

How did you get your business idea?

- o In 2003 Massimo Bernadoni began to study the properties of molecules that, by reacting with light, made it possible to reduce the concentration of pollutants in the air. For years, he focused on the study of materials that, properly blended and activated, could totally eliminate the content of toxic substances in favor of the environment and human health.
- o In 2007, he realized his first version of an innovative mineral-based technology that could be used and applied as a normal paint. He then followed up by doing the first real-world test of this technology, applying it to the Tunnel Umberto I in Rome and carrying out the first scientific measurement of the phenomenon. After this first success, numerous international awards have followed.
- o The two original founders, Antonio Cianci and Massimo Bernadoni met for the first time in Shanghai at the 2010 Chinese Expo where Massimo was presenting his invention for the first time.
- o In 2013, they founded Advanced Materials to develop this technology aimed at creating an innovative product dedicated to air purification and reduction of energy consumption with what is proving to be one of the major innovations in the industry.
- o In 2014, Antonio Cianci and Massimo Bernadoni added a third founder, Arun Jayadev.

What differentiates your product from existing solutions in other contexts

(E.g. water filtration, air filtration)?

- o We all want to be healthier and make our environments safer. That's why emerging markets are being flooded with "green" products and "allergy-friendly" alternatives. However, going green is no longer enough — we have to go "blue." Blue technologies — like Airlite — can truly make a difference, by generating technological innovations that improve health and wellbeing, while safeguarding the planet.
- o Airlite is very different from any other products as it does not require electricity or filters. Using nothing more than light to activate its pollution-clearing properties, Airlite cleans the air around us using

- no electricity
- no motors
- no noise
- no filters
- no waste
- no upkeep

Can you describe your product in a few words?

Imagine a world with clean, uncontaminated air — just like nature intended. This is Airlite.

- o Airlite is VOC free, 100% Natural and reduces 88.8% of air pollution by neutralizing pollutants like nitrogen oxide and nitrogen dioxide. These are the same pollutants that trees neutralize.
- o Applying Airlite on a surface of 100 m² reduces air pollution as effectively as an area of 100 m² planted with mature trees.
- o Choosing Airlite is like choosing to plant a forest in your home while at the same time enjoying its many other benefits:
 - Eliminates 99.9% of bacteria and viruses
 - Cuts cooling costs by up to 50%
 - Repels dust and airborne dirt
 - Neutralizes odors
 - Eliminates and prevents mold

How does your product work?

- o A technology as powerful as nature itself, Airlite transforms the walls of your home, office, school, daycare, library or gym into an air-purification system.
- o Airlite creates a powerful barrier to keep airborne dirt and bacteria from sticking, while simultaneously stopping mold and odors from forming. Circulating air then delivers these benefits to the whole environment, keeping walls and all the air between them healthy and clean.

What happens to the color?

- o Airlite is the technological, air-purifying substitute to chemical based paints, comes in more than more than 180 colors, and lasts up to 10 years.
- o Airlite is affordable. The cost compares favorably to premium paints on the market offering easy application and longevity with the added value of

its unique, natural formula that dries quickly without noxious fumes or unpleasant odors.

Is the paint contaminated after cleaning?

- o Airlite technology naturally disinfects and sterilizes the space around it, creating healthier, safer environments.
- o Walls can be painted during winter as Airlite is water based. This means no odors and a very quick drying time.
- o Airlite provides powerful protection against harmful bacteria — from everyday infections to E. coli and Staph. Laboratory tests show it removes 99.9% of airborne germs, including antibiotic-resistant superbugs.
- o Airlite also attracts water molecules in the air to create an invisible, protective film on the wall that blocks dirt from attaching. Surfaces stay as pristine as the day they were painted.

Where is your product in use?

What results have you customers achieved?

- o Airlite has already been applied across the globe.
- o From hospitals in Mexico City and Thailand to private homes in London and New York City
- o From schools and gymnasiums in Italy and Spain to Airports in Jeddah and Palaces in Dubai.
- o Airlite is currently one of the most transversal technological applications on the market and, therefore, is an easy choice in a market flooded with wasteful equipment and harmful toxic paints and coatings.
- o The results are consistent with those stated in our benefits and we often receive spontaneous letters of thanks and praise from customers.

Which target groups are particularly interested in your product?

Politicians? Real estate companies? Painters?

Private house owners?

- o The quality of the air we breathe has a dramatic impact on our health and longevity. It is surely time to open the conversation about the current state

of air quality as, according to the World Health Organization, air pollution is now a global 'public health emergency' for this reason we consider the world as our target group.

- o Airlite is available and necessary both in B2B and B2C markets because Airlite improves the quality of air — and life — almost anywhere:
 - Hospitals
 - Schools
 - Public spaces
 - Offices
 - Hotels, restaurants & bars
 - Private homes
 - Museums, galleries, monuments
 - Smart cities
 - Tunnels, parking garages
 - General infrastructure

Are there other providers with similar solutions?

- o In a market characterized by a variety of products aimed at improving the quality of life through cleaning the air we breathe, removing bacteria from our homes, reducing energy consumption for our earth and generally making life easier, Airlite offers the only single-product solution that addresses all of these areas.
- o Airlite is opening a new market by creating a conversation and just as air does - creating connections. (home decor - wellness - blue tech).
- o An easy to use answer for people who want to take care of themselves, take care of others and be responsible for the environment they live in... all at the same time.
- o Airlite is unique and the only product of its kind on the market because it addresses all of these problems with a single, smart-material based product that is 100% natural and easy to apply.

Is your solution sufficient to reduce the rising air pollution in cities?

- o At the present state of our research, Airlite reduces PM concentrations indirectly.
- o Airlite has a powerful effect on lowering the concentrations of precursor pollutants like NOx and SO2 and therefore helps to prevent the formation

of secondary particulates. These secondly particulates are responsible for causing inflammation of the respiratory tract, causing asthma and affecting the functioning of the cardiovascular system.

- o Chronic effects, due to prolonged exposure to high concentrations of dust and PMs may result in respiratory symptoms like coughs and mucus, decreased lung capacity and chronic bronchitis. For sensitive individuals, ie people already suffering from pulmonary and cardiac or asthmatic diseases, it is reasonable to fear a worsening of illness combined with and augmentation of the typical symptoms of their particular disorder.
- o Please see our NOx reduction video to understand how powerful our technology - savvy paint is at reducing pollution:
<https://www.youtube.com/watch?v=9Lgg74KZbV4>

What further measures are needed?

- o While Airlite is a viable answer available to everyone, it cannot single-handedly cure years of air quality abuse. We, the world's population, need to focus on teamwork and partnership around the globe.
- o Governments should take more seriously the growing problem of air pollution and manufacturers should become more ethically responsible. We need more electric cars and less fossil fuel burning. We need more awareness in general.
- o Air quality is everyone's responsibility.

Are you planning a market entry in _____?

And if yes, why?

- o It is our aim to open the Airlite Market across the globe as air-quality and bacteria reduction is important to every human being.

Can any homeowner use their product?

- o Airlite is easy to apply and available to anyone who wants to feel empowered by choosing this technology over the traditional air-polluting, chemical based paints.
- o At Airlite, we believe that technology can better people's lives while protecting the planet.
- o Starting from this fundamental idea, we created an easy-to-use product that cleans the air we breathe, removes bacteria from homes, offices and

hospitals and reduces energy consumption — a unique combination in a market flooded with wasteful equipment and harmful toxic paints and coatings.

- o Sooner or later, everyone has to paint or re-paint their environment, choosing Airlite is synonymous with creating health and wellness both on a personal level as well as on a global level. #myairisyourair

Or are there restrictions in use?

- o As with any paint, the surface to be painted must be studied and primed for optimal application.
- o Airlite is a water-based paint, which means that our color palette offers tender and natural hues.
- o Airlite is more than a paint; it is an air-purifying technology that comes with the ease and cost of a premium paint application while including the benefits of this innovative technology.
- o The Airlite technology is independently certified by Eurofins, La Sapienza University, the Air Quality Alliance and BREEAM among others.
- o Airlite is the first product of its kind, embracing both green and blue technology to solve the problems of today for a better tomorrow. Join us in safeguarding personal health as well as that of family, friends, clients, loved ones and even mother earth. After all, only together can we build a greener, cleaner future — naturally.