



DECARBONIZE NOW



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introduction



Internal combustion engines are at the heart of modern transportation. They move the world forward—but at a significant environmental cost. Fuel additives are an intelligent way to enhance engine efficiency, reduce emissions, and save money. In a world where every drop of fuel and every gram of carbon matters, choosing the right additive makes all the difference.



The opportunity



Global Transportation - Driving Emissions Sky High

- **66%** increase in ambient air pollution in 2 decades
- **5M** - People killed annually from fossil fuel air pollution
- **\$ 820 B** Total U.S annual health cost from Climate Change & Fossil Fuel Pollution.
- **\$8.1 TR** - Air pollution cost per year, equivalent to 6.1% of global GDP



Consumption
23.14 Million Liters of Diesel fuel
 burned per day



CO2 Emission
 CO2 emissions in 2024: 37.8 Gt



Health Implications
 approximately \$ 8.1 trillion

Value proposition

Average Improvements Across Testing

-15%

-20%

-25%

-33%

-20%

Fuel Consumption

CO₂

NO_x

PPM

HC

Energy efficiency improvement 15%

1 L of diesel creates 2.7 kg of CO₂

5,000 liters using 1 L Nuel saves 750 L

$750 * 2.7 \text{ kg CO}_2 = 2025 \text{ kg CO}_2$

$2.025 * 130 = \underline{263.25 \text{ EURO}}$

- Carbon Oxide Reduction (COR) process for achieving net-zero emissions.
- Tax carbon credit eligibility for adopters.

Nuel technological breakthrough

Nuel introduces groundbreaking innovation to the world of fuel additives using advanced nanotechnology. Our smart nanoparticle-based solution enhances combustion efficiency, significantly reduces pollutant emissions, and boosts engine performance from the very first use .



Increased
Combustion
Efficiency



Reduced GHG
Emissions

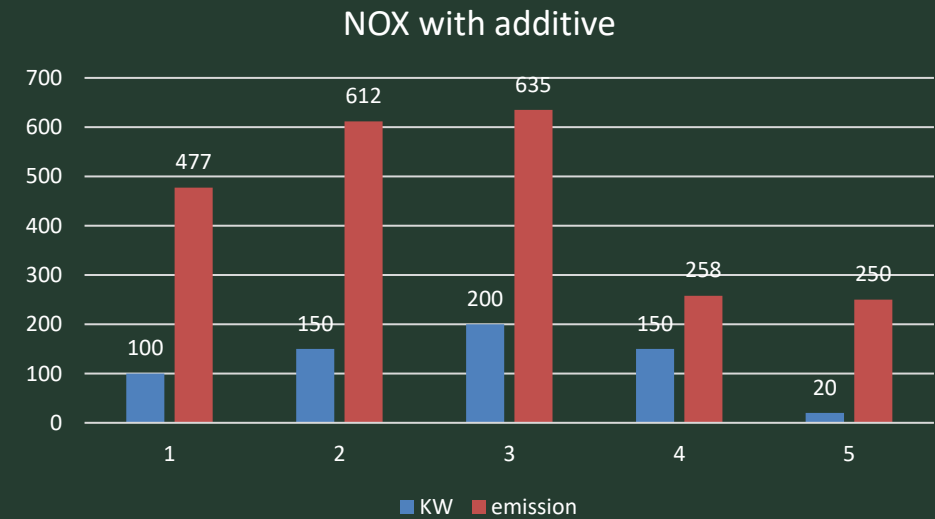
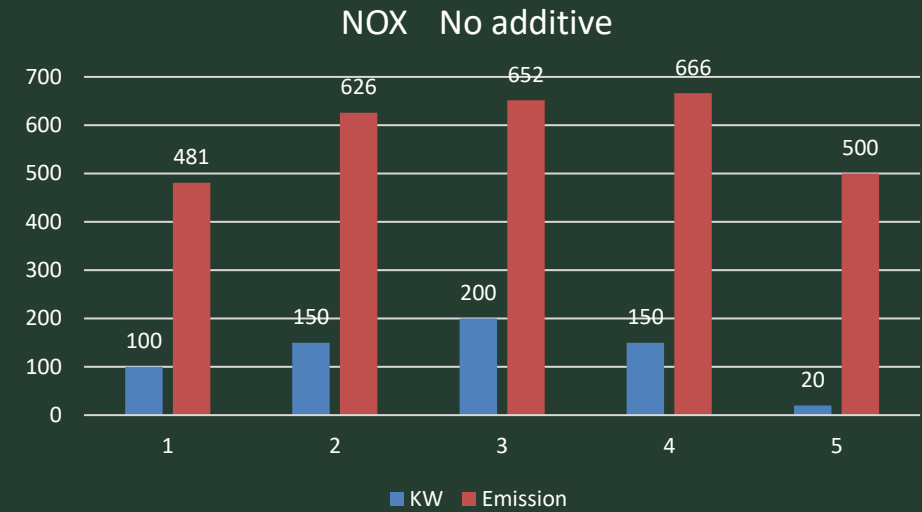


*In-development

How it works

- **Active Nano-Reactor:** The particle core functions as a miniature laboratory, facilitating advanced chemical reactions to significantly reduce nitrogen oxides (NOx), carbon monoxide (CO), hydrocarbons (HC), and other harmful emissions.
- **Advanced Organic Shell:** Enhances oxygen absorption during combustion and ensures uniform, efficient dispersion within the diesel fuel.
- **Size Changes Reality:** Nuel particles are 1,000 times smaller than the fuel injection system, enabling seamless integration into existing infrastructure—without any need for system modifications or adjustments.



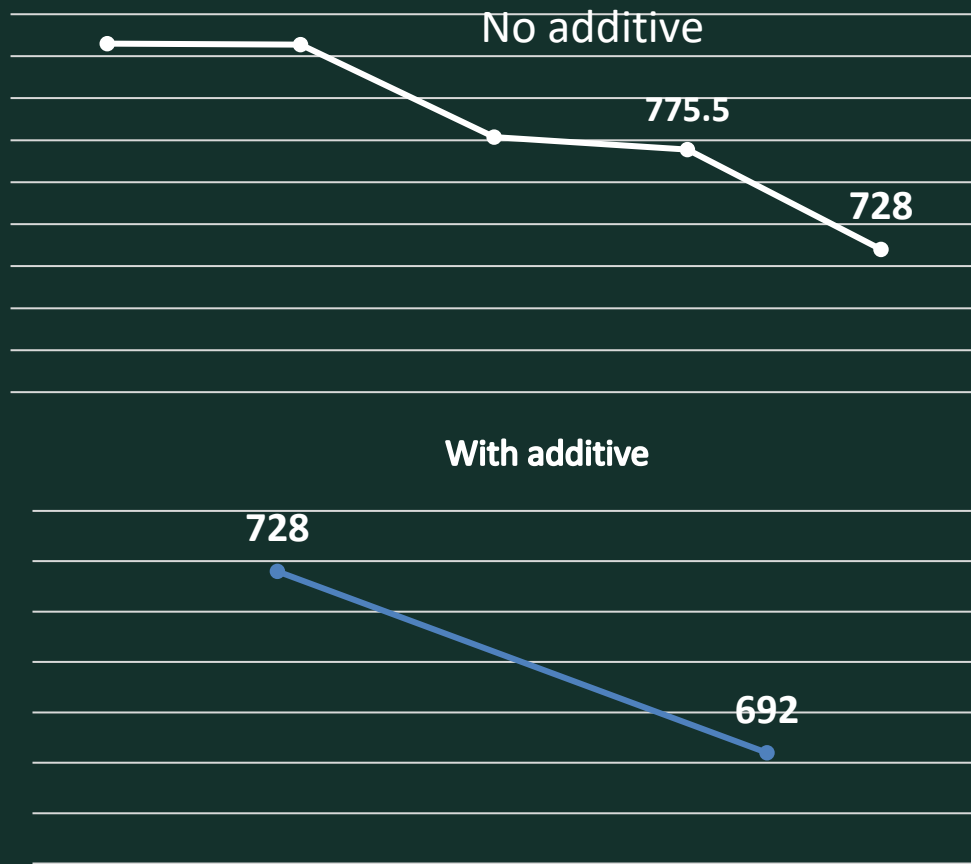


*according to a pilot with Israeli railways

Fuel Consumption

First cycle without combustion enhancer- 47.5 kg

Second cycle with combustion enhancer – 36 kg



*according to a pilot with Israeli railways

BUSINESS MODEL



The company's revenue model relies on two primary sources:

- Sales of combustion enhancers delivering over 10% fuel savings
- Revenue sharing with customers through trading verified carbon Tax credits.

Key sectors	Fuel type	Price	Regulation
• Transportation	• Diesel	• Ratio -1 L : 5,000 L	• CEC – <u>NU-DWB</u>
• Shipping	• Crude oil*	• Price- \$ 450	• CEC- <u>NU-XUD</u>
• Power station	• Kerosine*	• Cogs – 30%	• <u>EN-590</u>
	• Jet fuel*	• ROI 47%	• <u>SI-107</u>

* future development

GO TO MARKET

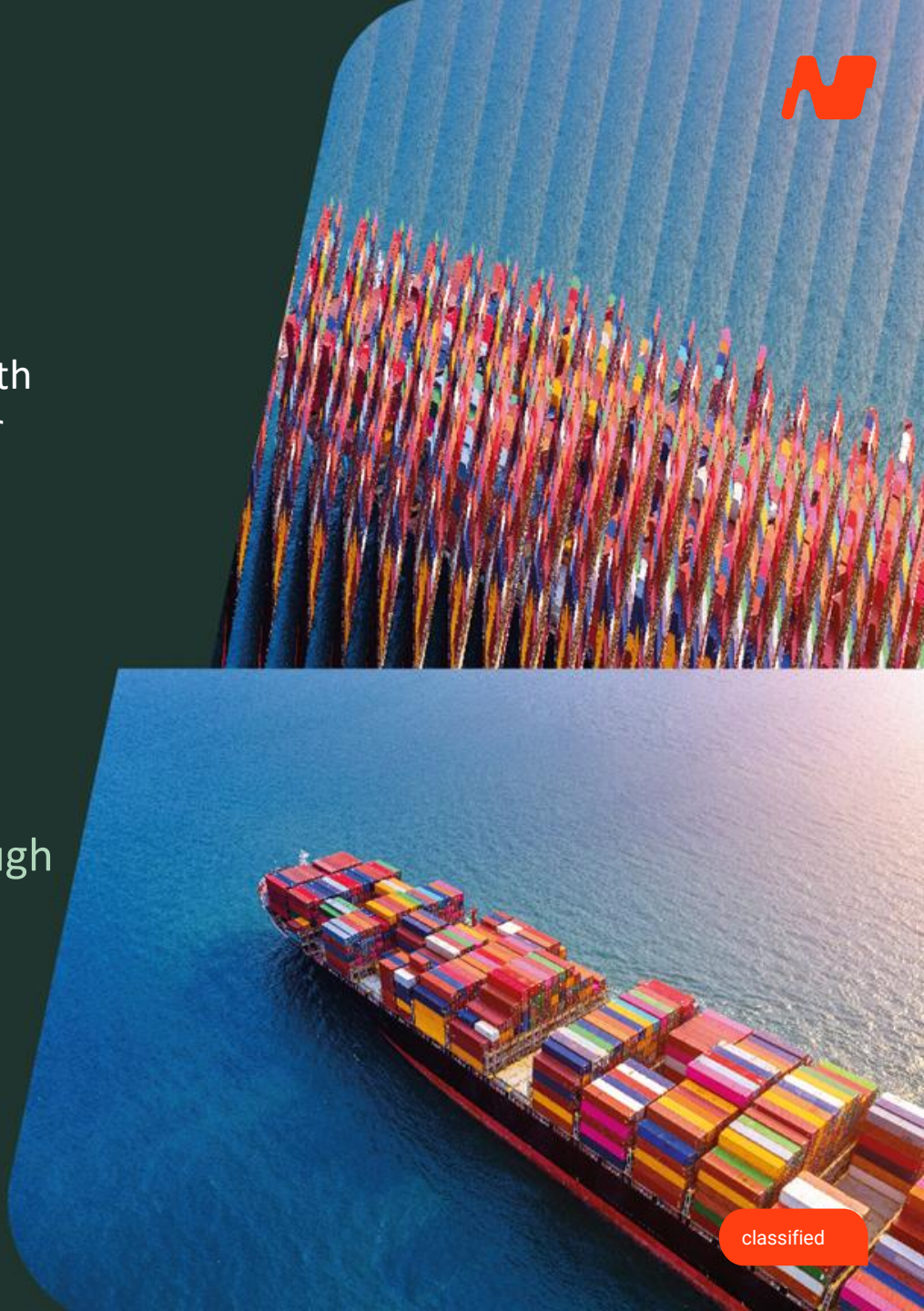
- • The company already engages with large enterprise customers
- • Professionals conduct the new customer recruitment process with decades of experience who are recognised and respected in their technical and/or chemical fields.
- • Partnerships- Building strategic partnerships with leading companies (such as Gadot Chemicals) to leverage logistics, marketing, and sales systems for rapid global exposure.

Planned market entry 2025/6

- Israel Railways.
- I.D.F
- Coca-Cola.
- Haifa Port.

Scalability

- Pricing reduction through production scaling and strategic partnerships





COMPETITIVE ANALYSIS

01

AdBlue

A chemical solution that provides a solution for only one gas, costly and requires installation of a unique system.

02

FUEL ADDITIVES

Based on chemicals and detergents, the main effect is due to "cleaning" the engine. Cannot be used continuously..

03

ELECTRIC

Requires replacing the vehicle and charging station. Charging is achieved by burning fossil fuels. The layout of the infrastructure is problematic.

04

HYDROGEN

Today, the hydrogen solution also relies on burning fossil fuels. Expensive to implement.

Our True Differentiation - Immediate, unique biological approach, no infrastructural changes, cost-effective - saving on both emissions and costs

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Team & Expertise



G&A

- **Shoham Gabizon** - CEO & Co-Founder.
- **Ofer Tsimchi** – Partner & Senior Advisor.
- **Tal Rousso** – Partner & Senior Advisor.
- **Erez Motzafi** - Automotive Engineer.

R&D

- **Ph.D. Nitsa Galilei** – CTO
- **Ph.D. Stela Gengrenovich** - Product Developer
- **Ph.D. Tamar Meirovitch** – Regulations.
- **Ph.D. Noam Gresel** – Carbon.
- **IP Team:** PhD experts in patent management & molecular science.
- **Legal Team:** Gornitzky Law Firm





FINANCIAL PROJECTIONS





Roadmap 2025 local market



Nuel focused on penetrating the local market to strengthen product validation through paying customers, subsequently expanding our operations internationally via distributors. Additionally, we plan to broaden the company's solutions portfolio to address other polluting fuels as early as the second quarter of 2026.



THANK YOU

Contact Us

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