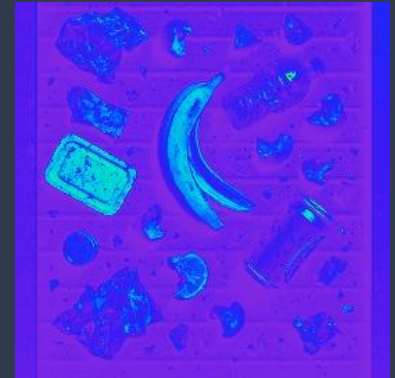
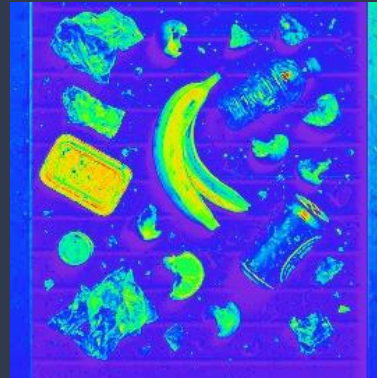
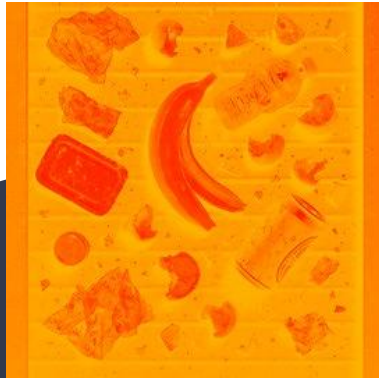




Endfills - Smart Waste Sorting

Business Overview and Product Concept



What's on the Agenda?



- Executive summary
- Problem review and current solutions
- Proposed solution and innovation
 - Product portfolio
 - Technical overview
- Business overview -
 - Markets and global trends
 - Competition and ecosystem
 - Business model and GTM strategy
 - Eilat as a pilot

Executive Summary



- **Problem**: Unsorted waste processing struggles with efficient separation and throughput → environmental impact and loss of valuable materials
- **Solution**: Smart automated sorting using smart sensor fusion.
- **Outcome**:
 - Higher recovery rates
 - Less manual rework and heavy machinery
 - New value streams

The Team



13 years experience in System, Product and Program management

Past: Mobileye, Hailo, LeddarTech, IAF FTC

B.Sc. in Software Engineering @ Technion
MBA @ Open University

Dima Caplan
CEO, CPO



TECHNION
Israel Institute
of Technology

LeddarTech®

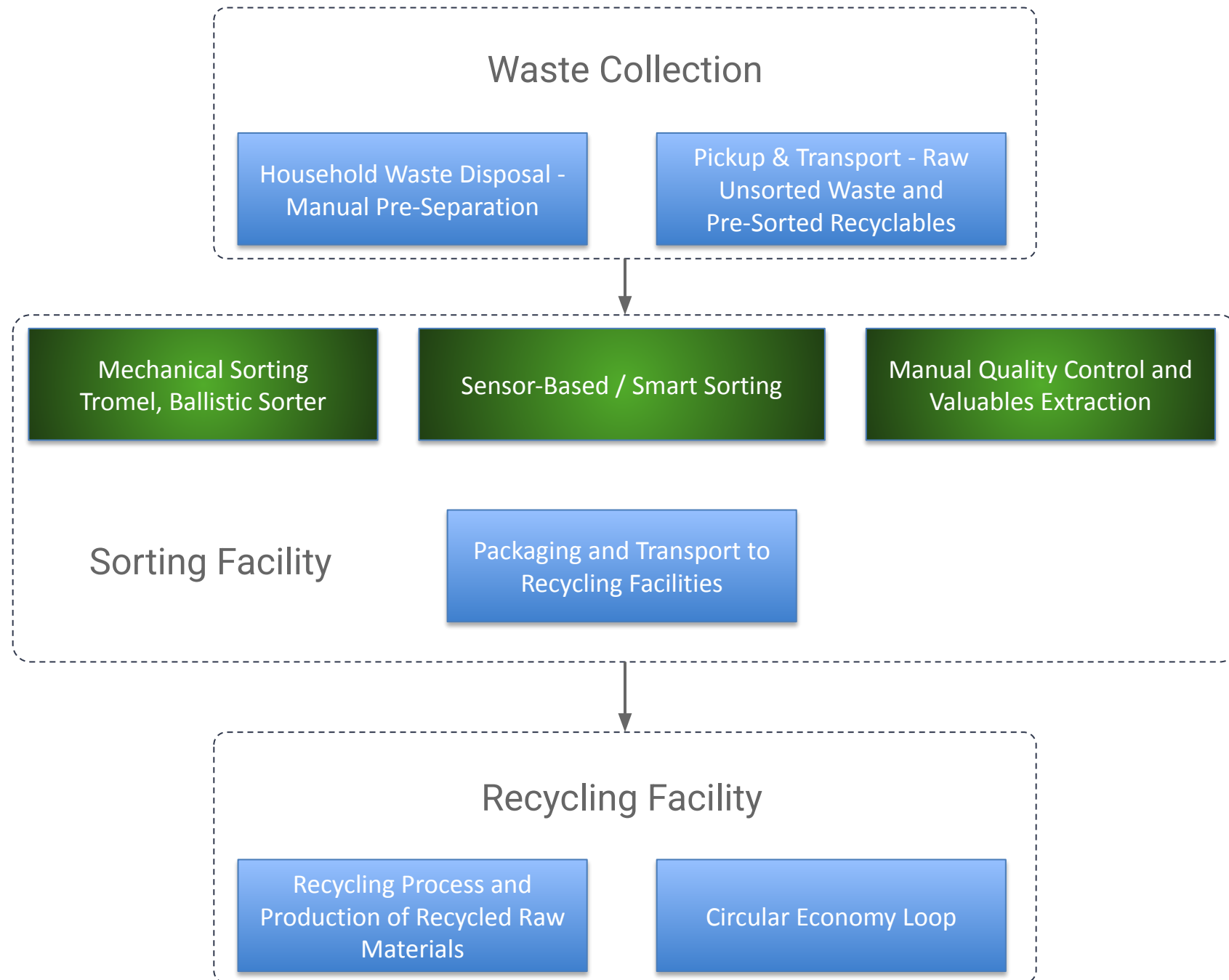


mobileye™

HAILO
Empowering Intelligence



The Flow of Recycling – Separation, Sorting, Processing



Current Solutions - MSW Sorting

Smart sorting

- Optical separation and segmentation - common today, requires pre-sorted waste, high variety of objects
- NIR spectrum - limited to clean plastics, cannot handle overlap
- Magnetic field and ECS - limited to metals (Ferrous and non-Ferrous), expensive

Traditional sorting

- Mechanical sorting - using large machinery to leverage physical characteristics of waste - large and expensive machines, high contamination
- Manual sorting - unique employees with high expertise - limited throughput, fatigue, human errors

Modernized sorting - combining both methods in a pipeline

Bag opening
and waste
spreading

Large machine

Size separation
30-90cm holes

Weight separation
Inclined slope shaker

Large sorting machinery

Areal density separation
Blower for bags and wrappers

Optical/NIR
separation

Smart sorting

Manual
Selection

Manual labor

Landfill or
incineration

Residual waste

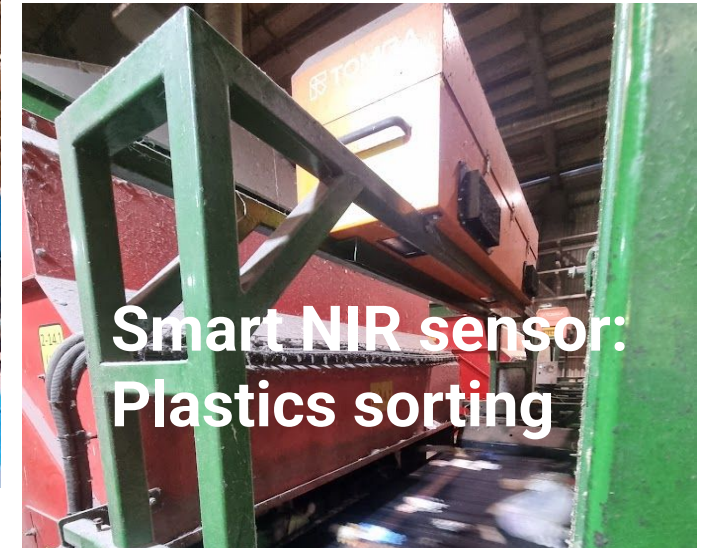
Existing Machinery



Trommel drum:
Size separation



Ballistic incline separator:
Weight separation



Smart NIR sensor:
Plastics sorting



ECS (Eddie Current Separator):
Metals extraction



Manual valuables
extraction



Manual inspection
stations

Why Use Smart MSW Sorting?

Bypass source separation and culture



Reduce manual labor and risks



Cost effectiveness and financial viability



Reduce global pollution



Scale sorting of raw MSW



Utilize materials' potential



Improve material quality and purity



Meet regulatory targets and incentives



The Future – From Source Pre-Separation to Raw MSW Sorting

Pre-Separation to Recycle Bins



Single Stream Waste Intake

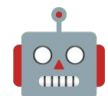


The Rise of Smart Sorting today

 **Global & Environmental Drivers** - Resource scarcity, climate change, waste crisis

 **Economic & Market Forces** - Cost optimization, corporate pressure for circular economy, supply chain stabilization, manual sorting unsustainable

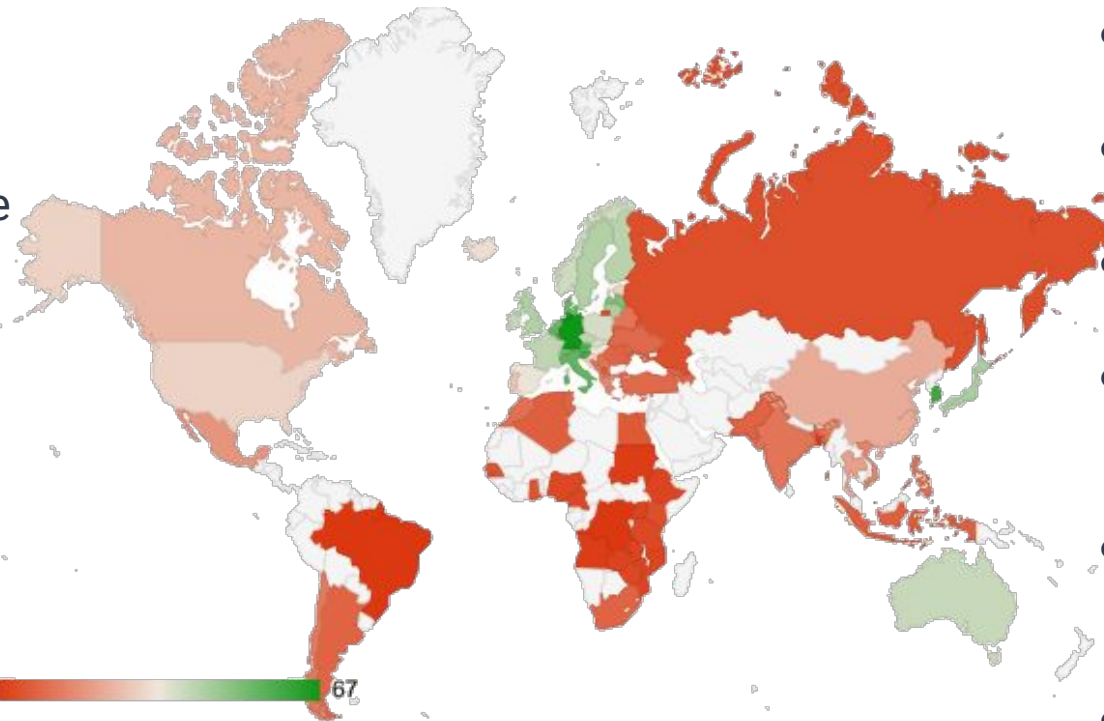
 **Regulatory & Policy Push** - Government regulations (e.g. EU Green Deal), plastic bans & carbon taxes, circular economy action plans

 **Technological Maturity** - Processing hardware availability, data generation and ML models are more available and affordable

Developed vs Underdeveloped Countries

🌐 Developed Countries:

- Higher recycling rates (40%–65%), mostly pre-separated
- Advanced MSW infrastructure and sorting technologies
- Policy-driven (EU Green Deal, EPR, carbon taxes)
- Implement global circular economy, import and export
- Set global standards and drive innovation
- Examples - Germany (67%), Austria (55%), Netherlands (50%), Denmark (45%), Japan (45%)



Global Median Recycling Rate - 12%

🌐 Underdeveloped Countries:

- Low recycling rates (<10–15%), separation culture undeveloped
- Most waste goes to landfills or open dumps
- Limited or no automated sorting, reliance on manual pickers
- High material loss and environmental risks, economical strain
- Untapped opportunity for scaling global circular economy, high growth potential
- Examples - Brazil (4%), India (15%), Nigeria (10%), Indonesia (11%), Russia (8%)

Use Cases and Product Portfolio



- Industrial - Regional or municipal MSW sorting facility, 10s-100s of tons daily
 - Improved throughput and yield
 - Reduced entry threshold for facility
 - Minimize manual labor

- Sustainable/green buildings - small scale sorter for commercial buildings and building blocks, waste is sorted on-site before collection
 - Smaller throughput, simpler robotics
 - Limited space, small machine
 - High recovery rate, less transportation



Players and Ecosystem – Smart Sorting

Waste Management Operators



Engineering and Integration Partners



Competition and Coopetition



Recyclers and Material Offtakers



NGO and Associations



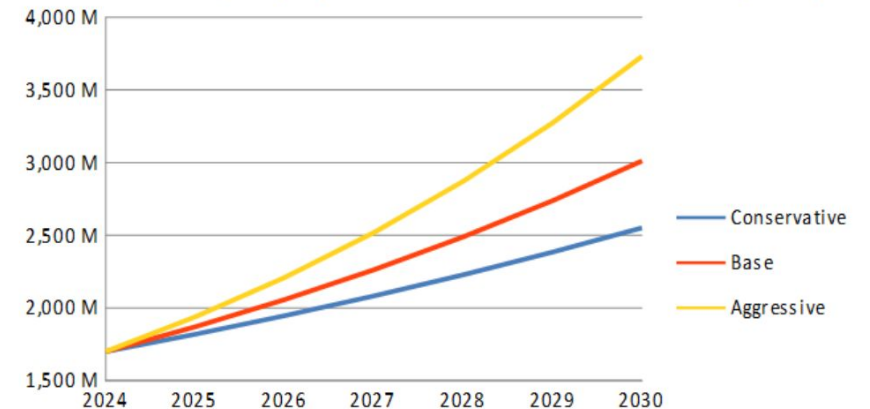
Regulators and Public Bodies



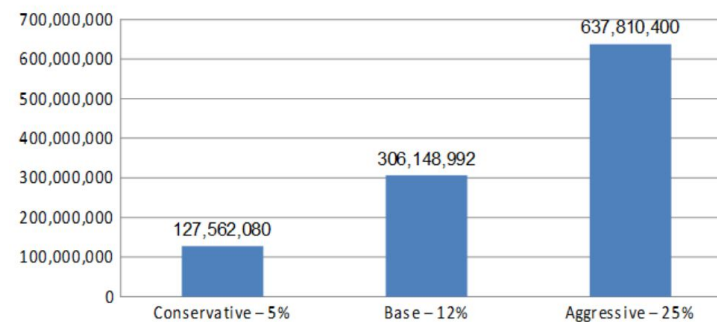
Smart Sorting Market Analysis

- Out of ~\$20B waste sorting market , smart sorting (mostly source-separated) takes ~**\$1.7B** (2024) with strong projected market growth (**CAGR 7-18%**), additional shift towards MSW processing and smart sorting systems
- **Emerging economies additional growth** driven by new solutions and lower entry barriers
- Smart fusion sorting market share assumption of only 12% translates to ~**\$300M**, with potential to take up a larger chunk coming from the global expansion of raw MSW sorting market
- Conservative analysis before considering disruption effect of financially viable and scalable raw MSW sorting

Smart Sorting Equipment Market 2024-2030 (USD)



Thermography Fusion Revenue - by Market Share (2030)



Regional Market Size 2030 (USD)

