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digitize. manage. match.

For institutional investors only

SERIES A+ FUNDING ROUND

IoT Supply Chain Management Platform for Liquid Container Fleets

Packwise at a glance
Raising €5m in series A+ round with planned participation of existing shareholders

- **Leading provider of an innovative Industrial IoT platform for the monitoring and management of mobile liquid container fleets in the process industry** (chemical, pharmaceutical, food/agriculture) through a hardware-software combination of sensors with a SaaS platform.

- **Strong commercial traction** with customers and partners in Europe and the USA (32 customers under contract), including ASK Chemicals, BASF, Mauser Packaging, Merck, Rinnen, Solvay; three immediate customer acquisitions in the USA following market entry in Q3 2024.

- Packwise has **pioneered and set the IoT technology standard in the remote monitoring of Intermediate Bulk Containers** (IBC), the most common form of transport packaging for liquids in the process industry.

- This represents an **IoT business opportunity of about €35bn annually** (TAM), which Packwise exploits with its sensor-based **SaaS business model**.

- There is **significant scaling opportunity beyond IBCs**, and Packwise is already adopting its technology to additional types of containers and tanks.

- Packwise offers **unprecedented insights** into critical data along the liquid supply chain. Sensor data on fill levels, location, movement, and the condition of each container is captured with high precision in real time, then automatically visualized and intelligently analyzed with additional potential thanks to new functionalities.

- **Customers benefit** through unparalleled transparency and efficiency gains in logistics, increased effectiveness of customer service and sales, cost savings in production and procurement as well as improved quality management and sustainability.

- Packwise makes the step from disposable to reusable containers possible, hence **enables container circularity and carbon reduction** in the supply chain, and it enables industrial packaging suppliers to roll out packaging-as-a-service and container rental business models.

Packwise at a glance
Company profile & key facts

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Corporate
- Founded 2017; based in Dresden, Germany
- 21 **employees** (as of 9/2024)
- €7.4m **capital raised** (of which €6.4m equity) and invested in product and business development
- Planned **revenues**: €0.8m 2024, €3.4m 2025 (2023: €0.5m)
- Planned **ARR**: €0.4m 12/2024, 1.5m 12/2025 (2023: €0.2m)

Business
- Provider of an **Industrial IoT platform** for the management of liquid goods and mobile containers in the **process industry** (chemical, pharmaceutical, food)
- Sensor-based **SaaS business model** with two income streams
  - **Software platform usage fee**: recurring (36/60 months typical contract durations)
  - **Sensor setup fee**: typically paid upfront (every sensor creates a positive profit margin)

Market
- **Industrial Bulk Containers** (IBC) = Packwise's current main market
- IBC units in circulation:
  - 350m worldwide, 120m Europe + North America
- TAM per annum (software usage fee + sensor setup fee):
  - €35bn worldwide, €12bn Europe + North America

Commercial traction [1]

- **>6k** containers **under management**

- **111k** units in **contract pipeline for** container management
  - **62k** in Europe, **49k** in USA

- **€52m** contract **pipeline value**

- **32** paying customers with **long-term framework contracts**
  - **29** Europe, **3** USA (new market since 8/2024)

- **35** customers in **negotiation stage**
  - **23** Europe, **12** USA (new market since 8/2024)

[1] as of 9/2024

An important tool to improve sustainability and financial performance
Strong customer benefits from day one through efficiency improvement

Process industry loses track of its products once they leave their sites.

- Where are the products?

- Does the client still have sufficient product on stock?

- Where are the empty containers?

- Does the product survive transport?

- When to be ready for the next order?

- Can the containers be reused?

- How to guarantee product availability at the client's site?

The real time answer to these questions creates tangible benefits for the client and leads to positive unit economics for each sensor.

Packwise enables new, sustainable business models (pay per use, packaging-as-a-service, recycling, ...).

Transparent Logistics
Transparent goods movement enables efficient processes

Customer Service & Sales
Greater revenue thanks to new service models

Production
Lower costs through forward-looking production planning

Procurement
Smaller container fleet with the same transport volume

Quality Management
Fewer losses thanks to permanent monitoring of materials

Sustainability
Conserves resources and reduces CO_2 emissions

Team strength and customer added value of the Packwise solution pays off

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Products & Business model

Industrial IoT supply chain solution for liquid container fleet management

1 **Packwise Flow**
Proprietary data analysis software platform and web application

2 **Packwise Smart Cap**
Proprietary data acquisition device

SaaS fee (recurring)   **+**   **Sensor** setup fee (upfront)

Selected customers

32 customers under contract in Europe and in the USA

ASKCHEMICALS · BASF We create chemistry · SERVOPHIL
Finke · Follmann Chemie · H2 ORTNER · HÄFFNER GMBH & CO. KG
Hakle · Hesse Lignal inspiring you · KLÜBER LUBRICATION · mcd
hubergroup · RINNEN · SOLVAY
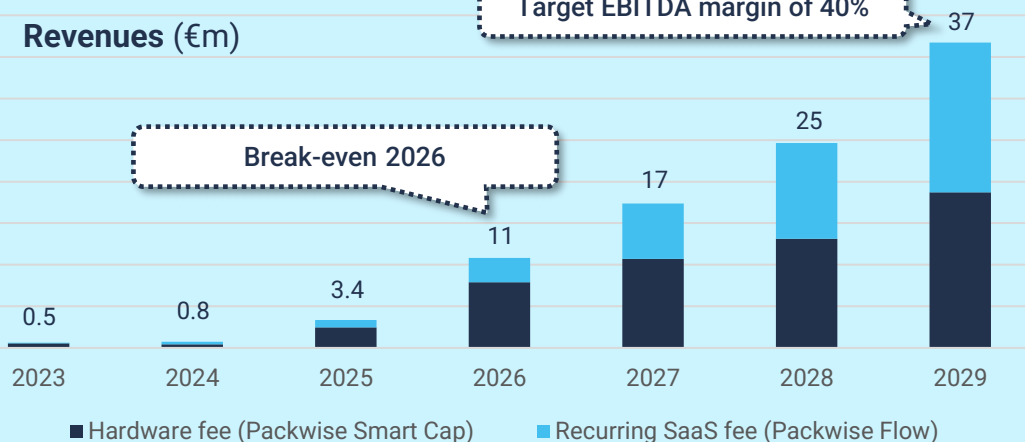MERCK · CHEMIE-VERTRIEB Gruppe · CV CV CV

- Chemicals
- Coatings
- Lubricants
- Packaging
- Logistics
- Other

Financials

Revenues (€m)

Target EBITDA margin of 40%

Break-even 2026

2023	2024	2025	2026	2027	2028	2029
0.5	0.8	3.4	11	17	25	37

■ Hardware fee (Packwise Smart Cap)   ■ Recurring SaaS fee (Packwise Flow)

Team of 21 employees

9 Product/technology development | **7** Sales & business development
3 Operations & support | **3** Working students

Management / founders (43% ownership)

Gesche Weger
CEO

Felix Weger
BizDev & Innovation

René Bernhardt
CTO

Digitizing liquid goods & container fleets
Initially addressing very sizeable IBC market

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Intermediate Bulk Containers (IBC)

- **Most common form of transport packaging** for liquid goods in the process industry
- **Conventional** way of IBC usage is
  - inefficient and costly
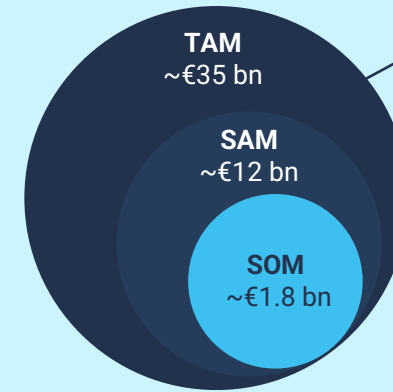 - not geared towards sustainability although demanded by regulation and the market

> **PW** boosts efficiency and reduces the carbon footprint of liquid good logistics and container fleet operation by **making it possible to use containers in cycles.**

Global IBC IoT market size [1]

- TAM ~€35 bn
- SAM ~€12 bn
- SOM ~€1.8 bn

Global IBC IoT hardware-software revenue potential p.a.

IBC containers circulating each year:

350 million worldwide

120 million in **EU & NA**

Chemical industry   Pharma industry   Food/agriculture industry

[1] Sources: Databridge; Packwise calculations

PW enables circularity & sustainability

- ✓ Makes containers **returnable / re-usable**
- ✓ Optimizes the **lifecycle** of containers
- ✓ Increases the **number of cycles per year**
- ✓ Minimizes container **loss** rates
- ✓ Improves supply chains' **carbon footprint**
- ✓ Allows meeting the EU regulation's **packaging waste reduction goals**
- ✓ Enables **packaging-as-a-service** and **IBC rental** business models

Production   Warehouse   Customer   Cleaning

Six most important functions of the PW solution

Production planning
„Increased product consumption"

Monitoring of BBD
„BBD is reached"

Traceability
„Delivery has left the site"

Vendor Managed Inventory
„Low inventory at the customer"

Supplier   **Customer**

Temperature monitoring
„Temperature is out of range"
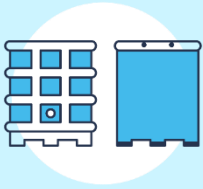
Container take back
„52 containers are ready for collection"

Easy to install – easy to use

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PW Solution suitable for multiple types of containers and applications
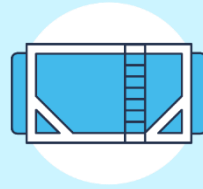
Mobile and stationary

Plastic IBC

Stainless steel IBC

Stationary Tank containers

Tank Container

1. Packwise Smart Cap

Best-in-class sensor – plug and play, retrofittable and scalable

Pull off protective foil.

Put on the Smart Cap.

That's it!

2. Comprehensive and reliable sensor data

Digital twin: Stay in touch with your container and chemicals - globally

Fill level
Ultra-precise and non-intrusive radar

Location
Indoor/Outdoor globally

Temperature
Threshold alarm

Movement
Action based measurements

Shock
Direct damage reports

3. Intelligent software platform

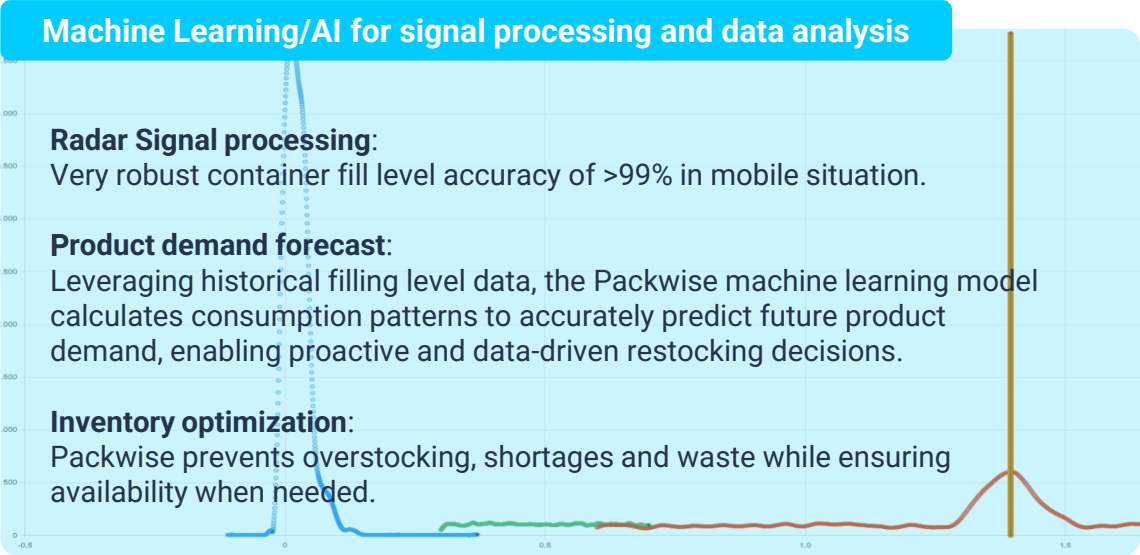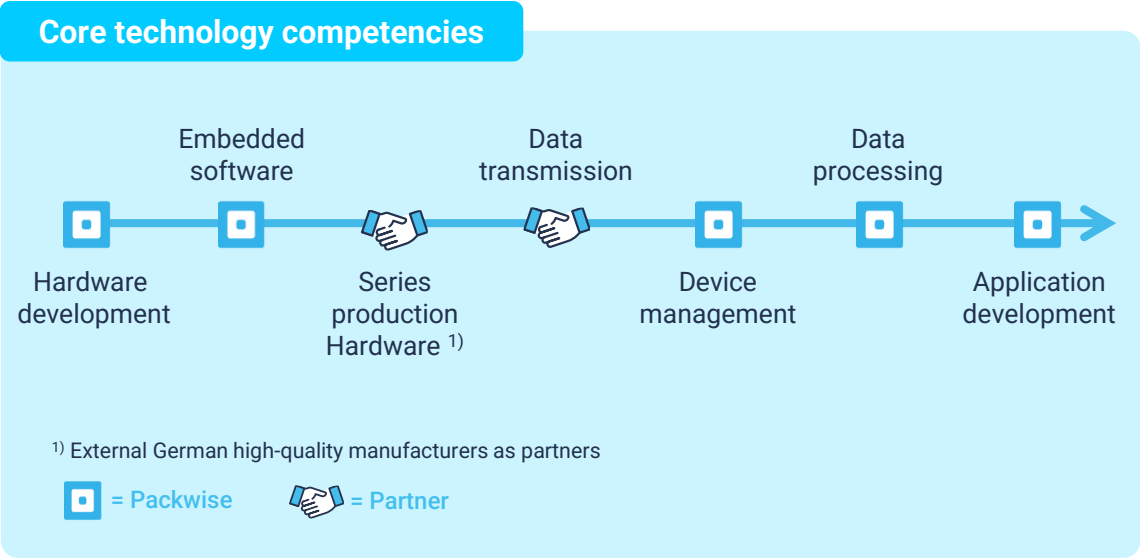**Packwise Flow**: Intelligence for efficient processes

- **Clear dashboard:**
  All containers and products in view at all times
- **Individual action triggers:**
  Notifications or automations for optimal processes
- **Collaboration and sharing:**
  Shared data access for suppliers and customers
- **Easy integration via API:**
  Standardized and well documented interface to customer ERP systems and other third-party systems

Competitive edge
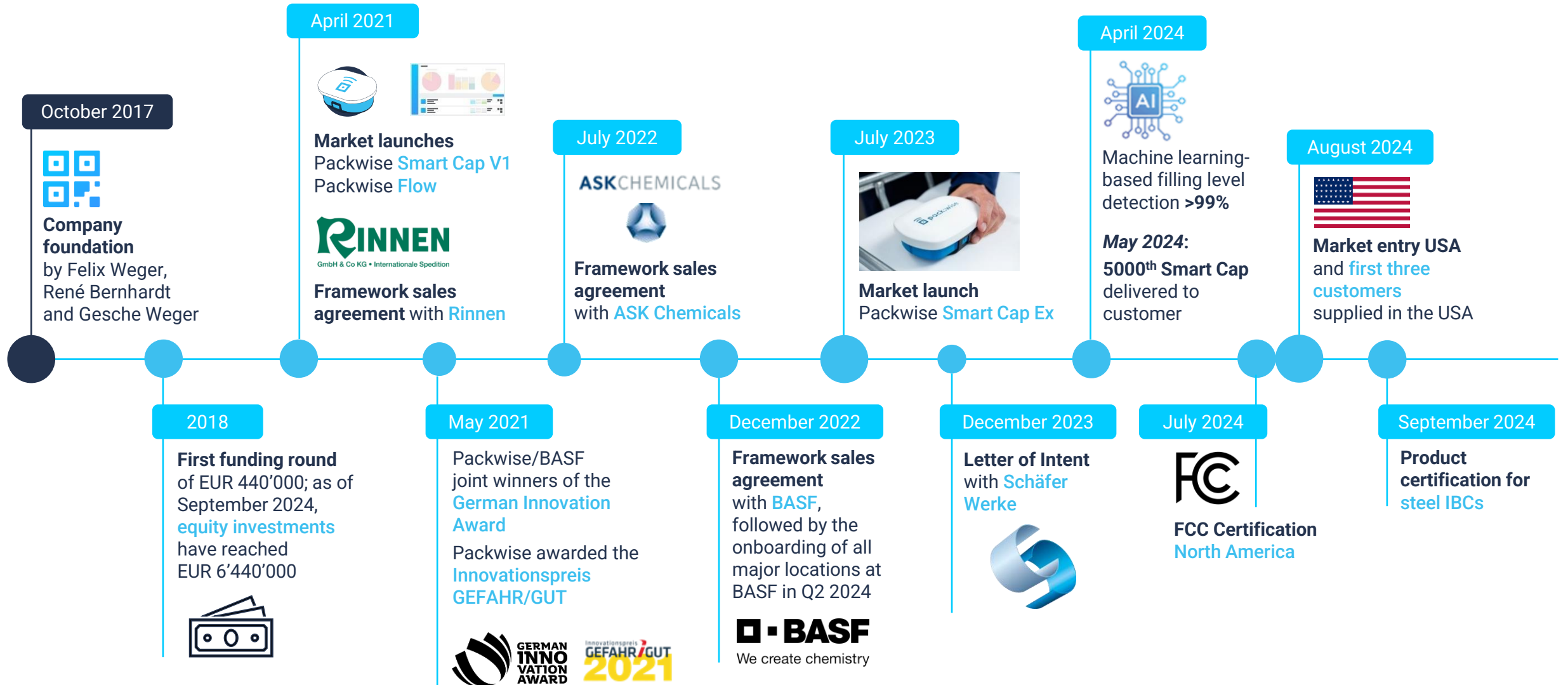## Best in class combination of sensors with AI-powered SaaS platform

Packwise vs. competition

Product	Smart Cap Ex (pack:wise)	Micropilot FWR30 (Endress+Hauser)	FoxRadar (FoxInsights)	iRadar (LASSO)	TEK 880 Tank Level Radar (Tekelek)	VEGAPULS Air 23 (VEGA)
Price	🟢	🔴	🟢	🔴	🟢	🔴
Software features	🟢	🟡	🟡	🔴	🔴	🟡
Hardware features	🟢	🟡	🟡	🔴	🟡	🟡
Certifications	🟢	🔴	🔴	🟡	🟢	🟡

Core technology competencies

Hardware development → Embedded software → Series production Hardware [1] → Data transmission → Device management → Data processing → Application development

[1] External German high-quality manufacturers as partners

🔲 = Packwise   🤝 = Partner

Machine Learning/AI for signal processing and data analysis

Radar Signal processing:
Very robust container fill level accuracy of >99% in mobile situation.

Product demand forecast:
Leveraging historical filling level data, the Packwise machine learning model calculates consumption patterns to accurately predict future product demand, enabling proactive and data-driven restocking decisions.

Inventory optimization:
Packwise prevents overstocking, shortages and waste while ensuring availability when needed.

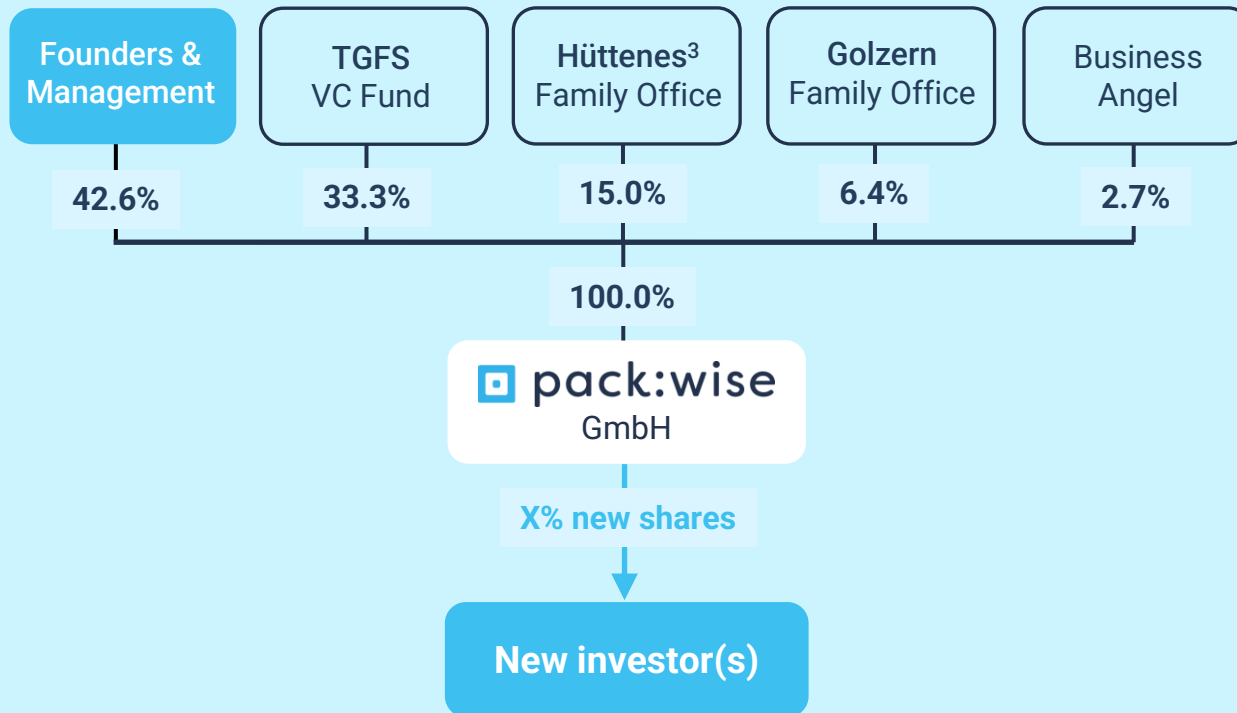| Advantage	Description	Area
Focus on Mobile Liquid Containers	Deep expertise to meet industry-specific challenges and create a complete solution.	Team
Proprietary Hardware, Firmware & Software	- Full control - Fast response to customer needs - Fast development - Tailor-made for supply chain use cases	Product
Certifications	- Fully certified product (IECEx / Atex/ CE/ RED) - Certification delays market entry of competitor	Product
Best Price-Performance-Ratio	Quality and price leader	Product
Proprietary Data Set	Through machine learning, Packwise continuously uses data to improve its products and services, ensuring greater efficiency and performance, creating a barrier to entry.	Analytics
Established Brand	- High level of trust due to customer success stories - Packwise is included as standard in relevant tenders - New solutions will be benchmarked against Packwise	Brand

Packwise key milestones
Certified for USA and EU including explosive atmospheres (IECEx/Atex)

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October 2017

Company foundation
by Felix Weger, René Bernhardt and Gesche Weger

April 2021

Market launches
Packwise Smart Cap V1
Packwise Flow

Framework sales agreement with Rinnen

July 2022

ASKCHEMICALS

Framework sales agreement with ASK Chemicals

July 2023

Market launch
Packwise Smart Cap Ex

April 2024

Machine learning-based filling level detection **>99%**

May 2024:
5000th Smart Cap delivered to customer

August 2024

Market entry USA
and first three customers supplied in the USA

2018

First funding round
of EUR 440'000; as of September 2024, equity investments have reached EUR 6'440'000

May 2021

Packwise/BASF joint winners of the German Innovation Award

Packwise awarded the Innovationspreis GEFAHR/GUT

GERMAN INNOVATION AWARD

Innovationspreis GEFAHR/GUT 2021

December 2022

Framework sales agreement
with BASF, followed by the onboarding of all major locations at BASF in Q2 2024

□·BASF
We create chemistry

December 2023

Letter of Intent
with Schäfer Werke

July 2024

FCC

FCC Certification
North America

September 2024

Product certification for steel IBCs

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Raising €5m to capitalize on technology and market leadership

Committed and competent shareholders

Founders & Management	TGFS VC Fund	Hüttenes[3] Family Office	Golzern Family Office	Business Angel
42.6%	**33.3%**	**15.0%**	**6.4%**	**2.7%**

100.0%

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GmbH

X% new shares

New investor(s)

The existing shareholders plan to participate in this capital round

Use of funds

- Business expansion in Europe and North America through execution and growth of contract pipeline

- Market entry South America

- Product roadmap execution to expand/maintain market leadership, especially software development and data analytics

- Scaling of operations

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Sensor-based SaaS solution enables exponential growth

Revenues (€m)

Target EBITDA margin of 40%

Break-even 2026

Year	Value
2023	0.5
2024	0.8
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2029	37

■ Hardware fee (Packwise Smart Cap)   ■ Recurring SaaS fee (Packwise Flow)
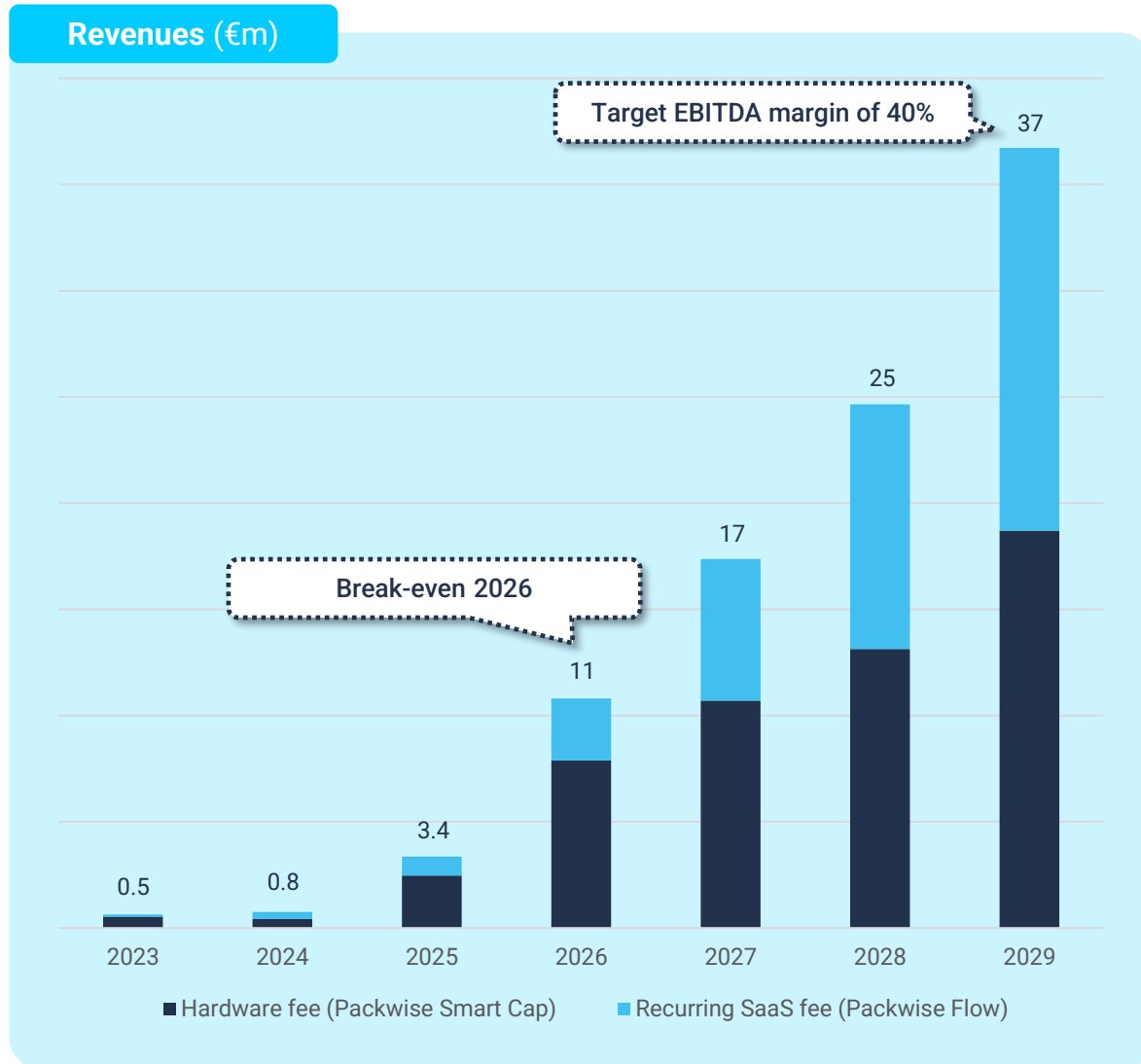
- **Strong commercial traction with customers and partners in Europe and the USA**

- **Multiple immediate customer wins in the USA within a few weeks since market entry in August 2024**

- **Anticipated strong revenue growth acceleration from 2025 supported by contract pipeline worth €52m**

- **Pipeline conversion through intensified sales and marketing efforts post series A+ financing round**

- **7 sales and marketing FTEs to be hired until end-2026**

- **Attractive unit economics**
  - Smart Cap sensors are sold at positive margin
  - Every Smart Cap sold triggers a stream of recurring high-margin SaaS revenues
  - Each smart cap triggers carbon savings through increased efficiency and reuse

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