

# JUUNOO

THE WALL  
THAT PAYS OFF.

## Beautiful sustainable walls

We are disrupting the global construction sector with circular valuable products and business models.



## THE PROBLEM.



**\$300 billion wasted yearly**  
**1.05% of global CO2 emissions**

### To make it worse:



**sustainable laws**  
scarcity of materials



less skilled workers  
**labor cost**



increasing **flexibility** in  
how we live & work

JUUNOO is solving a part of the global climate change with a **disruptive business model**. This is supported by outstanding technical innovation in interior walls and will reach customers at-scale using the digital assistant JUUNOO Voltage.

Our patented offering is one of the world leading examples of the circular economy, allowing us to **sell goods for a 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, ... time, while tripling net margin with each resale**. We are securing valuable resources in our company thanks to our buyback business model which increases JUUNOO's value.

## old

Drywall  
\$\$\$

## new

JUUNOO  
\$\$\$

buyback

pay \$  
get \$\$\$

pay \$  
get \$\$\$

pay \$  
get \$\$\$

pay \$  
get \$\$\$

2<sup>nd</sup> life=  
**3 x higher net profit**

90% CO2 savings

3<sup>rd</sup> life

4<sup>th</sup> life

# JUUNOO

the norm



the new norm

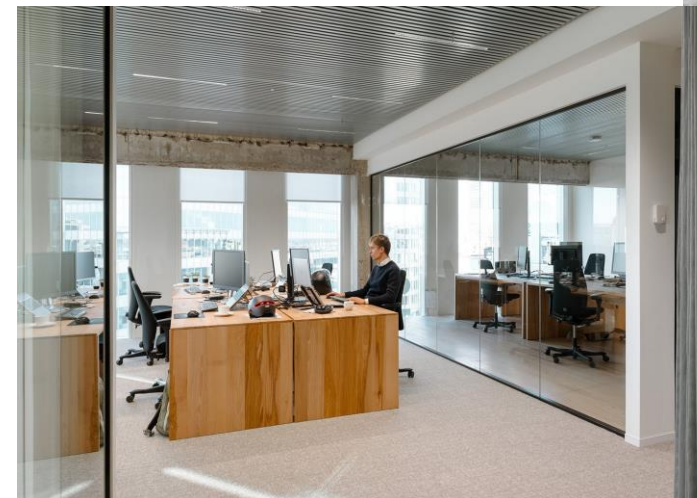
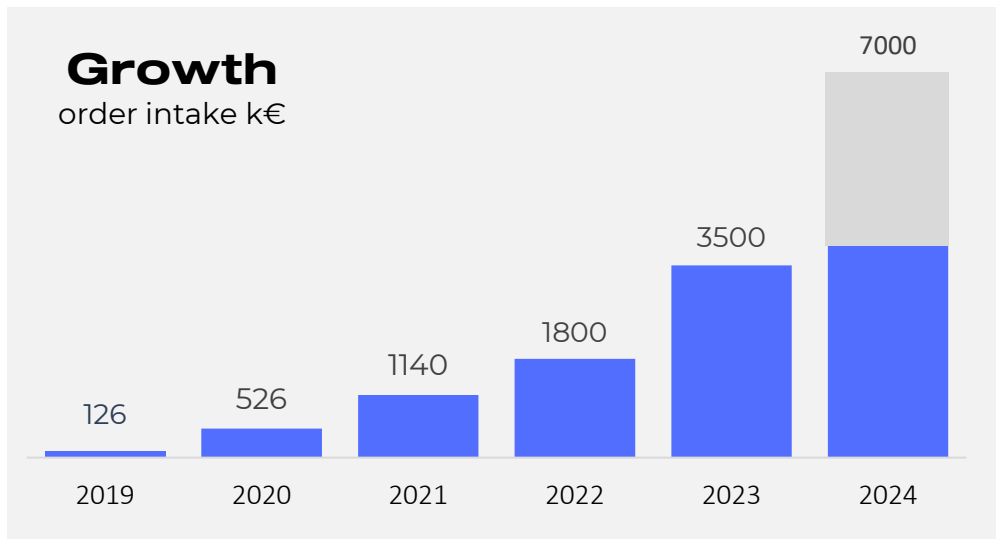


JUUNOO provides **circular valuable** solutions for **commercial real estate**. It provides modular meeting pods, demountable walls and acoustical glass fronts.

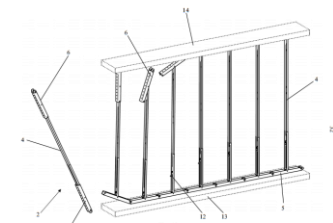
The systems clicks together to create **flexible spaces**. Due to **increases in productivity & well-being** of workers. The wall can be dismantled and rebuilt just like Lego. Height, length, looks, ... can be changed each time.



Two Trees – Domino Sugar Refinery  
modular pods - NY



Deloitte – Belgium - demountable wall

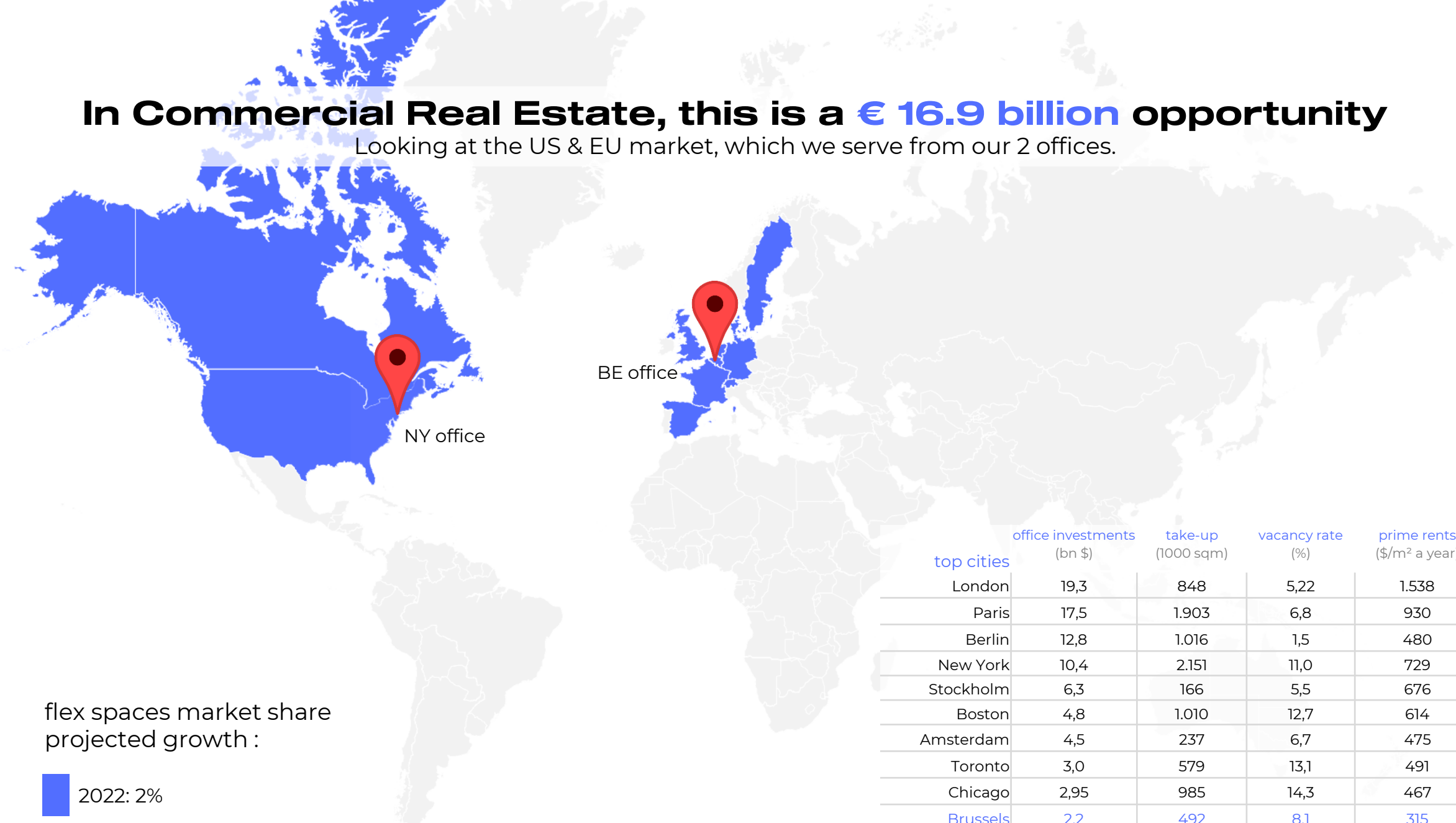


EU & US patent



# In Commercial Real Estate, this is a € 16.9 billion opportunity

Looking at the US & EU market, which we serve from our 2 offices.



flex spaces market share  
projected growth :



Source: JLL 2021 occupier survey

top cities	office investments (bn \$)	take-up (1000 sqm)	vacancy rate (%)	prime rents (\$/m <sup>2</sup> a year)
London	19,3	848	5,22	1.538
Paris	17,5	1.903	6,8	930
Berlin	12,8	1.016	1,5	480
New York	10,4	2.151	11,0	729
Stockholm	6,3	166	5,5	676
Boston	4,8	1.010	12,7	614
Amsterdam	4,5	237	6,7	475
Toronto	3,0	579	13,1	491
Chicago	2,95	985	14,3	467
Brussels	2,2	492	8,1	315
Zurich	1	372	4,7	764

Source: BNP Paribas RE: EU office market '20 + NY office market '22 + CBRE global city '20

## Chris Van de Voorde

CEO & Founder

39y, Belgian

**Has a passion for interior walls**



Master in engineering: product design.  
10+ patents & international prizes.

7y head of R&D, procurement & IT at beMatrix: creating reusable walls for trade-fairs. Grew from \$3 to 50 Mio.

He saw the potential of a **circular economy** to replace single use drywalls. Hence he quit his job and started JUUNOO in 2017, today leading a team of +30.

Central vision? **Circular valuable products** in changing markets create allow now business models that complete replace there single-use counterparts. Resulting in **unparalled social and shareholders value**.

## WHY JUUNOO?

### Juul & Noor

The kids of Eline & Chris.



**“Dad, you knew about climate change.  
What did you do?”**

# Team



**Anthony Coussens**  
Finance Manager  
4y KPMG



**Chris Van de Voorde**  
CEO  
Father of Juul & Noor  
7y beMatrix



**Ruben Verhelst**  
VP EU  
3y Co-Founder Unbox – successful exit  
2y McKinsey & 4y Showpad



**Maxime De Scheemaeker**  
VP US  
4y: Decospan

## FINANCE

*Joke Ceuterick*  
Accountant

## PRODUCT

### Physical Engineering



**Lucas Wyffels**  
Product eng.



**Bert Maes**  
Product eng.

### Software Engineering



**Matthias Van Landuyt**  
Software coord.



**Tom Parmentier**  
Software engineer

System engineer  
search

## HR & ADMIN



**Katrien Groenez**  
HR



**Maricia Maes**  
HR & admin

## BUSINESS UNIT EUROPE

### Sales

**Commercial Manager EU search**



**Selim Sahoune**  
BD BE



**Gert Van Mechelen**  
BD BE



**Kelly Debaere**  
Technical Inside Sales



**Anaïs Sarrazin**  
Technical Inside sales

### Operations



**Jan Van den Brande**  
Technical Advisor



**Gregory G.**  
Technical Advisor



**Thomas**  
Technical Advisor



**Nouaman Hilali**  
Project Designer



**Benny Degrendel**  
Project Designer



**Bart Claessens**  
Team lead prod.



**Stephanie Desmet**  
Procurement



**Rein Moreels**  
Warehouse



**Miguel Faes**  
Warehouse



**Carl Van Landuyt**  
Warehouse



**Sepp Desloover**  
Warehouse

## BU USA

### Sales & Ops



**Jonatan Agostino**  
Sales Manager



**Matthew Benson**  
Product Marketeer



**Evan Silver**  
Project leader



**Sofie De Geest**  
SPOC USA



**Nicholas Ambriogo**  
Project leader

## Actions that drive us.

1

### Learn smart

As 1 of the 8 billion people in the world, we possess only a fraction of the global knowledge. We accelerate growth by learning from those who have already done what we want to achieve or improve. That's why we get out of our comfort zone and find those experts. Fix meetings, listen, learn and outsmart those who want to go alone.

2

### Create impact

Creating impact is what we pursue at JUUNOO every day. By 2030 we will make our sustainable business model the new global norm within the construction industry. Every day we build a lasting and positive impact. Doing so inspires others to take action with us, which creates tremendous leverage for our efforts.

3

### Get things done

To create a real impact, we need to get things done. That's why we commit to a plan and act fast without fear. Internal discussions are brief and to the point because the real action happens outside our offices. We work harder and smarter than our unsustainable competitors and always remember to celebrate our achievements.

4

### Build trust

We react honestly and directly, even if we don't have all the answers. At JUUNOO, we proactively take responsibility for our actions. Doing what you have promised to do by the agreed date leads to mutual trust. This enables us to make faster and better decisions and ultimately increases the speed of JUUNOO.



# JUUNOO

THE WALL  
THAT PAYS OFF.

**Let's create impact together.**

Chris@juunoo.com

0032 473 46 26 50

Cornerstone JUUNOO investors

