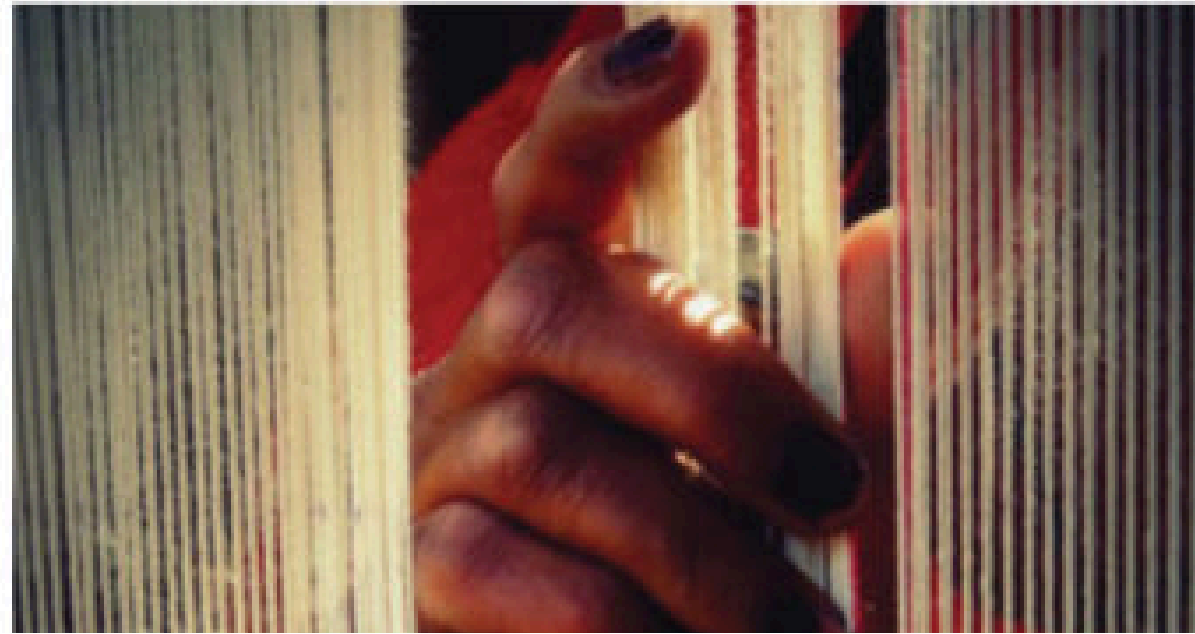




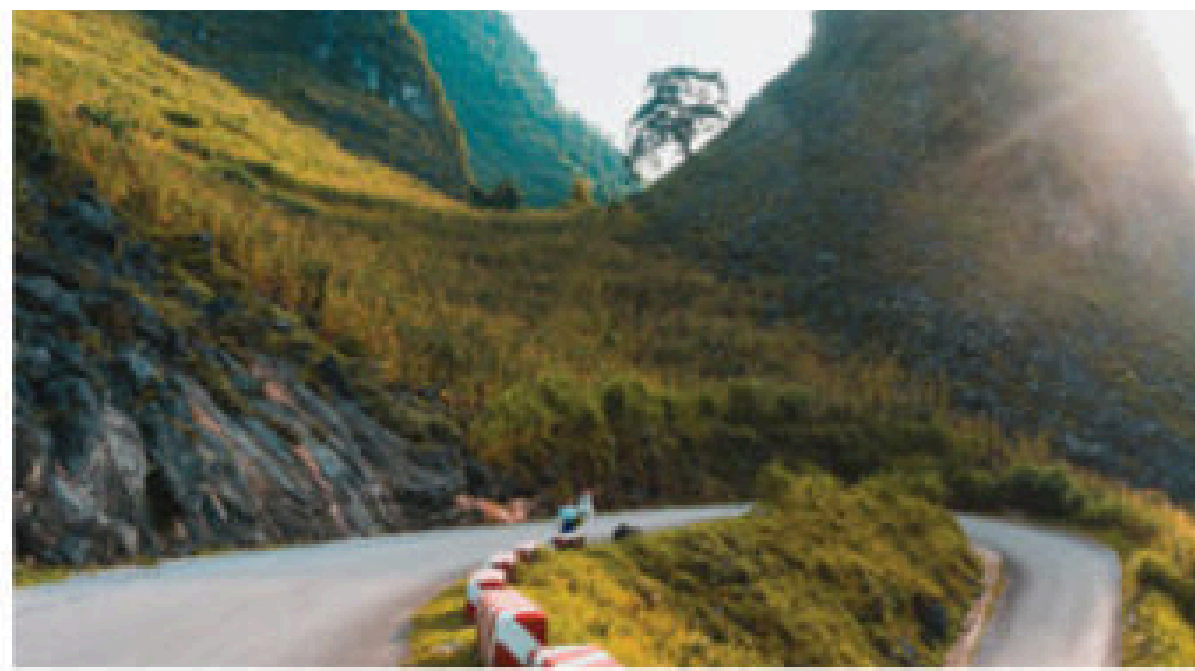
PITCHDECK

PROJECT: GREENCAT

“Scaling ESG solutions in sustainable luxury fashion to promote natural cotton toward ethnic better income”



STARTING FROM THE SEARCH AN IDEA FOR A SUSTAINABLE & ACCESSIBLE BAG, WE WERE FURTHER ENLIGHTENED ABOUT EXISTING SOCIAL ISSUES SUCH AS GENDER INEQUALITY AMONG ETHNIC WOMEN AND ALSO DIFFICULTIES IN PRESERVING COTTON CROP



Ethnic women & girl daily life





FROM FIELD TO FASHION

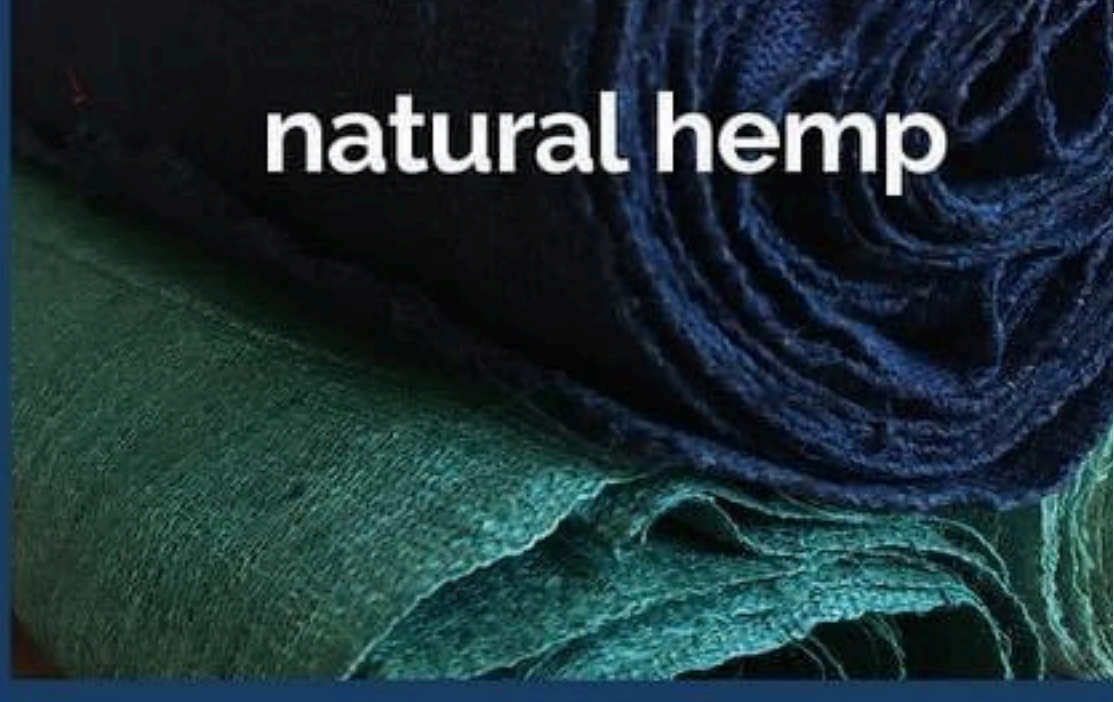
Growing a transformative ecosystem
for garment value chain





MATERIALS

Our materials are mainly sourced from local artisans who keep their traditional products alive and local businesses who are making products by using eco-friendly materials. We keep looking for innovation sustainable materials and build a global partnership for sustainable development.



natural hemp



coconut fibers



cork



washable paper



organic cotton



Cotton Story Telling Part 2 GC improved Women Life



Copy link



Watch on  YouTube

SOLUTION →

CREATE AND ADD VALUE FOR COTTON BY ARRAYS IN DIFFERENCE REVENUE STREAMS



OUR COLLECTION

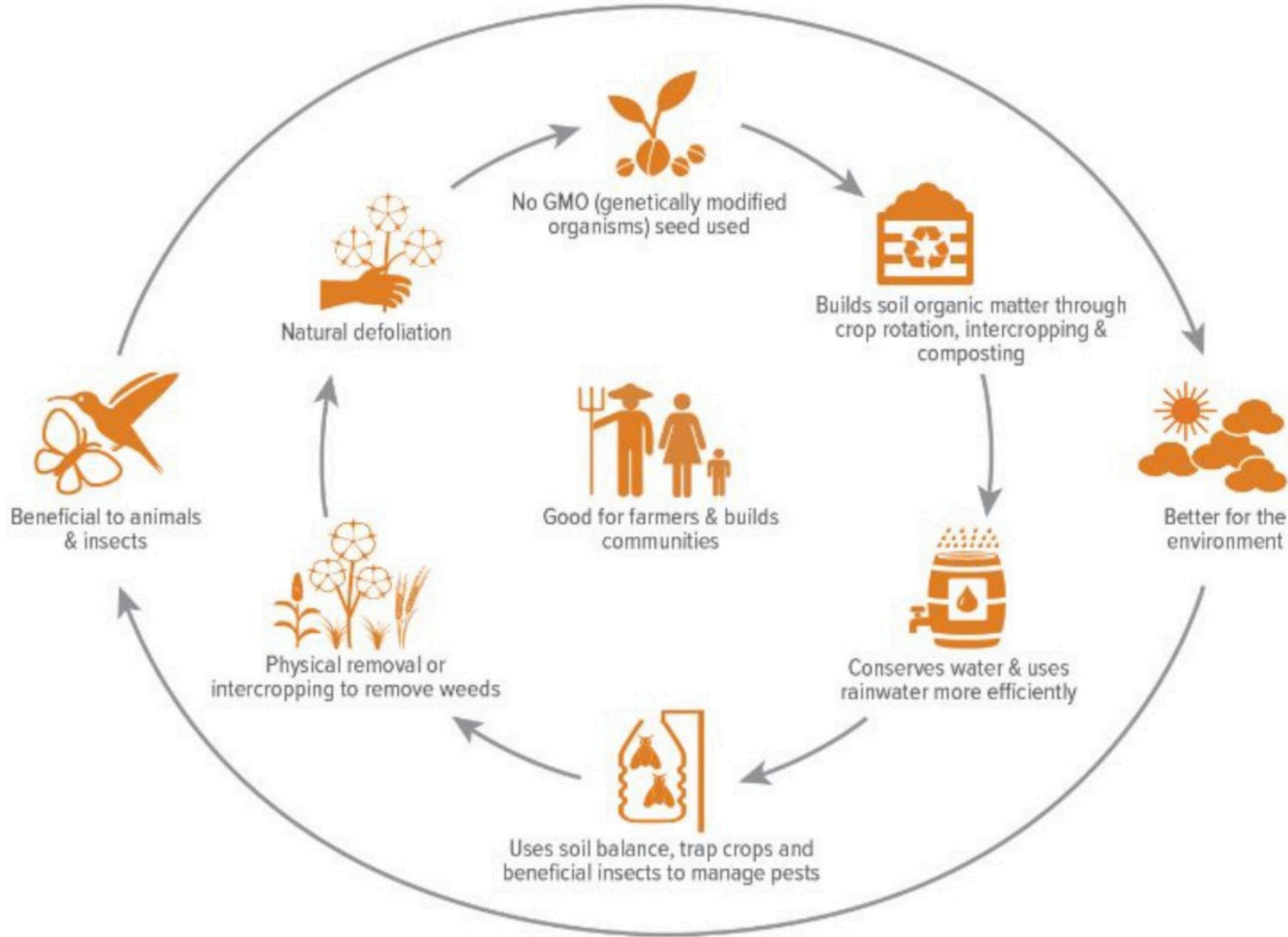


Greencat



ORGANIC COTTON

SAVE ENERGY



ORGANIC VS CONVENTIONAL COTTON

Environmental Impact

Cotton farming uses 51 Trillion Liters of irrigation water annually

Organic Cotton farming uses 91% less water than conventional

Organic also uses 62% LESS ENERGY to grow and produce

And also causes 26% less soil erosion

It takes 2,068 Liters of irrigation water to produce just 1 kg of conventional cotton (enough to make ONE t-shirt)

4.4% of global pesticide use is due to conventional cotton farming

Approximately 80% or organic cotton is grown in areas where it can be rainfed

TheRoundup.org

Sources: Soil Association, The World Counts, Transformers Foundation, Textile Association, ICAC Cotton Data Book, Bayer Crop Science, Carbon Brief

FOR ETHNIC MINORITY WOMEN & IMPROVE HOUSEHOLD ECONOMIC



WEALTH

(2025 - 2027)

487 04

(2027 onwards)

1155 10

ethnic Farmers Cooperatives

Income forecast 2027

\$178/ person

\$538/ household

Assume 3 pers/
(household)

HEALTH

- Food crops safely
- No hazardous pesticides
- Family food security

(2027 onwards)

385
Household

EDUCATION

Increase opportunity to high levels

- **Farmers' management capacities** are improved and strengthened
- **Children to school**
money is Invested in sending to high school

770
students

Estimate each household has 2 childs (385 x 2)

SWOT

STRENGTH

- Team expertise:
 - Founder: 10 years in sourcing textile & garment/ Export in France
 - Co - Founder: Wide range of network for business development
- Support from local government
- Loyalty Partnership with ethnic women artisan

WEAKNESS

- Financial capital
- Brand Communication
- ESG framework
- Certificate for Exporting: Fair Trade, OEKO - TEX, USDA

OPPORTUNITIES

- Large Market size
- Policy:
 - Domestic & International: Preferential policies for businesses & reduce tax
- Accelerates sales.& improved profit margins in: cotton project; fashion accessories and community tourism
- A pioneer living lab in ESG practice for SME

THREATS

- Being acquired by large corporations
- Great competitive pressure on other crops with higher economic value
- Climate Change
- Poor compliance in labor capacity will lead to losses that threaten the finances of the model



social
business
creation
vietnam

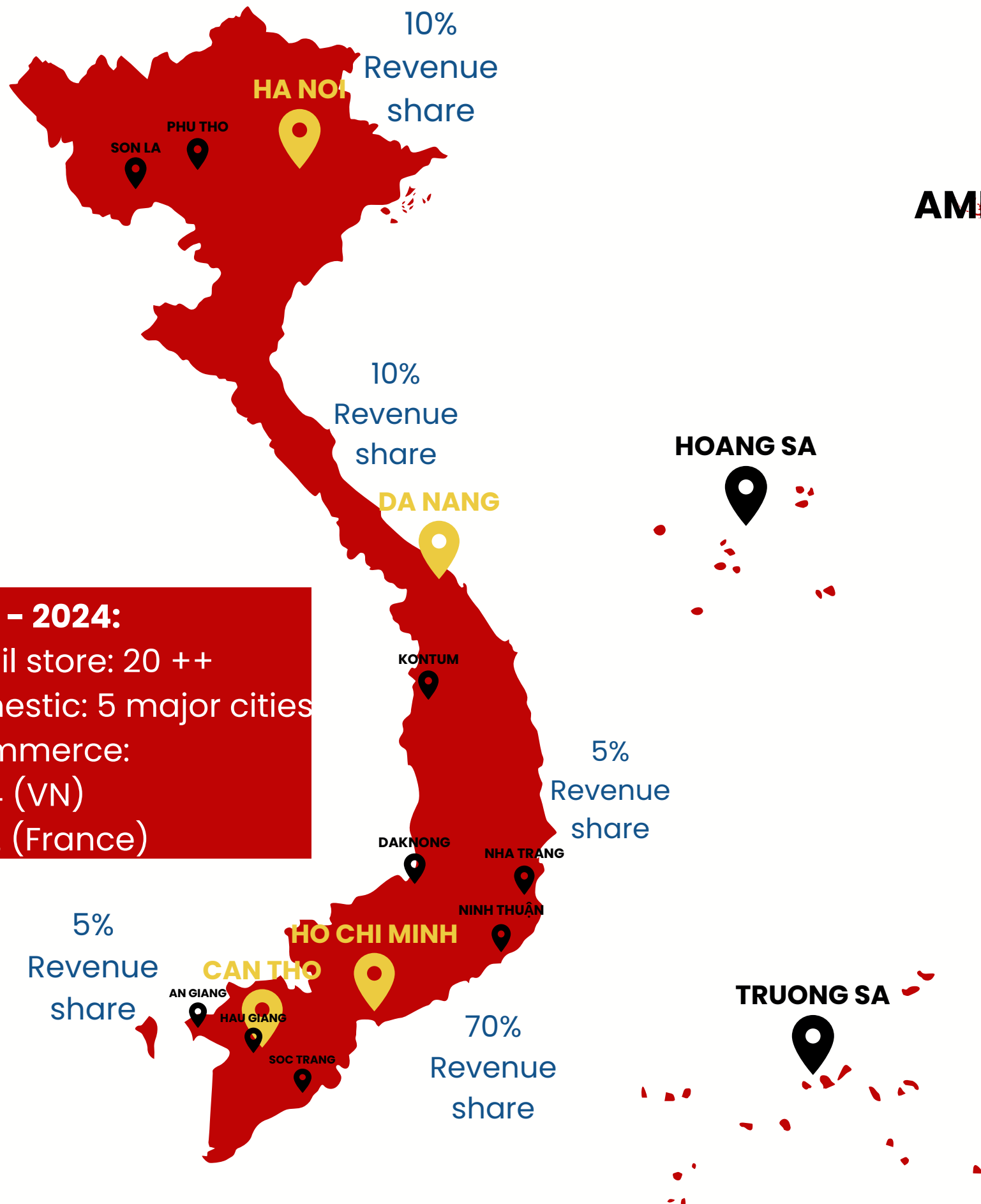


UNDERSTANDING OUR LIMITATION

We understand our limitations as a small enterprise.
Our strategy to focus on the farm modeling in first 3 years.
The next step we will transfer to Big Corporate to continue
the vision of restore cotton and enhance the capacity of
Vietnam in the demand of Cotton Market

GREENCAT MAP

**Revenue share for finish products



2019 - 2024:
 Retail store: 20 ++
 Domestic: 5 major cities
 Ecommerce:
 • 4 (VN)
 • 2 (France)



2025 - 2029

- Production: 96 ton/ year
- Growth Areas: 9 provinces
- Export: 4 countries

Green Cat Apply: Reduce, reuse and recycle in fashion products development strategy

Common organic farming practices in biodiversity conservation

By 2030: using a third-party audit of all manufacturing locations, develop a workforce to deliver sustainable growth.

Our target is multiple to thousand farmers & women in around rural mountainous & rural areas.

Increase school access opportunity for girls in high school.

OUR FURTHER ACTIONS



FINISH PRODUCT (2024 – 2029)

COTTON LINT – FABRICS (2025 – 2029)

EXPAND MARKET

- 5 start hotels, resort
- Domestic Airport
- Retails stores

WORLDWIDE

- Amazon
- Dutch, Cambodia, Japan, USA, Canada, Australia

POTENTIAL PARTNERSHIPS:



five start hotel

EXPAND FARM AREAS & APPLY ESG COMPLIANCE

- North: Son La
- Highland: Daknong, Kontum, Gia Lai
- South: Soc Trang, An Giang, Hau Giang

GO TO MARKET

- Domestic : Collaborate with Local Corporate; Startup Business; sourcing partner of Muji, Ikea
- Export: Alvin & Ashley

PARTNERSHIPS



Circular Model & ESG mentoring



Exporting & coordinate for funding/ grant

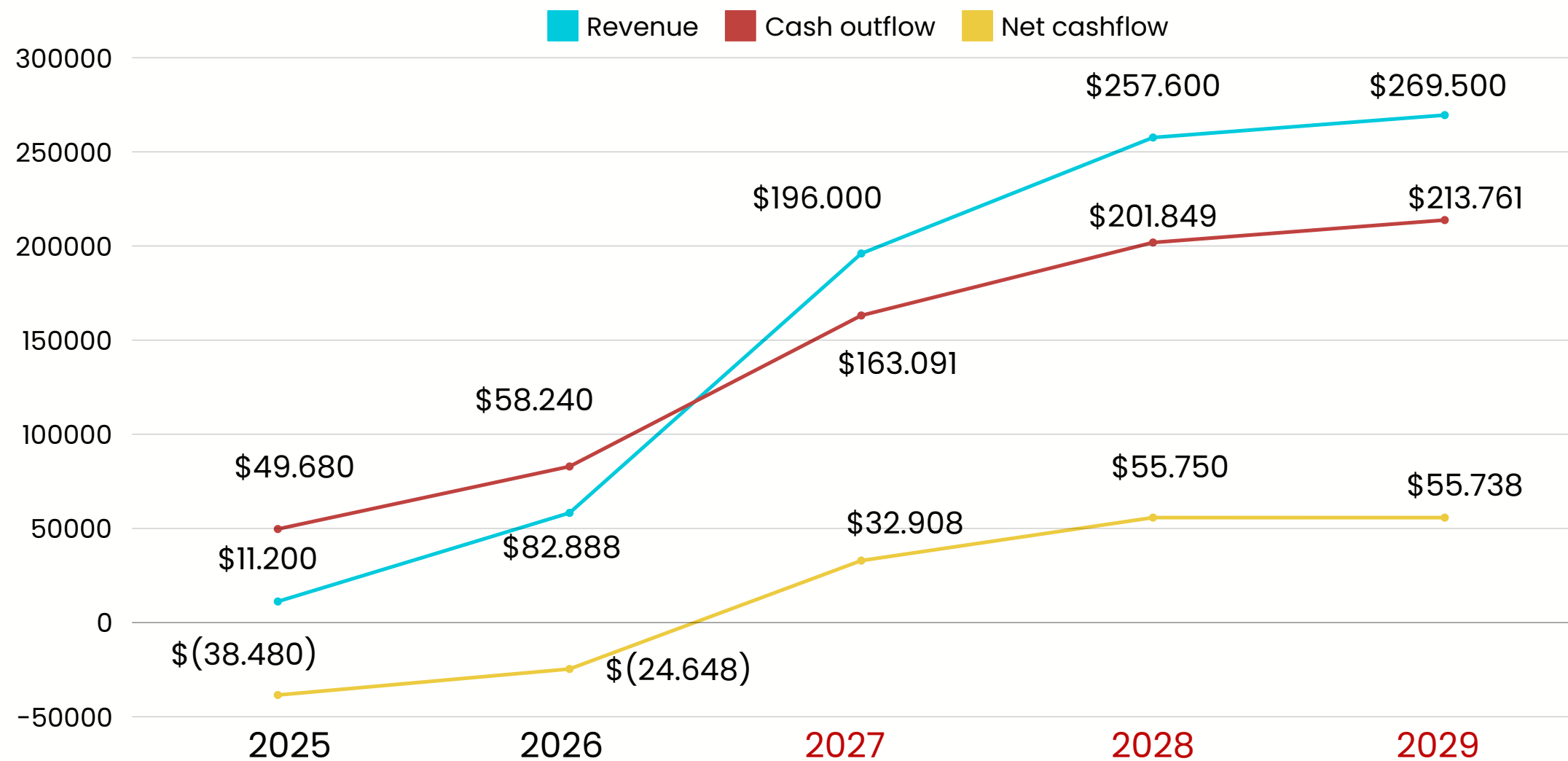


Footwear manufacture
Sourcing fabrics
Brand communication

FINANCIAL STABILITY & PROFITABILITY



Exchange Rate: \$1 = 25.000 VND



Invest machinery & USDA certificate

Profit growth

Green Cat projection to 2029

- NPV: \$38,817.32
- IRR: 26%
- Payback period: 3.25 years
- ROI: 11.3%



Organic Cotton Market Report

The Global Organic Cotton market size was valued at USD 0.528 billion in 2023, registering a CAGR of 42.00% for the forecast period 2023 to 2030.



Organic Cotton Market Report 2024 (Global Edition)

MEET OUR TEAM



Hanna
Founder/
Sourcing



Luna
Co- Founder/
Operating



Anna
Co- Founder/
MKT & Sales



Tien
Agriculture
Engineer



Binh
Urban
Engineer



Quyen
Finance



Mai
Warehouse/
Junior
Designer



Hung
Brand
Communication



Chau
Content
Creator



Quynh
HR Specialist



Huong
Brand
Avocacte

“Like-minded people naturally gravitate towards each other”

COACH

COACH/ FINANCE & COUNSELOR



Ms. Trinh Thuy Hong

Finance & Banking
The degree of doctor of
philosophy in Economics

COACH/ MKT & BRAND



Ms. Quynh Nguyen

14 years experience in Marketing,
Communication
Sustainability & Circular Economy

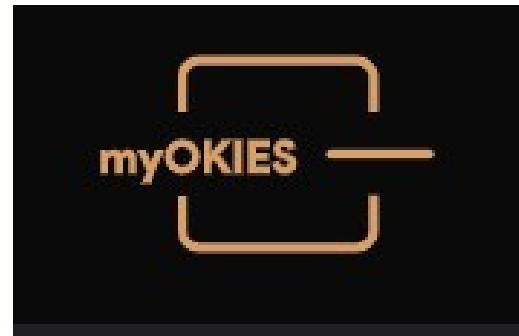
COACH/ SCIENCE & TECHNOLOGY



Mr. Nhat Ho

PhD at Graduate University of Science
and Technology.

OUR PARTNERS



GOVERNMENT



ASSOCIATE PARTNERS



Vcciacademy.com



ESG Reporting



People



- We practice fair-trade by buying this fabric from the villagers at their fixed price
- Coordinating with business partners who have the same goals towards the community and the environment

487 ethnic women Cooperatives
06 Communities
05 Sewing Household
02 Sewing Household

Planet



- 100% Textiles from natural & biodegradable
- Cultivating cotton in a natural way on lands with enough moisture for the plants and little irrigation
- The handcraft process that less harmful to water source & planet

Cotton Restore successful
Product last Practice circular Economic

Governance

- Responsible for ensuring ESG risks and opportunities are integrated into Green Cat long-term strategy
- Supporting and creating favorable conditions for women in workplace
- Respect member opinions

100% Women Leader

Green Cat

For Fiscal Year End Date: 31 Mar 2024

118.4

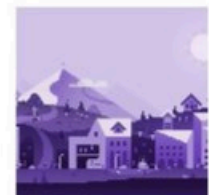


25/25 **14.1**



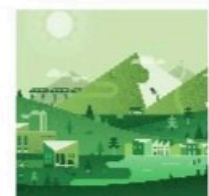
Workers

QUESTIONS ANSWERED OVERALL SCORE
59/59 **24.8**



Community

QUESTIONS ANSWERED OVERALL SCORE
85/85 **64.6**



Environment

QUESTIONS ANSWERED OVERALL SCORE
28/28 **13.5**



Customers

QUESTIONS ANSWERED OVERALL SCORE
5/5 **1.1**

LEARNING CURVES

Design Strategy

“Start with WHY”



Re-define value proposition

Re-define Business model

Identify growth opportunity

Improve communication method

Coordination & mobilize resource to increase influence

Continous effort to make a plan get close to all resource needed for success



social
business
creation
vietnam



Greencat

BUSINESS PRESENTATION

GREENCAT CO.LTD

THANK YOU

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