

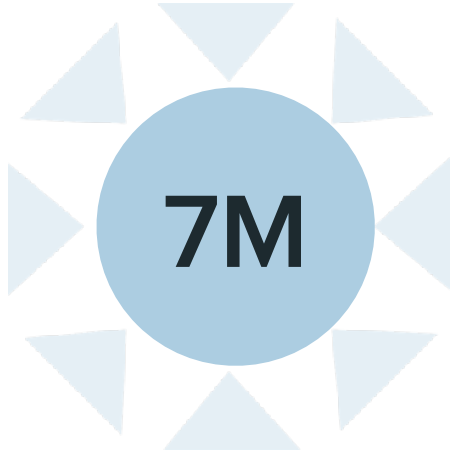


**Breathe
the
Future** 



99%
of the world's population
Breathes unsafe air.

You are probably one of them.



Premature deaths caused by pollution per year



Hospitalised patients dying in US from HCAI or cross-contamination




Health damage from pollution = \$5.7 trillion per year



EU pollution cost per person

LIVES

MONEY



**Air quality, like
drinkable water,
will not adjust itself.**

It's a systemic problem.
It's a company liability.
It's closely linked to climate change!

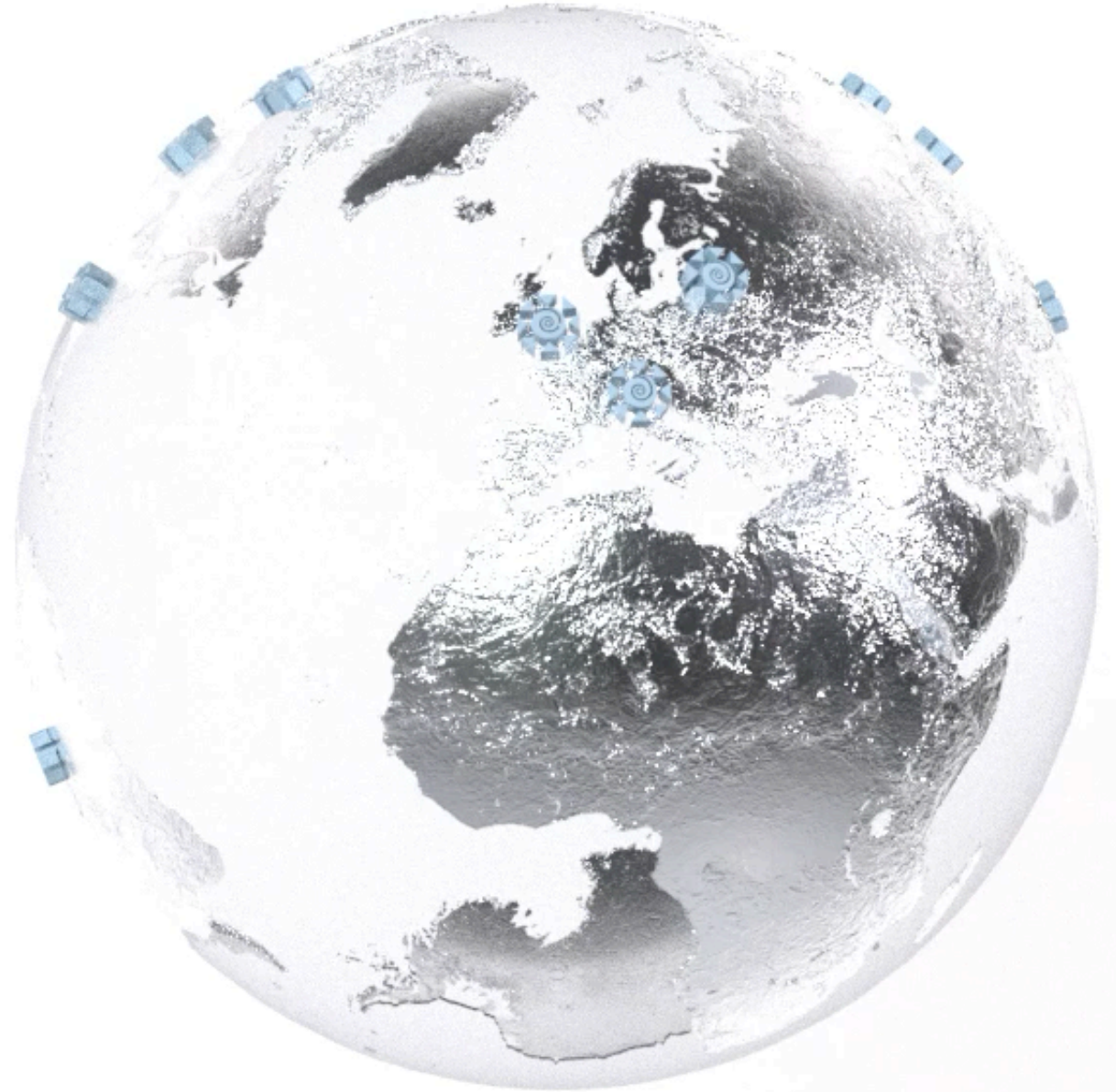
We only have a few
years to save the planet.
We can't stop emissions
in one day.
What if..

An aerial photograph of a circular stone structure in a forest. The structure consists of a central circular stone with a spiral pattern, surrounded by ten triangular stones arranged in a ring. The scene is illuminated by warm, golden light, suggesting sunrise or sunset. The surrounding forest is dense and green.

The future is
already here.

Become a Pure Air Hero.

Lead a world-changing project, be part of a community of pioneering people and join fellow organisations that act for a better future by becoming a Pure Air Zone.





Pure Air Zone. A Pure Air bubble.

Clean air created using proprietary, nature based biotechnology that reduces the global levels of air contamination.

CLEAN AIR AS A SERVICE

More than an air purifier. A new air quality standard.

A **new air quality standard** that sets the path towards a **new level of service** for employees and visitors, **new sources of competitive advantage** and brand reputation, based on measurable results, and a **safer world**,



AIRcel

A nature based bioreactor.

A new, bespoke air quality standard that uses water recirculation and bacterial activity to purify the air. Nature based. Plug & play. Low energy consumption.



The power of nature, concentrated in a bottle.

A proprietary formula of bacteria and enzymes from natural sources. Leveraging the role of nature to detox the planet from pollutants.



Look at the green light. And know that what you are breathing is safe.

In real time. In the cloud. From anywhere.



IoT, cloud-based, real-time reporting.

Keeping the air clean is a joint effort. The IoT Air Quality Dashboard provides accurate **real-time notifications** on contaminant presence and actionable insights.



A branding, drive to store and promotional tool.

Be discovered as a Pure Air Leader on a map used by a community of activists, enthusiasts and influencers using the Pure Air Zone App, anywhere in the world.



Beta
version

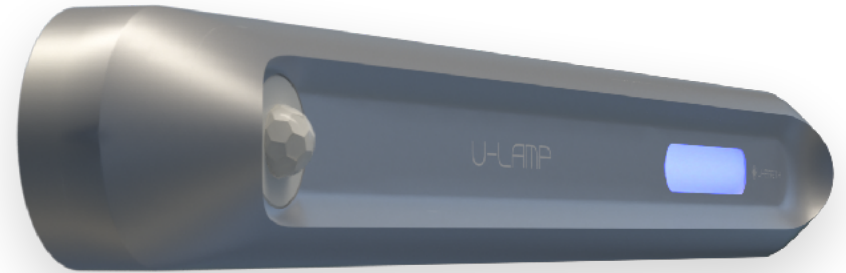
A metaverse 3D experience.

Be featured in the ESGverse: an immersive 3D experience of sustainability projects, starting from Pure Air Zone, showing that a better world is possible.



An extra booster.

A new generation, cutting-edge germicidal light (UVC at 222nm) that safely sanitises the air in the surroundings while people are in the room, making common spaces safe again. It is active on SARS-COV-2.





Like planting a forest in your office.

While tracking and demonstrating air quality and
enhancing your investment
in ESG, SDG and CSR projects.

U-Earth impact on SDG

|  3 SDG |  9 SDG |  11 SDG |  12 SDG |  17 SDG |  7 SDG |  13 SDG |
|---|---|---|--|--|---|--|
| U-Earth's vision | Energy efficient technology | Pure Air Zone for outdoors | Sustainability marketing kit | Institutional relationships | Reduce energy consumption | Reduction of greenhouse gasses |
| U-Earth's technology | Enabling worker safety | IoT monitoring/ actionable insights | Pure Air Zone App | Partnerships for sustainability | | Reduction of CO2 footprint with AIRCel |
| Pure Air Zone services | Better quality production | Digital Out of Home awareness | Sustainability & CSR | Accessibility of data | | Reduction of CO2 footprint with U-Mask |
| Pure Air Zone solution | Ocean friendly products | | Education & awareness | Interconnected technology | | |

Become a Pure Air Zone in

5 easy steps

01

We assess
your case

02

A bespoke
solution is
created

03

Installed
in one day

04

We watch
your back

05

Join a new
breed of
influencers

Breathe the Future®

The leaders that have already joined.



Breathe the Future®

A validated and awarded solution.

 *Rushlight Awards*
Winner 2020/21

WORLD
ECONOMIC
FORUM

Member of
WORLD ALLIANCE *for* EFFICIENT SOLUTIONS | by SOLARIMPULSE FOUNDATION

LONDON
& PARTNERS
BUSINESS GROWTH PROGRAMME



Learn more about
our validations:
[https://it.u-earth.eu/
validations](https://it.u-earth.eu/validations)





Coming soon...
NORTH AMERICA ●

Italy Office
MILAN, ITALY ●

● **Logistic Hub**
EASTERN EUROPE

London HQ
LONDON, UK ●

Where we are

A diverse, international team



36 full-time people. There are 21 females and 15 males. The team is distributed throughout Europe. The average age is 33 years old. Spoken languages: 6.

Breathe the Future®

Pure Air begins with “U”

Offices in London and Milan

u-earth.eu u-earth.store

info@u-earth.eu www.u-earth.eu

