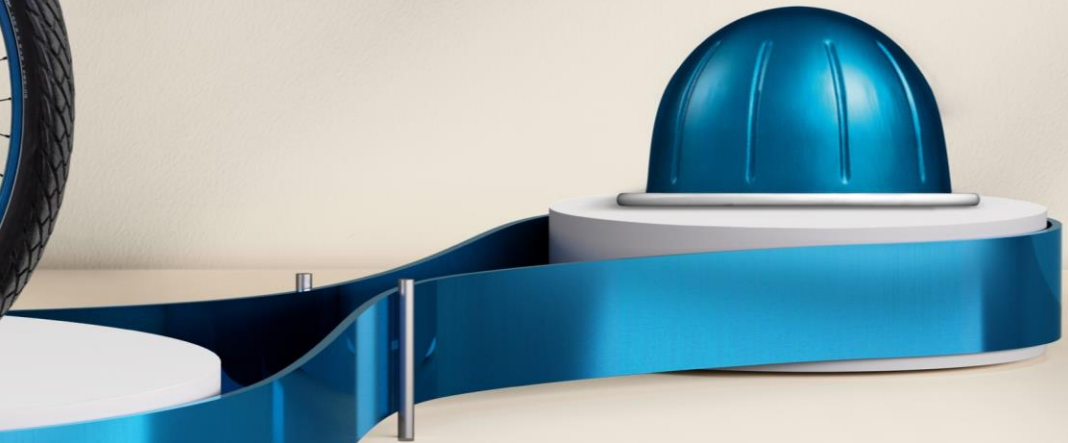


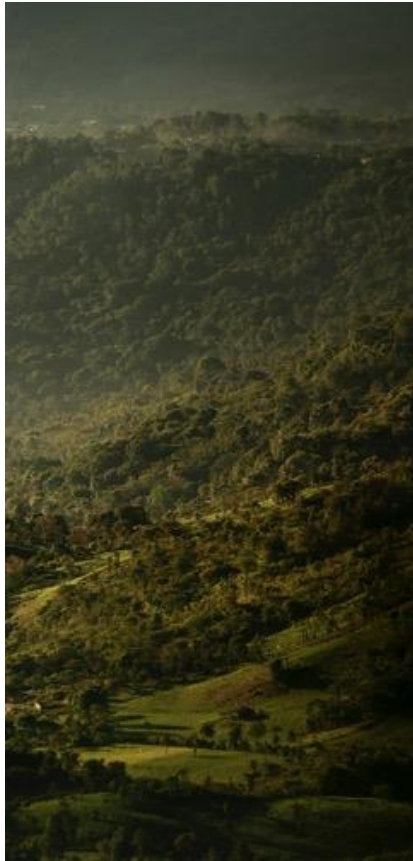
# RE:CYCLE

milob | NESPRESSO



CULTIVATE THE MOVEMENT

# NESPRESSO SUSTAINABILITY – OUR FIVE STRATEGIC PRIORITIES



CLIMATE –  
NET ZERO



REGENERATIVE  
COFFEE



EMPOWER  
COMMUNITIES



ADVANCE  
CIRCULARITY



B CORP

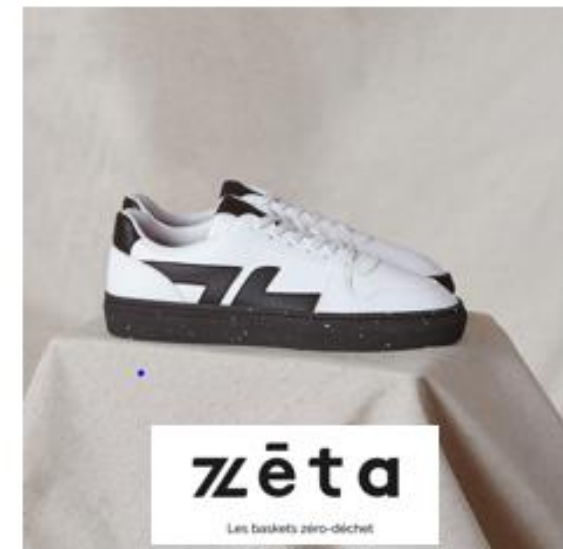


ADVANCE CIRCULARITY

WE BELIEVE THAT  
NO RESOURCE  
SHOULD BE  
THROWN AWAY



TURN WASTE INTO SECOND LIFE



# SECOND LIFE:

## A STRATEGIC PLATFORM FOR THE SWISS MARKET

### THE 2<sup>ND</sup> LIFE PLATFORM IS TO SERVE THE BRAND

- DEMONSTRATE NESPRESSO'S COMMITMENT TO SUSTAINABILITY
- DEMONSTRATE THE CONCEPT OF CIRCULARITY IN A MEANINGFUL AND TANGIBLE MANNER
- ENHANCE RELEVANCE AND INCREASE BRAND DESIRABILITY
- INCREASE RECYCLING RATE
- **SHOW BRAND'S IMPACT BEYOND JUST A CUP OF COFFEE**



# THE SECOND LIFE SUCCESS STORY



2016

2017

2018

2019

2020

2021

2022

2023

2024

(25 years recycling)

(30 years recycling)

(10 years of recycling at home - Swissness platform)





# MILOO – OUR MISSION

## THE EVOLUTION OF E-BIKES



### With different needs

	Cargo		Quality
	Comfort		Fun
	Autonomy		Polyvalence
	Security		Anti-theft
		Service	



“There has been a *shift* from e-MTBs and e-city bikes to e-SUV bikes”

Velosuisse.ch

50% of cars today are SUV  
E-bikes are following the same trends

# SUSTAINABILITY IS OUR DNA



**Promoting Safety and visibility on the road**



**Creating the first autonomous ebike in the market with solar energy**



**Creating the most sustainable possible ebike in the market**



**Creating a special bike for Marco Odermatt so he can train in summer.**

# CLASSY INFINITE BY NESPRESSO

87% CO2 saved through production  
80% made of recycled materials

