



HOMEOGARDEN®

The background features a variety of gardening elements: a large head of green lettuce, several small potted seedlings, a pair of orange garden gloves, a coiled brown hose, a metal watering can, a trowel, and a tray of soil. The scene is set against a backdrop of weathered wooden planks.

Organic farming is the future; it is less damaging than conventional faming and learns from mother nature who wastes very little and reuses almost everything.

**HomeOgarden is
creating holistic
organic solutions
for home & garden
for modern world
gardeners.**



70%

of people love to grow their own food.

- Food today is mass produced
- People don't trust it's safe
- They don't feel connected to food

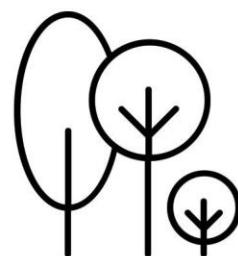


Over 10 million people in USA had contact with new age practices and ideas

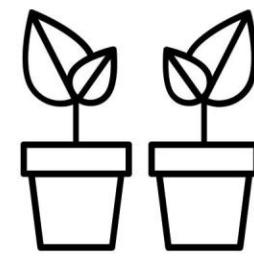
39 % of people in the UK had tried alternative therapies.



A growing segment of population is looking for non-harmful organic solutions for gardening.



They regard themselves as environmentally friendly & ecologically aware.



They already grow their own food or they want to start doing so.

They are looking for fully organic and holistic gardening systems that will fit their lifestyle



These customers are often confused since many companies offer both agrochemical and organic solutions.



They do not want to buy traditional agrochemical solutions which are harming the planet and their bodies.



Customer profiles

millenial



young urban gardener

20 - 40 years old

Time sensitive

Always in stress

organic mother



health concerned mother

30 - 50 years old

Insecure

Worried about pesticides

Today's solutions



agrochemicals



partial solution;
confusing customers



homemade
solutions

Why it doesn't work?



Ineffective



Not fully organic



Out-dated

**THEY DO NOT FIT THE
LIFESTYLE CHOICES OF
NEW AGE CUSTOMERS**

Our Solution

“Creating fully organic & holistic gardening systems „

**TAKING CARE OF PLANTS
THROUGH ALL SEASONS**



Organic soil
preparation

Organic fertilization
(plant nutrition)

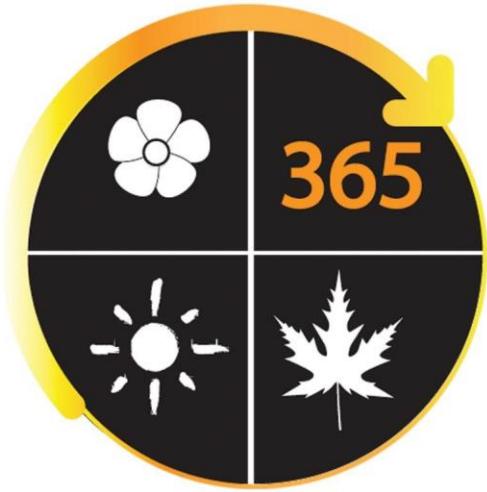
Care and
protection

Characteristics

-  Non-traditional, non-chemical formulations
-  Non-harmful organic solutions
-  Organic & holistic system, that covers all stages of plant growth
-  Very easy to use

The most secure way of gardening for human and nature.





Soil preparation



Basic fertilization



Natural plant
strengthening



Fertilization during
the vegetation all
year around



Natural increase of
plant resistance to plant
diseases and pests

Awesome features



Holistic and fully organic



Effective small size packaging
for easy distribution



Environmentally friendly and fit
to our target customer lifestyle



Very easy to apply



New generation formulations



Holistic organic approach

gardens



- 1 Soil preparation
- 2 Basic organic fertilization
- 3 Plant strengthening
- 4 Regular organic fertilization
- 5 Raising plant resistance



urban areas



- 1 Compressed organic soil
- 2 Grow in a bag with organic fertilization
- 3 Regular watering with natural water
- 4 Grow your own urban garden anywhere



Organic and holistic new generation solutions for gardens



Organic
all the way



With love and
care for nature



Fair price



Easy to use



Eco - efficient
products



L

Over 10 million people
in the U.S. had some
contact with New Age
practices or ideas.

Heelas, Paul (1996). *The New Age Movement: Religion,
Culture and Society in the Age of Postmodernity*.



Market sizing



Total Slovenian
market



Total Croatian &
Austrian market



Total European
market

EU wide competitors



Not fully organic

Expensive

No holistic approach

No new age customers



Not fully organic

Expensive

No holistic approach

No new age customers



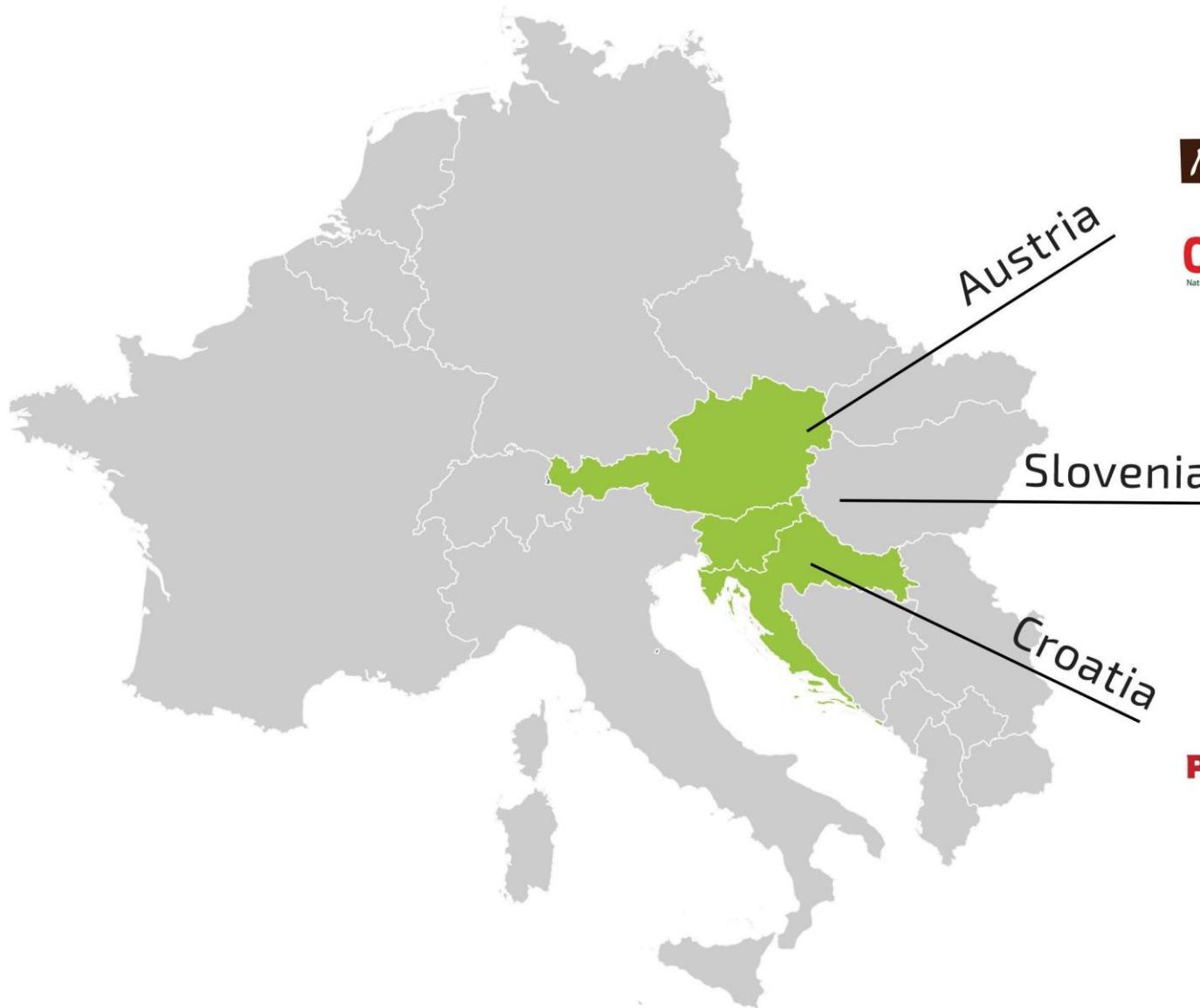
Fully organic

Fair price

Holistic approach

New age customers

EU local competitors



Naturen®
KRAFT DER NATUR

Oscorna®
Natürliche Dünger und Bodenverbesserer



Austria

Slovenia

Croatia

BIO Plantella

Cuetal
Za bujno rast!

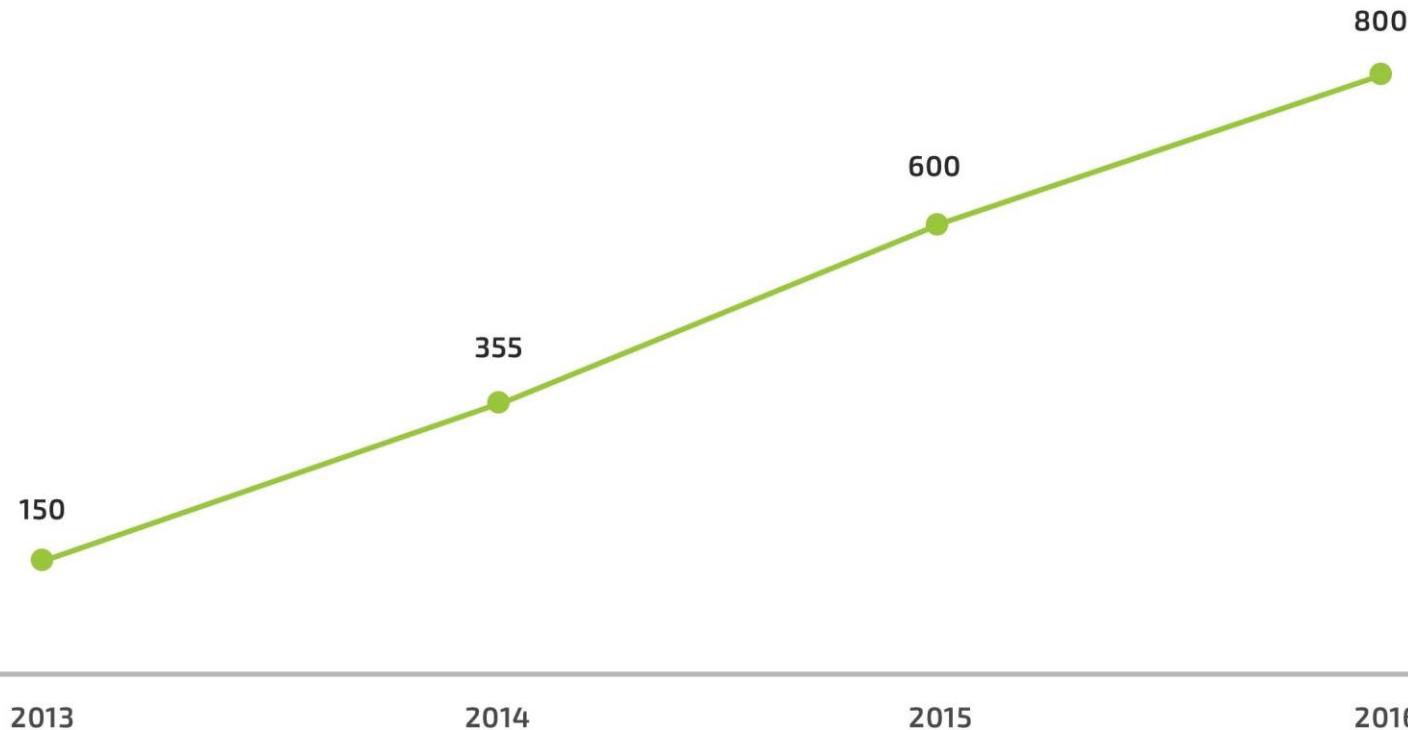


Naturen®
KRAFT DER NATUR

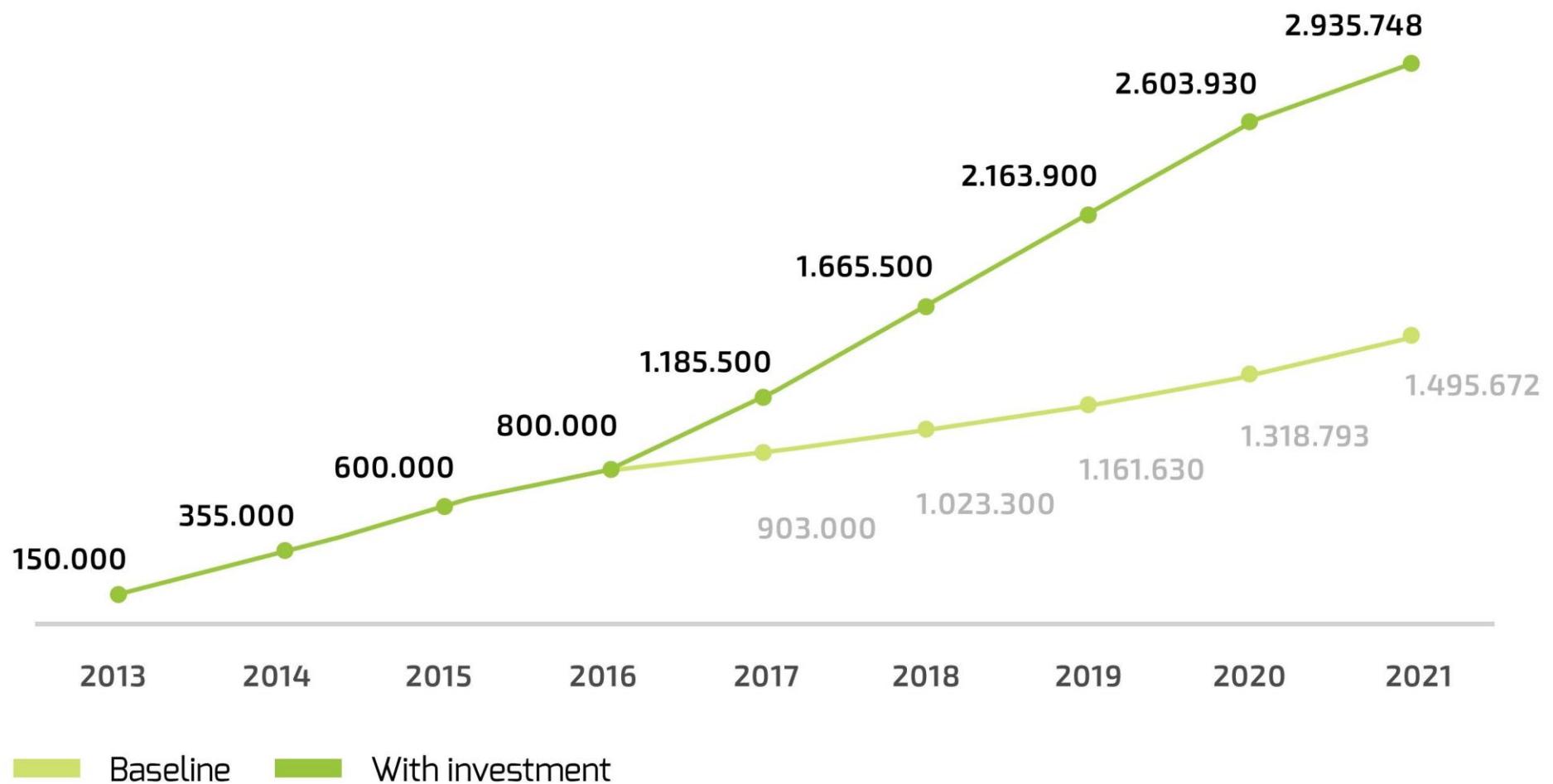
BIO Plantella

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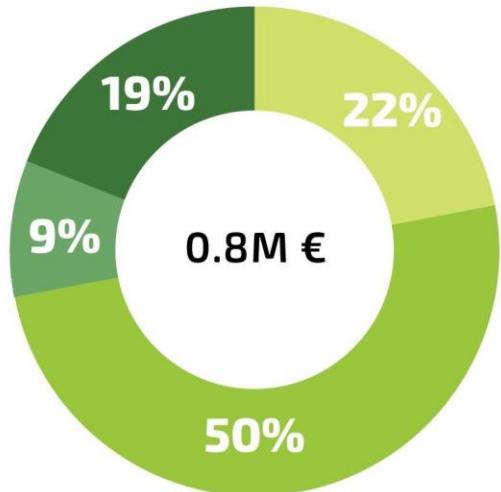
Revenue has been increasing steady



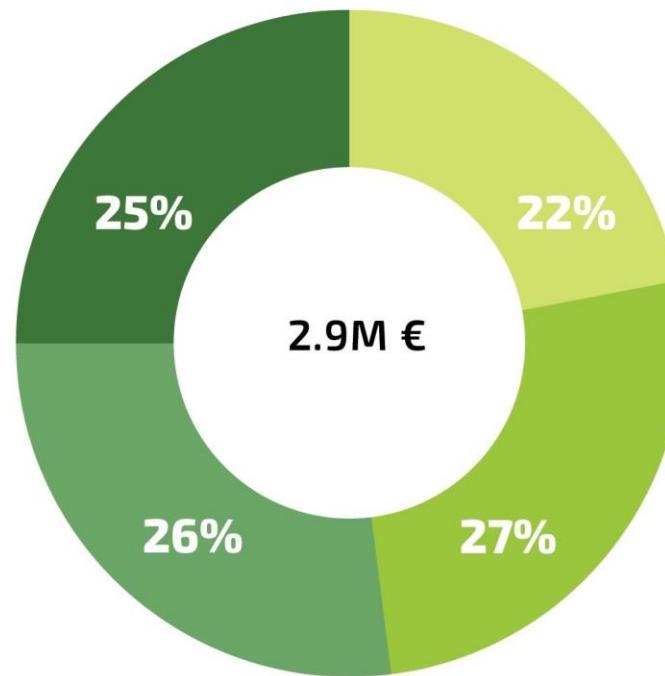
But the company has potential for much faster growth



Growth will come from all markets

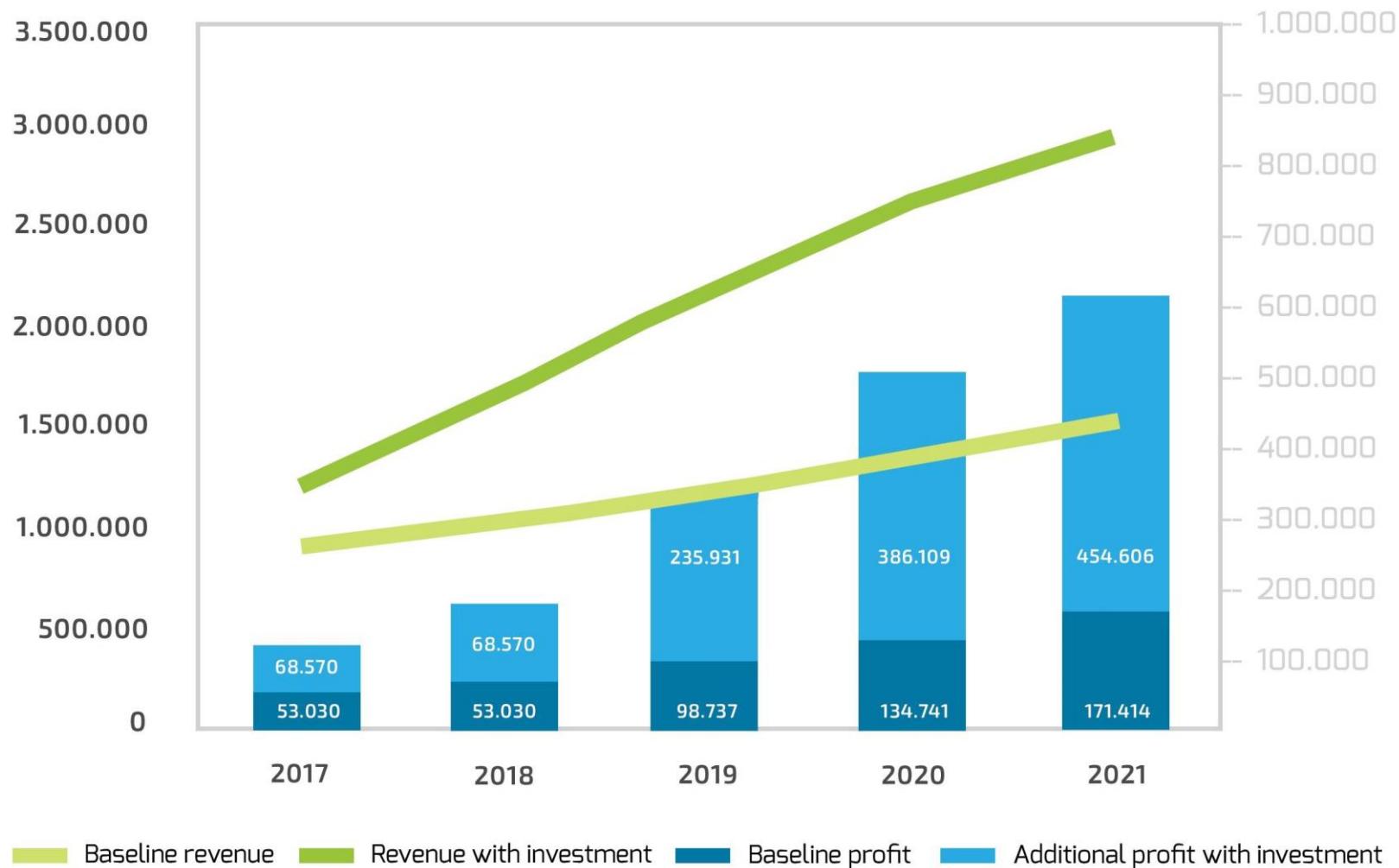


- Austria
- Croatia
- Slovenia
- Other markets

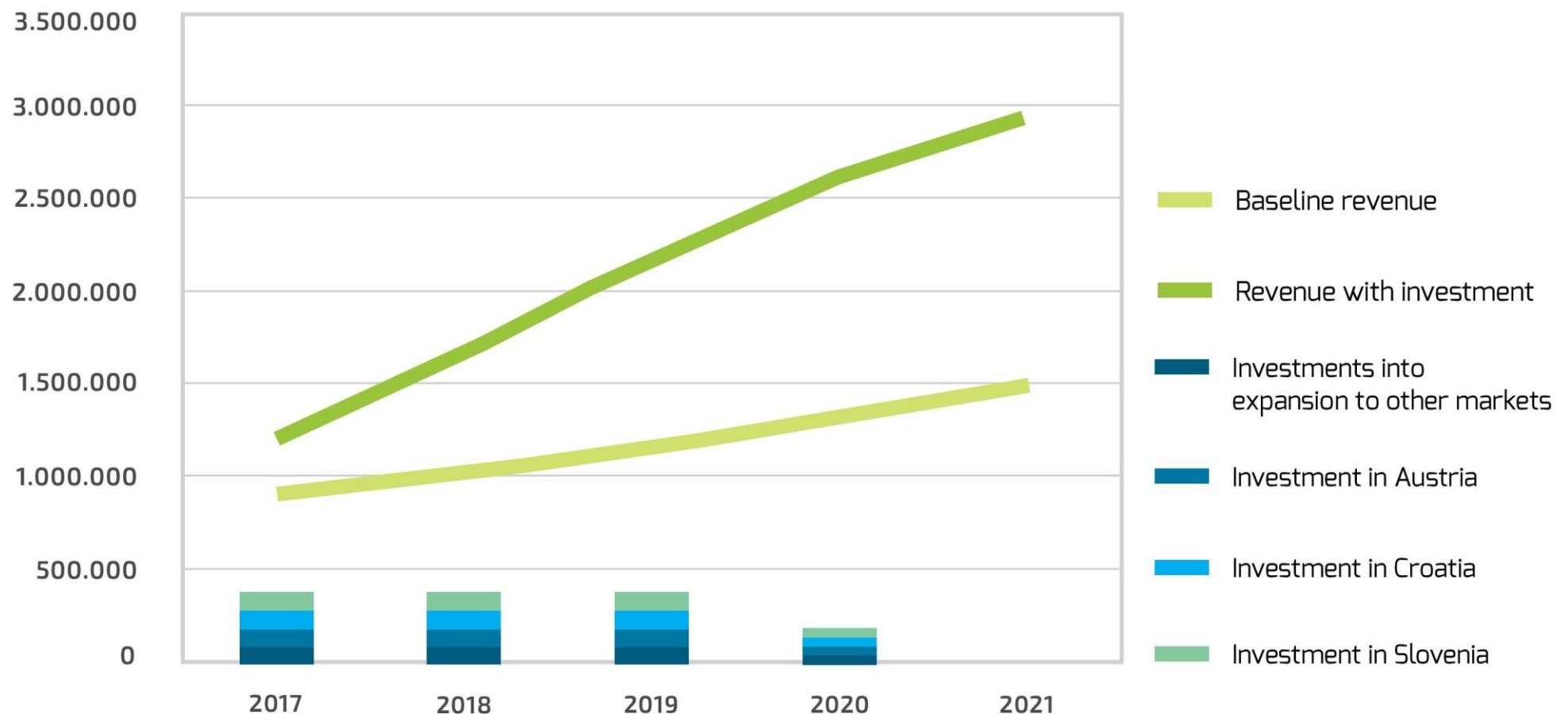


- Austria
- Croatia
- Slovenia
- Other markets

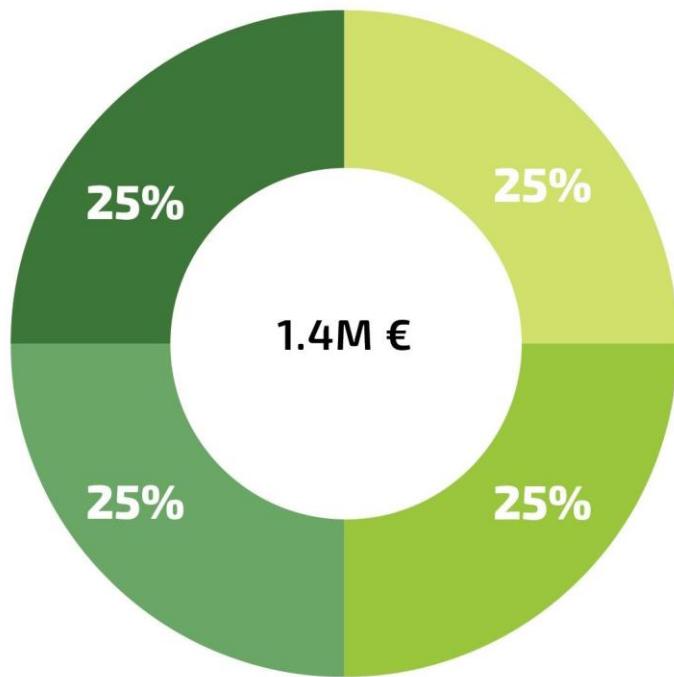
It will also increase profits...



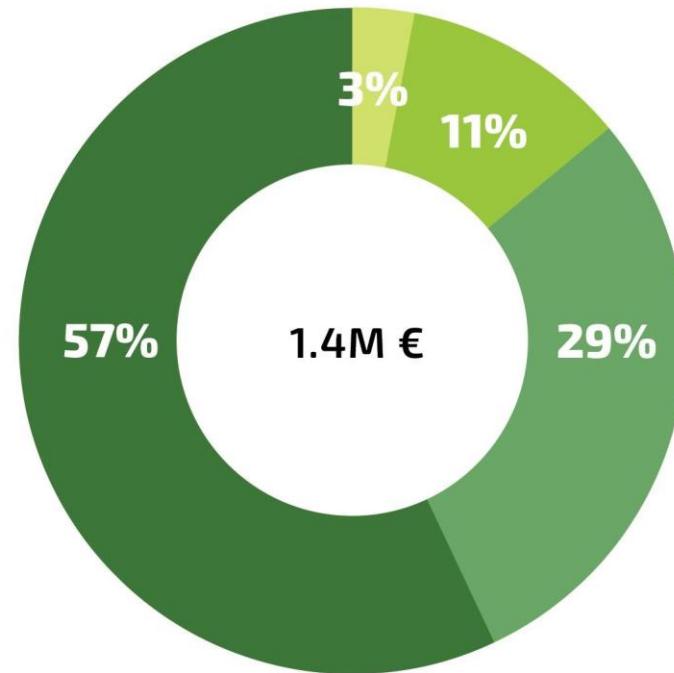
Required investments into marketing and sales operations



Split budget



- Investments into expansion in other markets
- Investment into expansion in Slovenia
- Investment into expansion in Croatia
- Investment into expansion in Austria



- Marketing support
- Other
- New product development
- New sales activities

- HomeOgarden Trademark is a protected brand name and registered all over EU and Switzerland
- Natur im Garten Certificate, central EU organic farming certificate and Slovenian organic farming certificate
- HomeOgarden also holds a patent (Int.Cl. B65D5/00 , A01G 9/00) on packaging system of organic substrates



Highly experienced founders



Aleš Pfeiffer, CEO

15 years of experience

Mercury master degree in
marketing & sales

EU market specialist



Marko Hočevář, R&D Manager

21 years of experience

Degree in agronomics

More than 300 newly developed
unique products

**+ 8 highly trained sales specialists, 50 organic gardening
ambassadors and 50.000 followers**

Advisors & partners



Vaikunthanath Das Kaviraj

Homeopathy for
Farm and Garden

Author



Karl Ploberger

Bio Gardener

Journalist, Author



Dr. Aleš Pustovrh

ABC Accelerator

Program Manager,
Business Developer
and Co-owner



SLOVENSKI PODJETNIŠKI SKLAD

The Slovene Enterprise Fund | Good practice award

The Slovene Enterprise Fund is a public financial fund supporting startups in the Republic of Slovenia.



HOME.O.GARDEN

home & organic garden



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R&D and development manager

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