



SOFT N DRY DIAPERS CORP.

treefree diaper™

think different.

NOV 2024





The first TreeFree Diaper™ brought to market at scale in a \$85.2 billion global diaper industry.

1,500+ Global Media Outlets



Matthew Keddy
CEO + Co-Founder



Alexander Burkert, CEng
CTO



Terrance Owen, MBA, PhD
CFO + Co-Founder

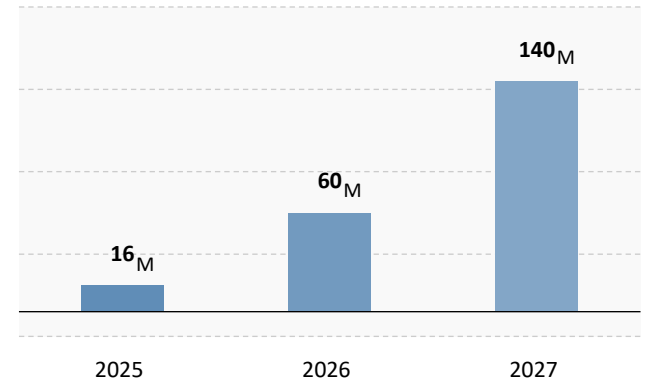


Jim Daly
Strategic Advisor



Robert Sjöström
Strategic Advisor

SDC REVENUE PROJECTIONS





TreeFree Diaper™ at scale globally with ecoLiite Core™ technology

- *a made in Europe innovation for private label diapers*



NORTH & LATIN AMERICA

- 01 Local partners
- 02 Local customers
- 03 Local sustainability



EUROPE & UK

- 01 Local partners
- 02 Local customers
- 03 Local sustainability



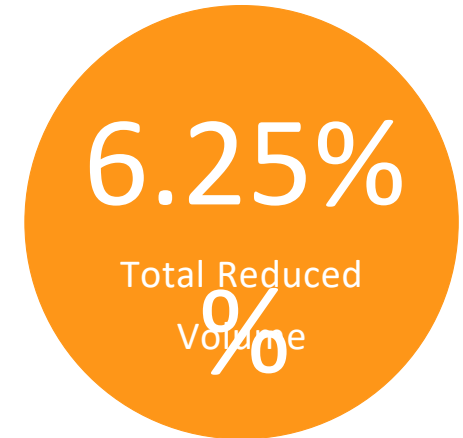
Built for Generational Consumer Demand Shifts & Sustainability Lifecycle From the Ground Up



TreeFree / No Pulp
Pulp



Supply Chain



Packaging



MISSION

To be #1 Market Share
Leader in TreeFree Diaper™
Category Sales Globally



Eco-Friendly, High Quality & TreeFree Diaper™



White/Private Label (Retail Own Brand)
Supermarkets, hyper-
markets & pharmacies



OEM Baby & Adult Diaper Manufacturers
Contract diaper manufacturers in
USA, LATAM & Europe



Third-Party Baby Care Brands
Start-Up and existing baby
care brands



New USA Sales Advantages

Partnered with Chicago-based Agency - Private Brands Sales & Marketing Inc.

- 01 Three Decade Long Track Record
- 02 Stellar C-Level Relationships
- 03 Execution of National Accounts
- 04 Services USA & Mexico Markets
- 05 5-Year Rolling Sales Agreement





OEM integration
JAN 2025



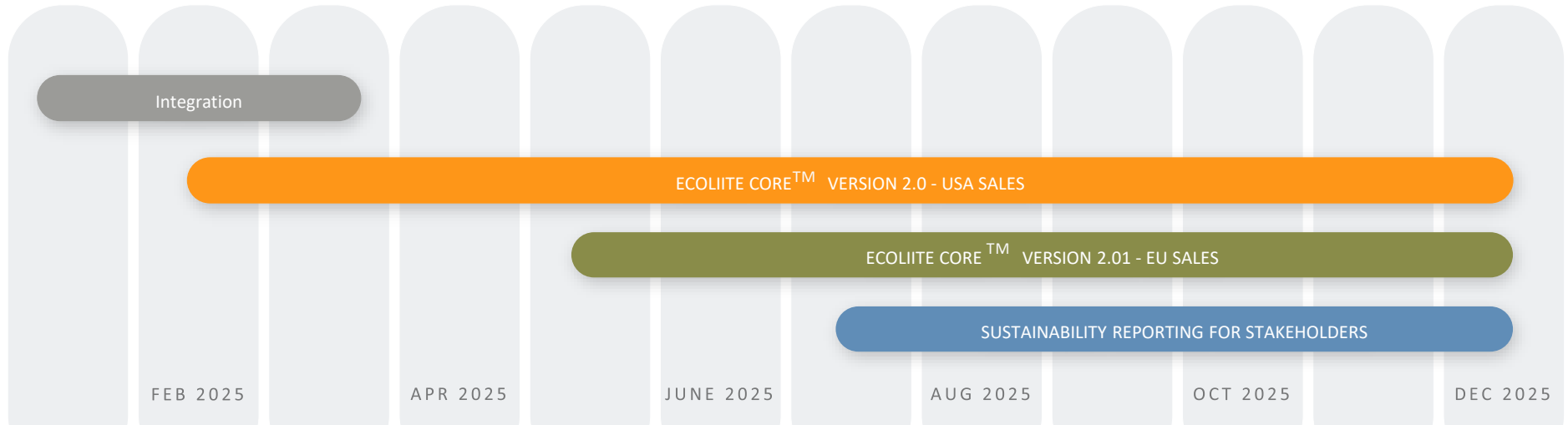
USA Rollout
FEB 2025



EU Rollout
MAY 2025



Sustainability Outcomes
JULY 2025





SDC Europe: Built on Sustainability

1. Emission Reduction in Inbound Transport:

ecoLite Core™, sourced locally in Europe, can reduce emissions by 70% compared to importing fluff pulp from the USA, significantly lowering Scope 3 emissions.

2. Storage Space Efficiency:

ecoLite Core™ instead of fluff pulp reduces storage space needs by 6.25%, translating into energy savings for warehouses and lowering associated emissions.

3. Reduced Outbound Transport Emissions:

The 0.5mm thinner ecoLite Core™ diapers result in a 6.67% reduction in the number of trucks required for transportation, contributing to lower fuel consumption and a decrease in overall transport emissions.

4. Packaging Efficiency:

A 6.25% reduction in packaging volume for common SKU sizes (30, 60, 120 diapers) helps Essity reduce material usage, waste, and emissions associated with packaging production and transport.

5. Total Emission Savings:

The combined impact of these efficiency improvements results in a 45% total emission reduction across inbound transport, storage, outbound transport, and packaging processes.

TREEFREE DIAPER™

SDC is setting the standard for EUDR compliance



EUDR

SDC is shaping the future of sustainability reporting



Sustainability

SDC sustainable growth for investors & stakeholders



BÖRSE

FRANKFURT

SDC listing pending CSE listing in Toronto, Canada



MANAGEMENT TEAM & BOARD OF ADVISORS

Matthew Keddy, CEO

Matthew has 20 years of domestic and international experience as a Founder and CEO, Officer and Director of companies operating in web services, consumer product, media, financial services and marketing sectors. During his career, he has had full P&L responsibility for both privately-held and publicly listed companies in Vancouver, Montreal, New York City, Tokyo, Seoul and London. Having built teams of +150 staff and generating in excess of \$50m in deal flow, Matthew has been a keynote speaker at private and broadcast events in Asia, North America and the UK, whilst he and his companies have been featured in international business press including, Thomson Reuters, Dow Jones, Nikkei Asian Review, CTV, and The Wall Street Journal.

Jim Daly, Advisor

Jim Daly is the CEO of Chicago-based Private Brands Sales & Marketing Inc., a leading consumer packaged goods (CPG) agency in the United States with a 30-year track record of excellence. Under Jim’s leadership, the company has solidified its reputation as a best-in-class private/white label service and sales agency, touching every aisle in the store and reaching all segments of retail. Jim has been instrumental in driving the success of his clients fostering strong ongoing relationships with major national U.S. retailers, including Aldi, Sam’s Club, WinCo, CVS, Topco, HEB, and Boots Walgreens Alliance.

Terrance Owen, CFO

Terrance has served as CEO, CFO and Director of several public companies, and is currently serving on the Board of Directors of Eastwood, Bio-Medical Canada (EBM) and Pacific Paradyme Energy (PPE.H) on the TSX-V. He has initiated and managed listings since 1987, for Orchid PRO-DNA (formerly Helix Biotech) and TSX-V listed Avricore Health (\$70m market cap), and TSX listed Helix BioPharma (\$140m market cap). Terrance earned a PhD in biochemistry and was awarded an Industrial Post-Doctoral Fellowship in the private sector and attained an MBA at SFU.

Ted McKechnie, Advisor

Ted is a renowned thought leader in the Canadian food industry. In the past, Ted was President of Maple Leaf Foods, an owner and senior executive at Humpty Dumpty, and a senior leader at Pepsi Co. After a distinguished career as an executive and marketer specializing in food manufacturing, he now focuses on moving the Canadian food sector into the future. Besides being the chairman of Food Starter’s board, Ted is also a chairman of the board for Advanced Technology For Food Manufacturing and serves on the Board Of Governors for St Jeromes University.

Alexander Burkert, CTO

Alex has three decades experience in baby diaper product design, and delivery to global customers. At PT Softex Indonesia, he launched over 20 new baby diaper products, slashing time-to-market from nine to three months, and drove sales to USD \$480 million per year. Alex’s strategic initiatives culminated in the sale of PT Softex Indonesia to Kimberly-Clark Corporation for USD \$1.2 billion. Alexander also led the Pampers line at P&G Brazil for seven years, further showcasing his expertise in the industry. His leadership in reducing costs and improving product reliability has consistently resulted in significant financial achievements.

Doug Mason, Chairman

Douglas has served as a Senior Officer and Director of several public companies and has extensive experience in financings and acquisitions in capital markets. Douglas is Chairman of the Board of Foremost Lithium Resource & Technology (FAT: CNSX). Previously, he was Chairman of Magnum Goldcorp. He was as a Director of Naturally Splendid Enterprises Ltd. and served as the Company’s CEO from 2017-2019. Douglas is also Director and sole shareholder of Waterfront Capital Partners Inc., a management consulting company. Most notably Douglas served as Founder, CEO and Director of the iconic premium beverage brand Clearly Canadian Beverage Corporation.

Robert Sjöström, Advisor

Robert Sjöström has over two decades of leadership experience in global operations, strategy, and digital transformation. He has held key roles, including President and CIO at Essity AB, leading all Hygiene categories (including Baby), Head of group strategy and M&A. He managed a €7 billion budget and oversaw global procurement, supply chain, lead portfolio strategy and digital transformation initiatives. Robert is Chairman of the Board at Midsummer and Board member at Greenly.

Paul Musson, Advisor

Paul brings over 20 years experience as a Senior Vice-President, Head of Ivy team and Portfolio Manager at Mackenzie Investments with \$195.7 billion in assets under management. Paul is currently head of Paddington Capital Management.

JP Dhaliwal, Advisor

Jaspreet brings 20 years experience as a family office CFO and private banking executive for Paris and Geneva based global banks. He began as an auditor at Deloitte.



Matthew Keddy, CEO
Tel: + 1 (647) 237 7744
mkeddy@softndrycorp.com

Soft N Dry Diapers Corp.
4-32465 S. Fraser Way, 262
Abbotsford, British Columbia
Canada V2T 0C7

Thank you.

