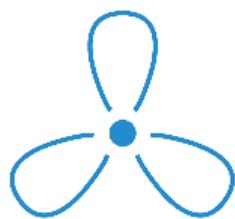


Pitch Overview



LIFE 01

PROBLEM

The main issue that we aspire to solve, is air pollution and particularly indoor air pollution.

You have necessarily undergone, at least once in your life, a pollution peak and you felt protected once in your house, whereas in reality the indoor air is 5 to 10 times more polluted than the outside air.

We spend around 80% of our time in enclosed environment. This is how we develop cardiovascular diseases, allergies, asthma, cancers. According to the WHO, 500 000 persons die of pathologies linked to air quality problems in Europe every year, including over 50 000 in France.

The National Health Agency estimates that 100 billion euros are spent every year to bear the costs of health problems linked to air pollution, including 19 billion euros just for indoor air pollution.

Close to 10% of the French population is asthmatic, 30% have allergies, and the forecasts announces more than 50% of the population with allergies in 2030.



V. Fauve

PROBLEM

The air we breathe is polluted.

We spend **80 %** of our time in enclosed environment.

Indoor air is **10 times** more polluted than the outside air.



SOLUTION

In order to solve this problem, the French government has taken up the problematic, and has integrated an IAQ plan (interior air quality plan) to the Nation Health and Environment Plan. A national day of air quality is organized every year since 2015, in order to sensitize the population to the problematics of the pollutants contained in our housing and living spaces. Therefor the state fulfills its function to sensitize to the indoor air pollution problem. In order to go

further, Life-01 proposes a real innovating solution of indoor air purification of our housing. This solution consists of a ceiling light fixture air purifier, that combines ease of installation and technological performance. Life-01 controls the indoor air quality, captures contaminants contained in the air, adapts itself to your mood with its customizable lighting, and communicates with you about the air conditions of your living environment.



TEAM

We naturally came to this solution, because Life-01 Society was founded by a familial team with more than 40 years of expertise in the air contamination field. This experience is combined to the expertise of a **scientific comity**, composed of the greatest European experts on the subject, among them, former president of the OQAI, Mr. Francis ALLARD.

Life-01 possesses a big **track record** on the **BtoB market** thank to its direct network of over 100 real estate construction actors and has over **15 years of experience** in digital commercial development in B2B through **web marketing**.

So, we are a team of additional entrepreneurs since Guillaume founded e-dkado, when he was 25, this business was specialized in USB communication. He developed the society for 10 years before selling his stake. He made over 8 million euros in turnover and

more than 3,5 million euros of gross margin with over 4000 B2B clients.

Founder of FAURE Engineering, Louis-Paul is considered as one of the greatest French specialists in air contamination mastery and clean rooms design. For 20 years he piloted industrial projects throughout the world, he was one of the first to worry about Interior Air Quality back in 2003. He is former president of the ASPEC, expert at the ADEME.

As for me, after a university training on air treatment and energy management, I joined the R&D department at FAURE ingénierie and participated to R&D programs about Interior Air Quality (IAQ). In 2011 I entered ER2i as executive officer, piloting the commercial and innovation development until July 2018, growing the turnover from 1,5 to 10M€.

CEO - Thomas FAURE,

35 years old, Engineer. President - Manages strategic & business development.

CMO - Guillaume FAURE,

38 years old, IT manager & contractor – Manages marketing and communication.

CTO - Louis Paul FAURE,

69 years old, Expert – Adviser & Presides the scientific comity.



OUR SCIENTIFIC COMITY

President : **Louis Paul FAURE**

Members :

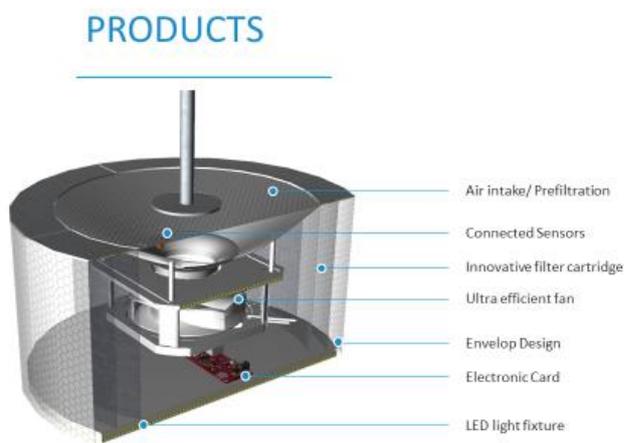
- **Pr emeritus Francis ALLARD** – CNRS Research Director - Former president of OQAI scientific comity
- **PhD Bernard GINDROZ** – Chairman ISO et ETSI
- **Dr René FAURE** – CNRS Research Director
- **André BAILLY** – Former Director of the research center of the CIAT
- **Dr Taky FOSTER** - CNRS Research Director



PRODUCT

Thank to all that, we've had since 2009, the ambition to carry out a common people-oriented project. We have then designed the products and waited for the market to be sufficiently mature to create Life-01. Life-01 proposes a connected object, which purges the indoor air, and creates a wellbeing cocoon, healthy and comfortable, in the place we live. It is easy to set up, good looking, elegant, consensual,

autonomous and allows you to live in a healthy environment, with a real positive impact on health. Each one of its components is the product of the best technology on the market, therefore combined to its architecture and conception it makes it sensitively reliable.



**APPARTMENT – 3
room – 3 elements**



**Fresh air
Healthy home.**

VALUE PROPOSITION

The value proposition of the product relies on different axes:

- a unique air depolluting technology, which takes down 100% of the critical pollutants for human health.
- Autonomy and smart, thanks to the connected receivers. It provides directly on your smartphone a quality index.
- no floor occupation and easy to set up without work.

- soothing ambiance with its adaptive and personalized lighting.

- very low consuming energy since the purification and lighting functions consume less than a classical bulb.

Its innovative design allows a very quiet running and an ease to replace de filter cartridge, every 2 years only.

VALUE PROPOSITION

- PM 10: Pollens et Allergènes
- PM 5: Bactéries et Moisissures
- PM 0.1: Particules Fines
- PM 2.5: Emissions Industrielles
- COV
- Benzène
- NO₂
- Ozone

Advanced Lightening

Life 01 adapts to your mood

Wake up, Energy, Concentrate, Relax, Go to sleep

LIFE 01 - PRODUCT OVERVIEW - 17/09/2019 - Version 4.0

COMPETITION

You are now protected where you really live.

It is important since the project fits in quite a competitive ecosystem where numbers of contestants popularize the need.

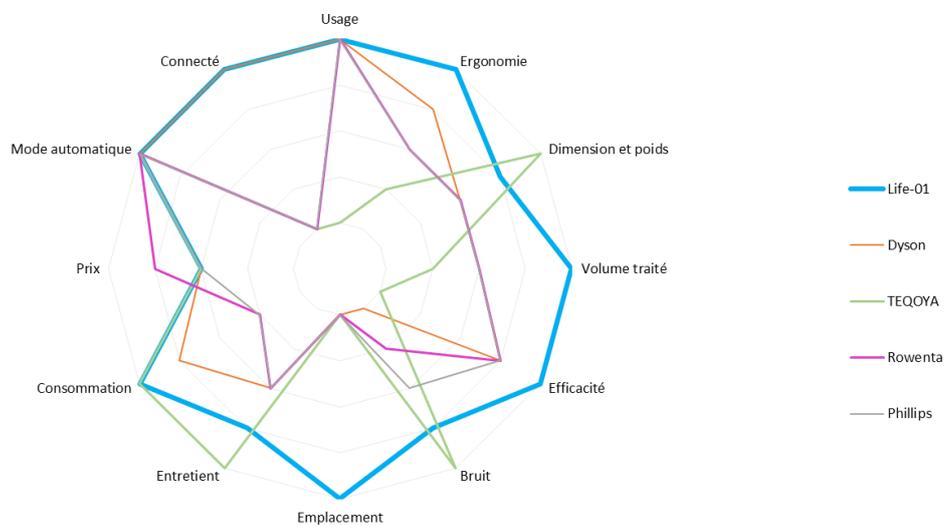
There are 3 typologies of actors: The Major household appliances constructors, well represented in the classical distribution networks, with products that are not very efficient but well marketed.

Specialized enterprises sell cost full products with no real impact on our health.

Startups using technologies questioned by the ANSM (Health Authorities).

All these actors propose purification systems that are mobile, on the ground and oriented in B2C directly in classical distribution networks.

Life-01 offers a solution breaking with the existing market, oriented in B2B2C2 through the actors of real estate construction, since its integrated in housing, hanged to the ceiling and with a real user's experience.



USER EXPERIENCE

Life-01 guarantees to the final users to live a true experience of usage experiment and an indoor environment management by becoming the main actor.

The environment is no longer undergone but controlled by the people living in it.

So, the product stands in the good place, hanged in every living rooms and functioning in continuous and autonomous way.

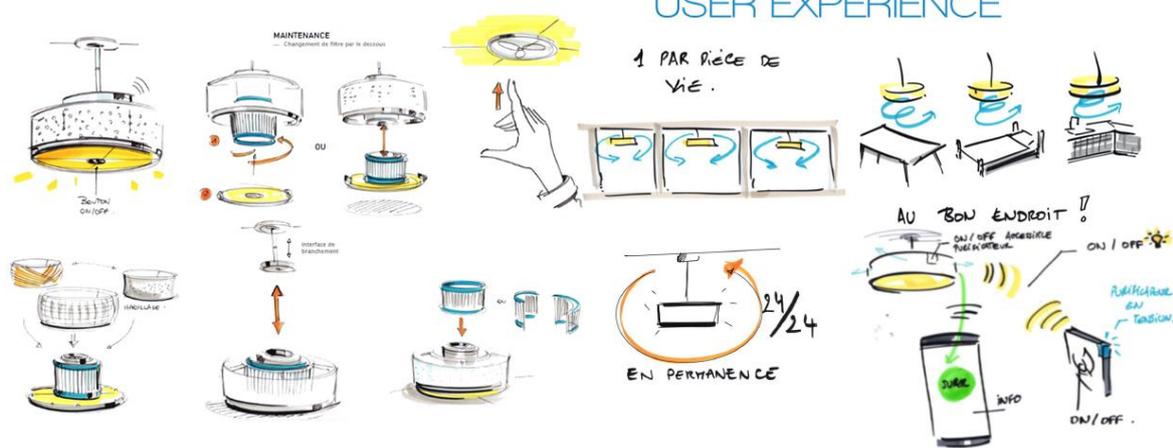
It cleans non-stop the pollutant emanations generated by the materials, animals, cleaning products and every source of pollution in your home. Despite everything, the user can easily turn on or off the purifier and its light through his smartphone or

the classical light switch since we don't modify the electrical architecture of the home.

An ingenious system permits an eased replacement of the filtering cartridge in just a few seconds.

Its personalized coating system gives a choice of finishing mesh to everyone's taste according to the room it's installed, living room, children's room, baby's, parental room, etc....

Life-01 is perfectly integrated to your home. In order to satisfy as many people's sensitivity, 5 finishing mesh will allow everyone to choose his ambiance, Ethnic Chic, Vintage, scandinave, Zen, Modern. The design of the finishing mesh's will be released in collections every year to follow the trends.



MARKET

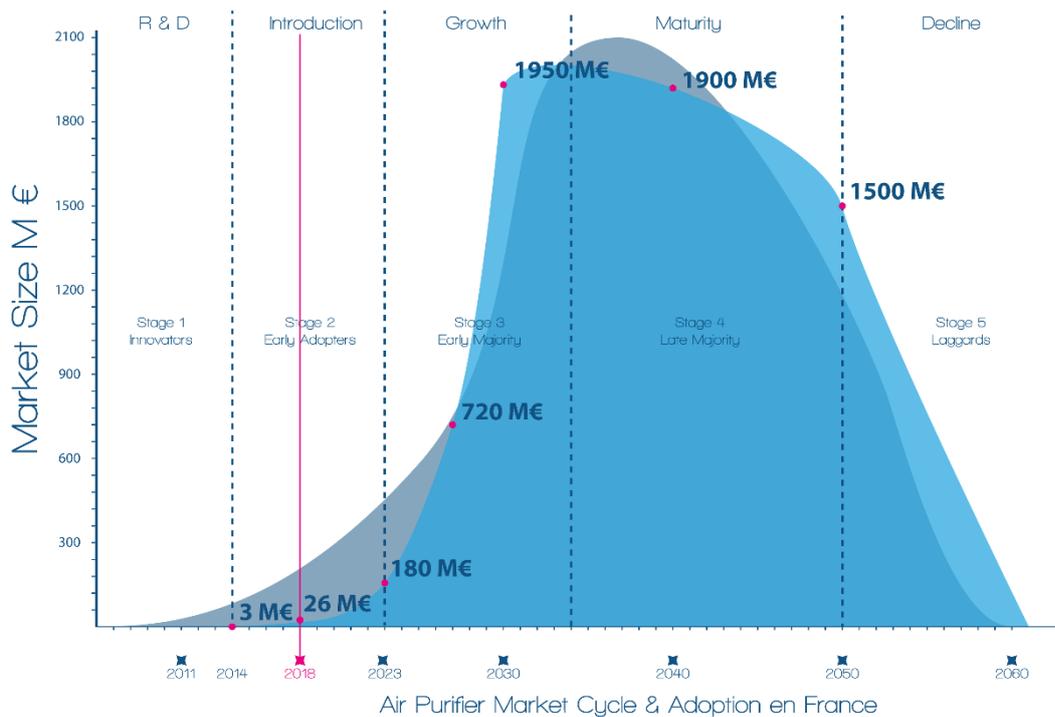
Life-01 is tackling the huge market of indoor air purification. Which according to Techsearch, will reach more than 300 billion € in the futures 20 years, like the market of smartphones today.

This market has very strong traction elements, especially regulatory opportunities in France because all buildings receiving public will have to measure and display their air quality by 2023, and all new buildings will have to integrate from 2020 control solutions of their indoor environment quality.

All these traction elements make that today, the time to market seems ideal, and it's on this colossal market that Life-01's strategy is initially oriented towards the B2B market for new homes, around

400,000 homes built each year in France. Life-01 offers to real estate developers a "mastered IAQ" label allowing them to differentiate themselves and offer their clients a healthy and protective housing. The Life-01 solution also allows them to increase their commercial margins due to the valuation of the property created by the label, according to a "Se loger" study of February 2019, 86% of French people wish to improve their IAQ and they are ready to allocate a specific budget.

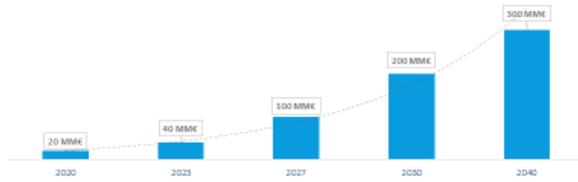
The direct network of Life-01 gives it access to most majors of real estate construction and the control of different customer acquisition channels, deployed strategically which allows it to structure and secure its sales acts.



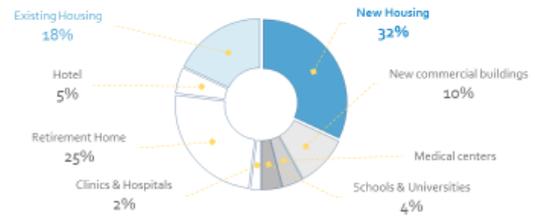
Source Life 01 2018

MARKET

WORLD MARKET VOLUME (BILLION €)



MARKET SEGMENTATION B2B FRANCE (%)



New housing market (B2B) : **400 K** housing per year

INFO CONTACT

INTERESSE(E)S ? :

If you are interested, we thank you for sending us by email your expression of interest.

By e-mail to the following address :

t.faure@life-01.com

Or by phone :

Thomas FAURE : 07 61 68 60 28