

1. Name of Project



BOTTLOOP Zero Waste One Stop Whole Process Solution



2. Name of Project & Owner:

Ms. Liu Xuesong

Founder and CEO of BOTTLOOP

Chairwoman of Beijing Zero-Waste Recycling Industry Promotion Association (ZWPA)

Ms. Liu Xuesong was engaged in the fashion and lifestyle industry in Japan and China in his early years. She was the chief representative in China of Felissimo Co., LTD., a famous Japanese mail-order brand company of fashion products, and has 15 years of experience in the fashion industry.

In 2010, She joined INCOM Recycle. Co., Ltd, the parent company of "BOTTLOOP", and is committed to environmental protection education and the promotion and practice of green lifestyle. Mainly responsible for INCOM Research Institute, INCOM branding management and government relations affairs. She deeply investigated the traditional recycling industry, integrated the concept of brand management into the traditional renewable resources recycling industry, vigorously expanded the Internet + renewable resources recycling model of INCOM, explored INCOM's development toward branding and internationalization, and launched public welfare activities such as green button environmental protection classes.

In 2019, Ms. .Liu Xuesong founded the environmental protection trendy brand "BOTTLOOP", with plastic bottle recycling as the business core, committed to integrating traditional culture, environmental protection technology and ecological aesthetics, introducing blockchain, carbon

emission reduction and renewable materials research and development technology, hoping to build a brand based on the global market, leading and practicing sustainable lifestyle. At the same time, it is also determined to become a partner for the long-term development of ESG for Business clients.

At the same time, BOTTLOOP is committed to the upgrading of sustainable lifestyle from "quantification" to "beautification" to "culture", and through cooperation with intangible cultural heritage inheritors, the Palace Museum, Dunhuang Painting Academy and other important cultural IPs, BOTTLOOP is committed to creating a unique oriental sustainable aesthetics and culture.

In 2021, Ms. Liu Xuesong, together with more than 30 enterprises, promoted the establishment of Beijing Zero Waste Recycling Industry Promotion Association (ZWPA), aiming to gather more industry forces, jointly promote the development of circular economy industrial technology, and tell China's sustainable brand story.

3. About the project

• Relevance of the project (problem and solution)

Since 2018, the central and local governments have frequently issued relevant policies, and Chinese society's attention to ecological civilization, waste-free cities, garbage classification, green production and lifestyle issues has been pushed to an unprecedented height. At the general debate of the 75th Session of the United Nations General Assembly, Secretary Xi Jinping proposed that China's Carbon dioxide emissions will strive to peak by 2030 and achieve carbon neutrality by 2060. This major strategic policy proposal has pushed green and low-carbon development on a fast track. However, the overall development of China's environmental protection industry is slow, and there is no recognized technical specification, management system and evaluation standard for the practice of resource recycling (" zero waste ") in the market, and there is a lack of mature institutions to provide zero waste solutions for market players. At the same time, although there are many mature brands in the international market, RPET's recycled commodity business (recycled polyester products made from waste plastic bottles) is far from forming a climate in the domestic market, mostly dominated by by-line products of big brands, and most of them are purchased and produced by OEM, missing the traceability of waste resource recycling channels, and this element is important for controlling environmental pollution. It is important to urge companies to take responsibility for sustainable development.

In the era of growing public awareness of environmental protection, the sustainable lifestyle brand "zero waste full process solution" came into being. At present, this business is still a blue ocean in the domestic market. BOTTLOOP mainly provides consultation and implementation for government and enterprise/institutional customers. For daily office and large-scale activities, such as events, performances, conferences and other scenes, combined with resource management, material deployment, guided collection, carbon reduction and plastic recovery,

recycled material replacement and other processes, to improve the utilization of one-time resources, reduce the resource consumption of each activity and the negative impact of waste on the environment. To promote the establishment of industry standards, explore the practice direction of China's modern green production and life style.

BOTTLOOP shares cutting-edge technology with INCOM Recycle Co., Ltd., the parent company that has been deeply engaged in the industry for 17 years, and has passed the GRS (Global Recycle Standard) certification and ISO9001 International Quality System certification. With a traceable safe recycling and regeneration industry chain, BOTTLOOP can provide a precise number of recycled RPET beverage bottles for commodity consumption. The products made from the wasited bottles are equipped with traceable carbon emission reduction data issued by industry authorities, scan the QR code on the product, customers can see the environmental impact details. At the same time, BOTTLOOP combines blockchain technology with government and corporate customer carbon reduction information to build a green credit system for the whole society, creating a new model for the value promotion of China's national environmental protection industry outside the international discourse system.

Since its establishment, BOTTLOOP has quickly become a well-known social brand in the field of sustainability, and in 2019, it was invited by the All-China Youth Federation to participate in the United Nations Youth Climate Summit as a representative of China's environmental protection enterprises. Partners include Starbucks, BMW, Pepsi, Caixin Summit, China Circular Economy Association, All-China Environmental Federation, WWF, National Geographic, People's Daily, etc., which has set off a wave of environmental protection in all sectors of society. And successfully helped Modern Sky Strawberry Music Festival, China Cup Regatta, Caixin Summit, CITIC Tower, Kerry Center, the Forbidden City Cultural and Creative to create zero-waste whole-process solutions, attracting the young generation to identify and pursue a sustainable lifestyle. In today's rising environmental awareness in China, BOTTLOOP provides a new brand value-added operation model for the environmental protection industry.

• **Technical Description**

In recent years, along with economic development, the serious situation of environmental pollution in our country has gradually caused social concern:

First of all, taking the recycling of waste plastics as an example, the contradiction between the overuse of plastic bottles in China and its low recycling rate is extremely prominent, and public data show that the recycling rate of waste plastics and packaging in China is less than 10%; at the same time, some plastic bottles flow into "black workshops" through improper recycling, and the treatment process causes serious pollution to water sources and soil. The domestic market lacks a business model with safe technology, high added value, and can be promoted, thus fails to effectively solve industry problems through business practices.

Second, all walks of life in China are facing the contradiction between development and pollution, public data show that in 2010, the CO² emissions generated by textile products based on terminal energy consumption is about 205 million tons. China urgently needs to control the low-level expansion of industries with high energy consumption and high pollution, change the mode of development, and adjust the industrial structure.

However, the lack of professional environmental agencies in the market to provide mature zero waste solutions for various industries has led to a very low efficiency of sustainable improvement in various industries. In order to solve the above two social problems, BOTTLOOP relies on the parent company (Beijing INCOM Recycle Co., Ltd.) beverage bottle intelligent recycling machines and recycling network resources; based on the International Recycle Standard (GRS), it integrates the upstream and downstream production chain of China's recycled textile industry, combines the Internet of Things technology with the recycling system of renewable resources, and explores the dual mode of RPET recycled goods and zero waste full process solutions, which is the first case in China.

First, innovative technology to achieve the entire process of environmental benefit traceability. With professional recycling and cleaning process, BOTTLOOP converts recycled PET beverage bottles into creative products through 12 major processes such as crushing and cleaning, polyester slice, deep separation and cleaning, environmental protection filament and recycled fabric, realizing the safety and traceability of the whole process. It can not only reduce "white pollution", but also reduce resource consumption and carbon emissions compared to the traditional textile industry. According to the industry's third-party agency *Carbon Stop*, according to the recycled commodities produced and low-carbon activities organized by BOTTLOOP, till December 2023, BOTTLOOP has recycled 640 tons of PET beverage bottles, reducing carbon dioxide by 2384 tons, equivalent to reducing standard coal by 917 tons, gasoline by 782 tons, saving electricity by 3,907,189 degrees, and planting 476,755 trees.

• **the Significance of the Project in BRICS Markets**

The business model of BOTTLOOP has potential market prospects. Since its establishment, it has quickly cooperated with well-known enterprises and institutions including Starbucks, BMW, Pepsi, Caixin Summit, WWF, National Geographic, People's Daily and so on. In 2019, it was invited by the United Nations to attend the United Nations Youth Climate Summit in New York, and provided the Chinese delegation with uniforms and gifts for foreign affairs, which was widely praised by international officials. BOTTLOOP's sustainable products and projects have been presented at COP26, COP27 and COP28, gaining attention and recognition from the international community.

At a time when the United Nations SDG development goals continue to penetrate into all aspects of production and life and become a key issue in major international activities, the successful experience of combining environmental protection and lifestyle, providing a holistic solution for the whole process and the initial mature business model that BOTTLOOP has explored and

obtained, are ready to be promoted to more BRICS countries for reference, thus to shorten the exploration cycle of enterprises, quickly achieve benefits, and contribute to climate friendliness.

- **Competitive Advantage of the Project**

- 1) Professionalism**

- **Relying on the whole industrial chain layout of the group company, it pursues the "long-termism" enterprise development strategy**

The parent company, INCOM Recycle Co., Ltd, was established in 2003 and strategically laid out the whole industrial chain of plastic recycling. After nearly 20 years of hard work, its business has covered the full cycle chain from recycling to recycling trend products. The strong industrial resources and industry background of the parent company are the strong backing and support for the development of BOTTLOOP.



2003年成立，智能回收机
200万+，6000万+



国内目前具备一次性塑料包装回收再生全产业链布局的先行者
国内目前唯一一家拥有食品级再生聚酯切片生产工艺



可持续生活方式品牌
零废弃全流程解决方案

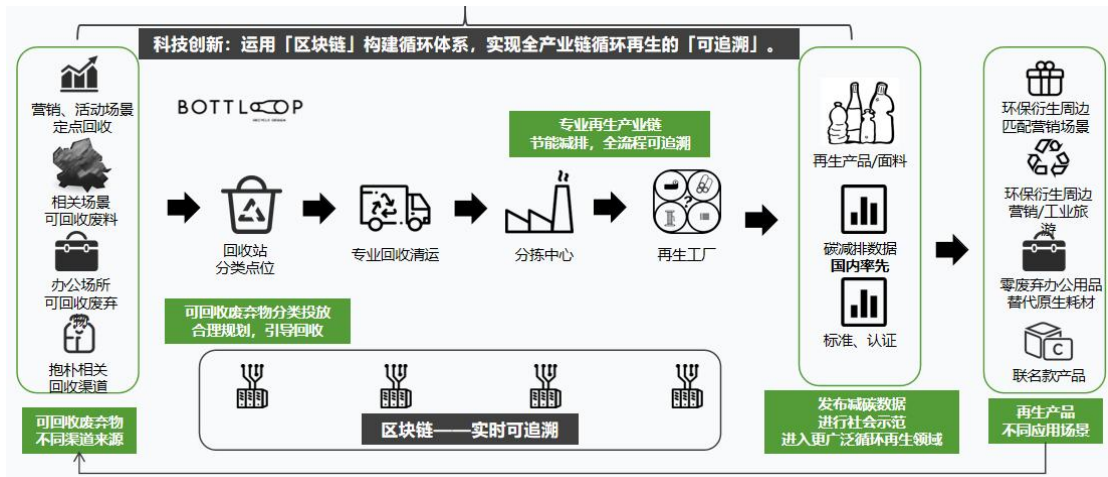


零废弃促进会
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- **High-tech enables to provide overall solutions to address the "pain points" of the industry**

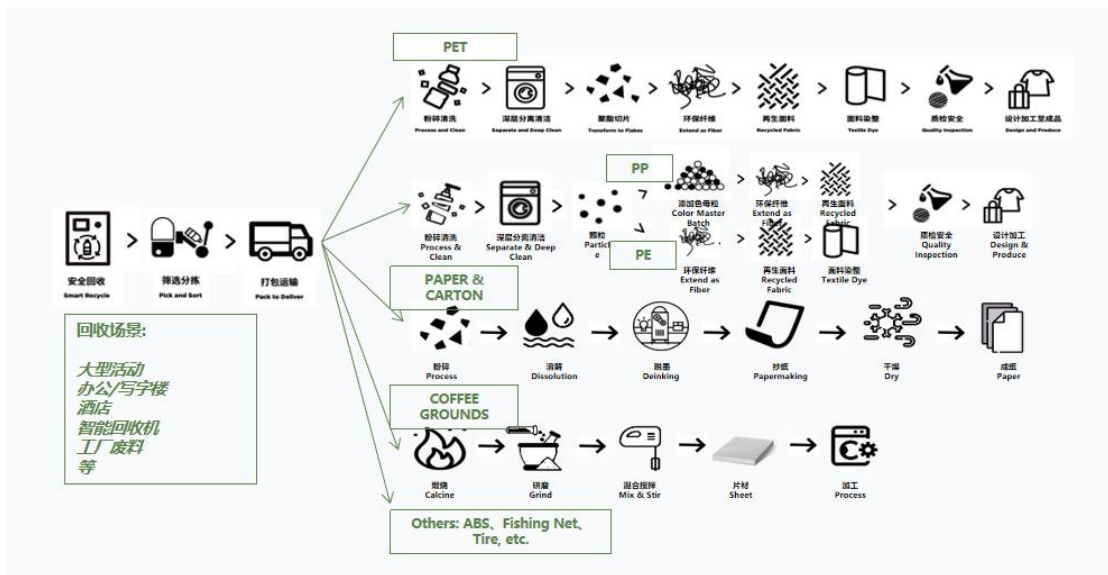
Through years of experience accumulation in the regeneration industry, continuous technological innovation and breakthroughs have been achieved from multi-scene safe recycling to professional processing regeneration, and then to the full link resource integration of sustainable innovative products, which can provide customers with "one-stop" full process solutions.

In 2021, BOTTLOOP applies blockchain technology to a multi-scenario, professional regeneration process, enabling to achieve traceability of the whole process, which has been the "pain points" of the industry.



➤ **Years of accumulated experience enable to achieve multi-material LOOP regeneration**

For many years, BOTTLOOP has explored the possibility of using "LOOP" from recycling multiple materials, and realized the scale effect through the construction of long-term green supply chain. At present, recycling materials that can be sorted include: PET\PP\PE, ABS, paper products, coffee residue, fishing nets, waste tires, waste tarpaulin and so on.



➤ **International Authoritative Certification**

In the first year of its establishment, BOTTLOOP successfully passed the internationally accepted GRS (Global Recycled Standard) certification and ISO9001 quality management system certification. In the second year, it continued to win the title of high-tech enterprise and Obtain the invention patent authorization, which fully explains the maturity and standardization of BOTTLOOP' s regeneration industry technology.



2) Innovativeness

➤ Concept Innovation

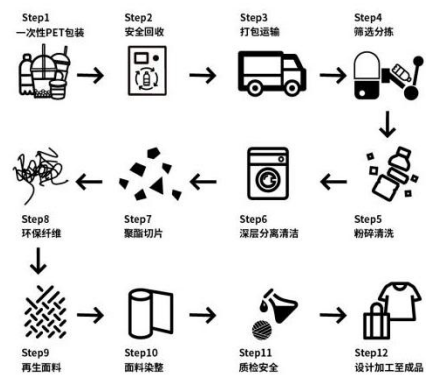
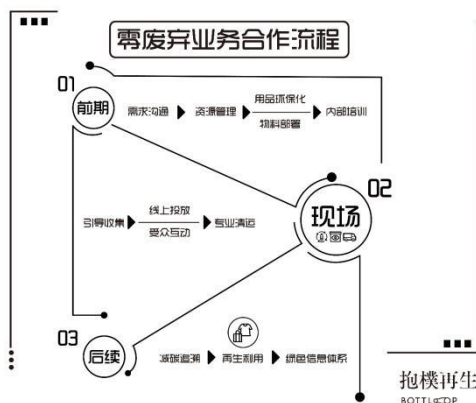
To redefine the sustainable consumption industry by ecological aesthetics, thus to "uncover" the labels "low value" and "undignified" of China's traditional environmental protection industry.

用生态美学重新定义废品回收再利用行业



➤ Innovative Model

BOTTLOOP reduces the harm to the environment through the innovative whole process solutions of solid waste safe recycling, recycled fabric research and development, sustainable design, green production, sustainable packaging, and low-carbon transportation, creates trend products featuring "regeneration philosophy" and "ecological aesthetics", and seeks a valuable destination for "waste". To provide users with a sustainable lifestyle platform connecting people, things and nature, and jointly build an ideal life of symbiosis.



➤ Innovative Design

With modern science and technology as the industry drive, traditional culture as the spiritual core, ecological aesthetics as the product symbol, to solve the social problems with "Social Design".

In China, BOTTLOOP takes the lead in presenting carbon reduction and plastic reduction data on consumer products, and environmental ICON becomes an integral part of "innovative design", making sustainable life "quantifiable and visual". Environmental protection can also be "fashionable" and "interesting" has always been BOTTLOOP' s design concept.

By scanning the QR code on the product, users can intuitively see the value of the environmentally friendly contribution of the product, increasing the sense of faith and honor of consumer behavior.



• **The Market and Economics of the Project**

As of 2023, BOTTLOOP has served more than 300+ well-known enterprises at home and abroad, for providing "zero waste overall solution" products and services and by working with partners to directly or indirectly influence more than 20 million + people and communication influences cover more than 300 million + people.

As of December 2023, BOTTLOOP has given new life to more than 25.6 million plastic bottles, reducing carbon dioxide emissions by about 2,384 tons.

• **Target Market and its Development Trend and Market Size**

With more and more enterprises implementing ESG sustainable development strategy, looking for landing solutions; increasing consumer acceptance and practice of sustainable lifestyles, the "one-stop zero waste overall solution" and environmental protection trendy good things provided by BOTTLOOP will be more understood, accepted and promoted.

Although the global environment is full of "uncertainty", but human exploration of the road to sustainable development is "confirmed", as a professional practice in this field, BOTTLOOP is full

of confidence in sustainable development. On the basis of the existing business model, BOTTLOOP will strive for continuous iterative innovation, to create a leading enterprise in line with the development of The Times.

- **Business Model Chart**



ToB: to be the partner that empowers enterprises to develop ESG sustainability with “zero waste full process solution” .

ToC: to build a brand that lead and advocate a sustainable lifestyle by providing “Environmentally friendly and regenerative creative products”

- **The uniqueness of the business model and the potential for expansion in the BRICS countries**

The business model of BOTTLOOP has great market prospects. Since its establishment, it has quickly cooperated with well-known enterprises and institutions including Starbucks, BMW, Pepsi, Caixin Summit, WWF, National Geographic, People’s Daily and so on. In 2019, the founder of BOTTLOOP was invited by the United Nations to attend the United Nations Youth Climate Summit in New York, and provided the Chinese delegation with uniforms and gifts for foreign affairs, which was widely praised by international officials.

With the United Nations SDG development goals continue to penetrate into all levels of production and life and become the key issue of major international activities, BOTTLOOP has accumulated the successful experience of combining environmental protection and lifestyle, providing a whole process overall solution and the preliminary mature business model have been explored,which is ready to be promoted to more countries.

- **Experience in Cooperation with BRICS Countries**

None

- **Social Significance of the Project**

For a long time, China's environmental protection industry has been low-key outside the media spotlight, many basic jobs in the minds of the people are more labeled as "low-end", "undignified", the sense of value of the industry is low, the social influence is weak, it is more difficult to attract high-quality talents to enter the industry, to achieve a virtuous circle. As a practitioner in the environmental protection industry, BOTTLOOP has a strong sense of brand mission, hoping to change the status quo of the entire environmental protection industry, make Chinese environmental philosophy known to the world, and China's environmental protection model onto the international stage.

In order to promote low-carbon consumption move from concept to action, improve the public communication and issue advocacy ability of BOTTLOOP on low-carbon consumption issues, BOTTLOOP released the "low-carbon lifestyle punching small program", and launched the "100 people million green life punching" project. 100 invited participants participated in the project and transformed 1,000 volunteers to jointly carry out 21-day green low-carbon life behavior record punch, generating green life behavior influence on the scale of one million people, the cumulative carbon reduction is 2.1 tons.

BOTTLOOP has a mature resource network and top partners, in order to promote the green transformation of the overall industrial link of recycling and regeneration, BOTTLOOP takes the International recycled standard (GRS) as the cooperation basis, integrates the upstream and downstream production chain of China's recycled textile, and gradually establishes the zero waste guiding principles and evaluation system with Chinese characteristics, adding added value to the traditional environmental protection industry and increasing employment; enhance personnel income; enhance the sense of dignity and honor, and promote the comprehensive development of China's environmental protection industry in the long run.

At the same time, BOTTLOOP is trying to combine blockchain technology with government and corporate customer carbon reduction information to build a green credit system for the whole society, and create a new model for the value promotion of China's national environmental protection industry outside the international discourse system.

BOTTLOOP has so far joined hands with many well-known brand, with Starbucks, L 'Oreal, Alibaba Group, WWF, Adidas and other cross-border cooperation output in order to lead more brands and consumers to protect the environment, protect the earth.

BOTTLOOP's zero waste full process solution is designed to provide standardized resource recovery and recycling services for government agencies and enterprises. At the same time, with the brand operation model, overthrowing the stereotype of environmental protection and regeneration industry, and then attracting the younger generation of intellectual elites to join, through the creative power to improve the urban landscape environment, promote the

construction of national ecological civilization, the Chinese environmental wisdom to spread around the world, leaving a green legacy for future generations.

- **Financial Index**

2019, established in March and achieved 3 million RMB revenue;

2020, 11.96 million RMB revenue, with nearly four times growth;

2021, 22.1 million RMB revenue, maintaining 2 times growth, achieve profitable;

2022, 13 million RMB revenue;

2023, 13.81 million RMB revenue;