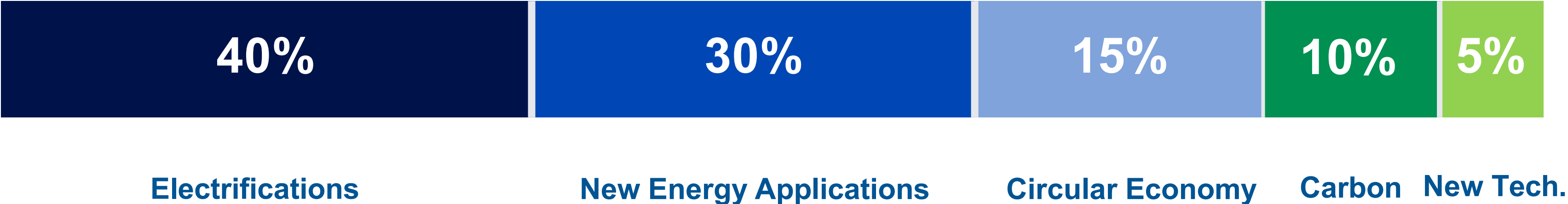
Energy Transitions

North American
Renewables

New Energy
Materials

Portfolio & Target

TARGET PORTFOLIO DISTRIBUTION



ANNUAL TARGET DEAL FLOW

80	>	60	>	30	>	15	>	8	>	3~4
Sourcing		High Level Reviews		Financial Analysis		Due Diligence		Investment Committee		Investment

Capitalization Table

Purpose ESG Holdings Inc.	8,100,000
Private Placement @\$ 0.25	5,076,000
Financing Private Placement @ \$0.30	1,700,000
Total Basic	14,876,000
Dilutables	
RSUs	750,000
Warrants @ \$0.10	8,100,000
Warrants @ \$0.25	56,000
Options 10%	1,487,600
Fully Diluted	25,269,600



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Sustainability, Clean Tech and ESG Investment

Thank You