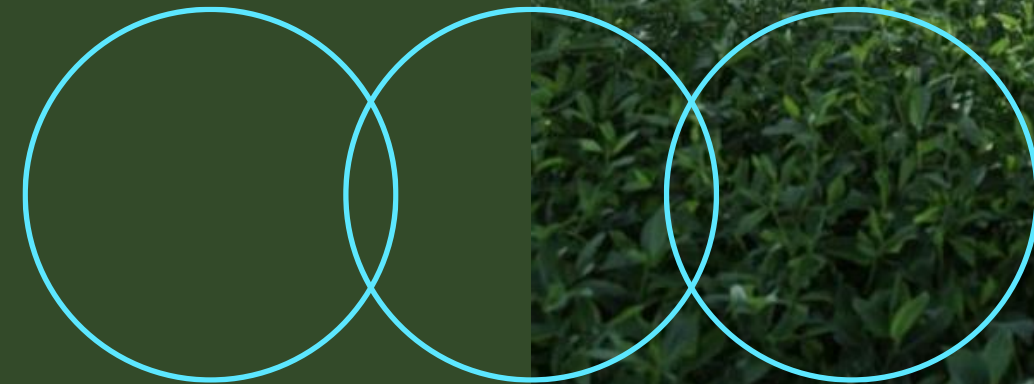




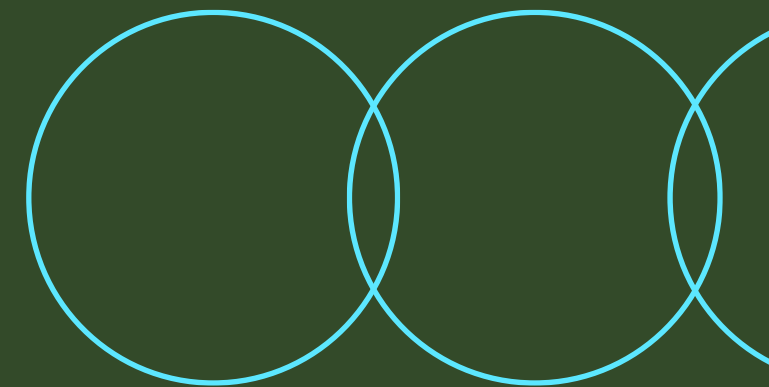
Turning Surfaces into Functional Systems

www.purezone.site

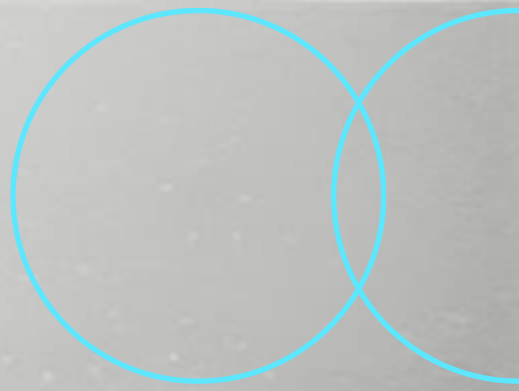


Who We Are

PureZone transforms everyday surfaces into active carbon-capturing and air-improving infrastructure



The Opportunity Hidden in Every Surface



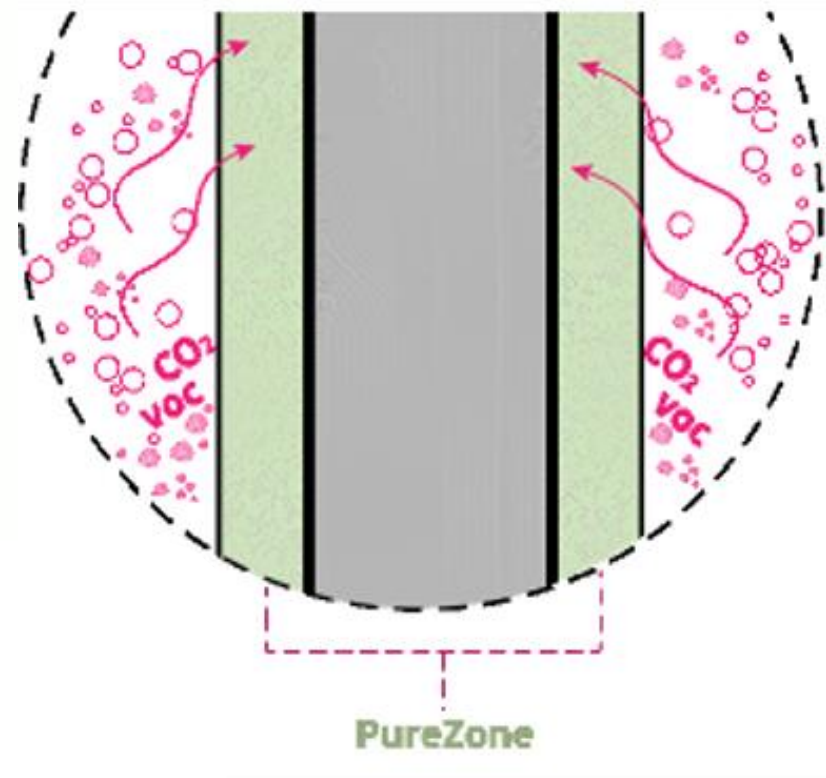
CO₂ is becoming a core business and regulatory **challenge**,
and paint offers a scalable **path to impact**

Billions of square meters are painted every year, yet remain
carbon-passive

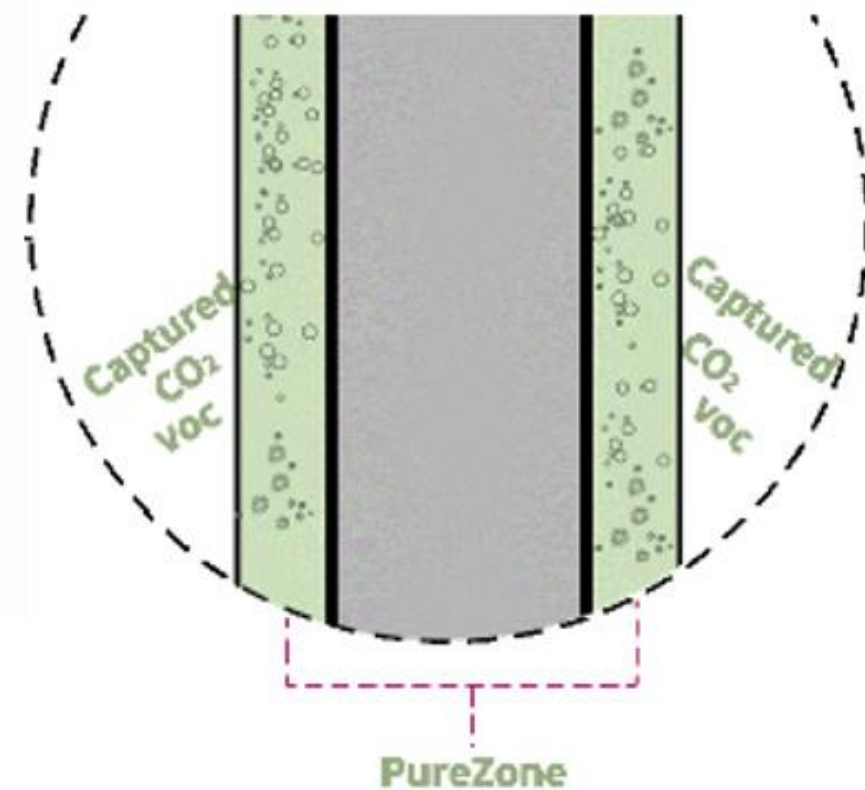
The Industry **Lacks** a Scalable
Carbon-Functional Solution.

Until **now**.

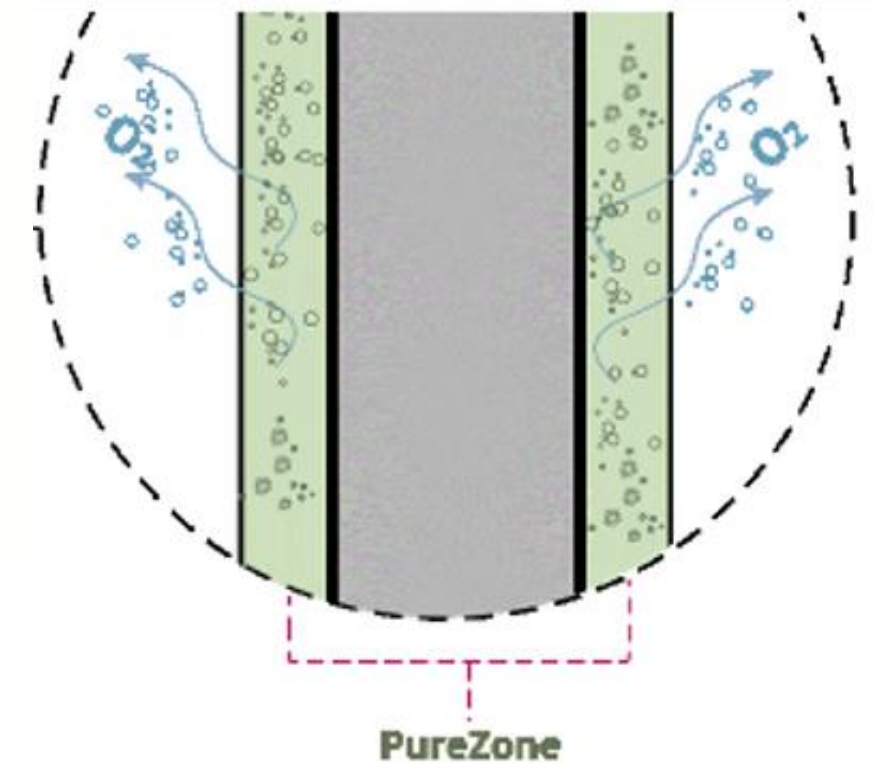
From Passive Surface to Functional Performance



CO_2 and VOC diffuse to the coating surface, and penetrates it



CO_2 and VOC contact and react with the PureZone active component within the coating structure

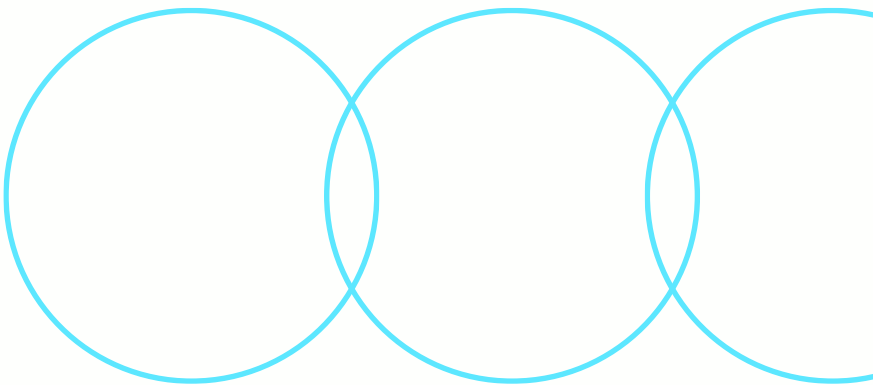


O_2 is released, captured CO_2 is retained inside the paint matrix and VOC is decomposed

The Coating Engine for Functional Surfaces



5X Higher Capture. Zero compromise.

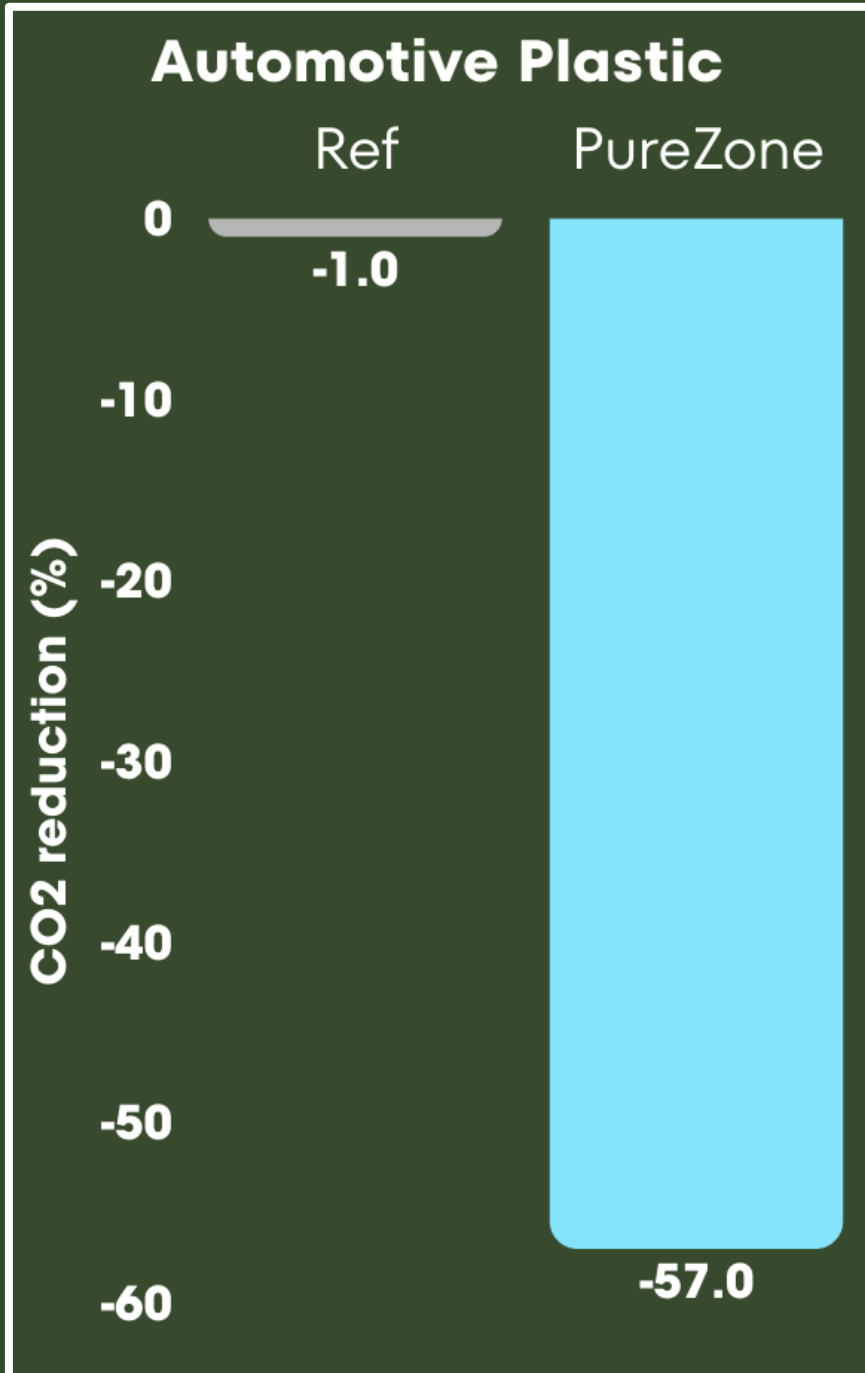
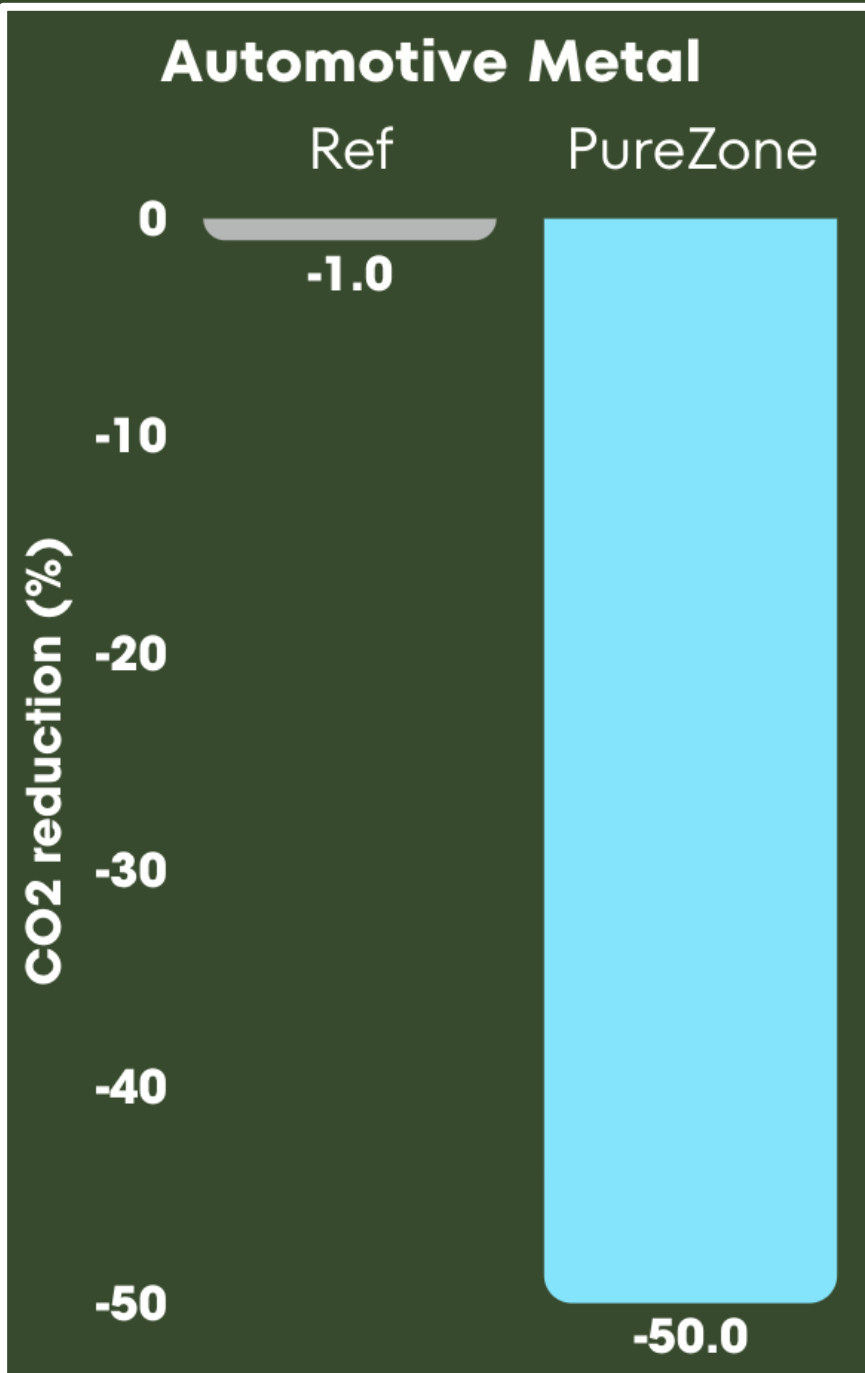
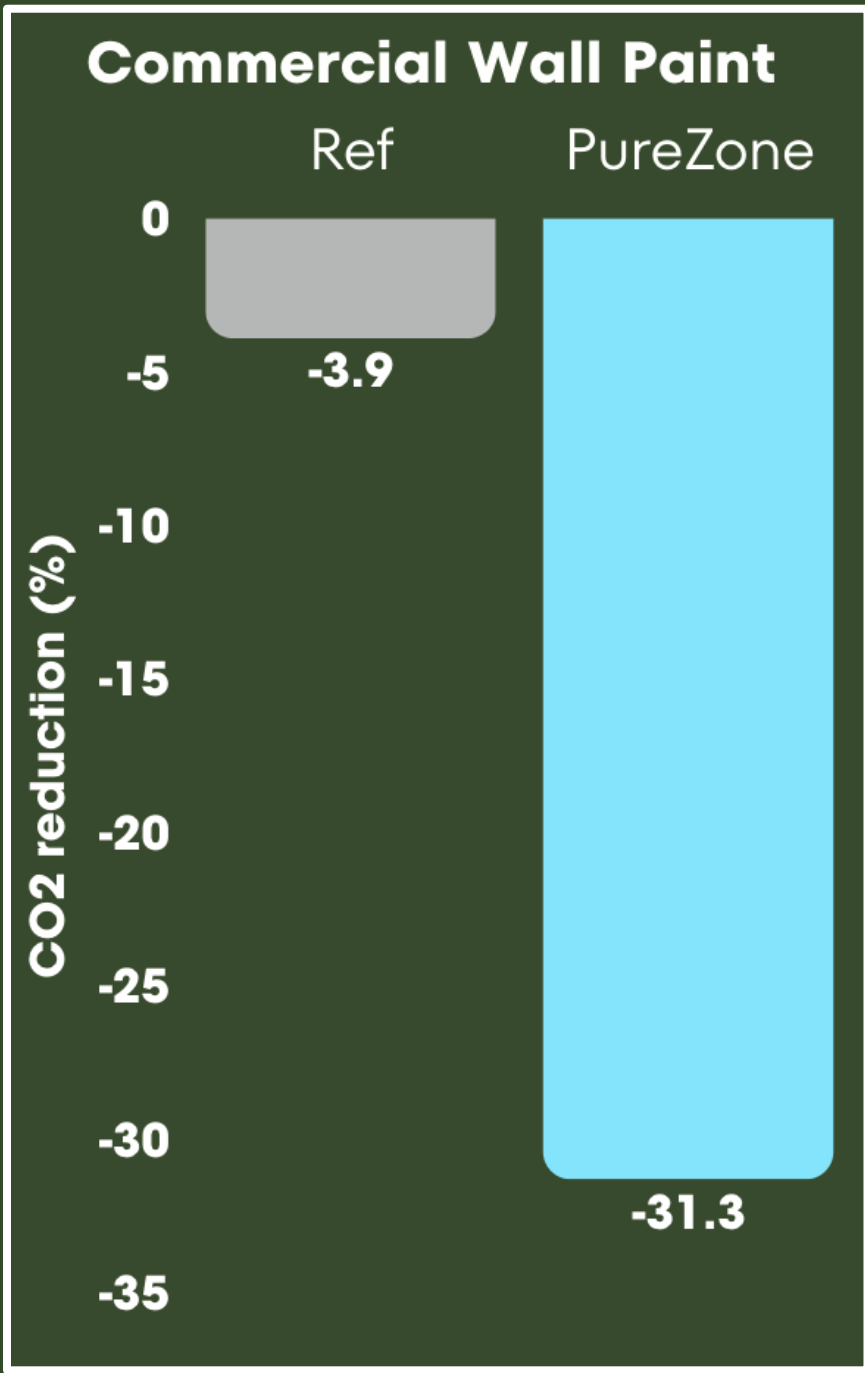


Technology	CO ₂ Capture (g/m ²)	Additive Loading %	Aesthetic Impact	Activation Required
PureZone	~280 g/m ²	5% (Minimal)	Translucent	No
Photocatalytic	~50 g/m ²	High	Color constraints	Yes (Requires Light)
Activated Carbon	~50 g/m ²	High	Turns paint Black	No
Lime-Based	Low	25% (High burden)	Opaque/Chalky	No

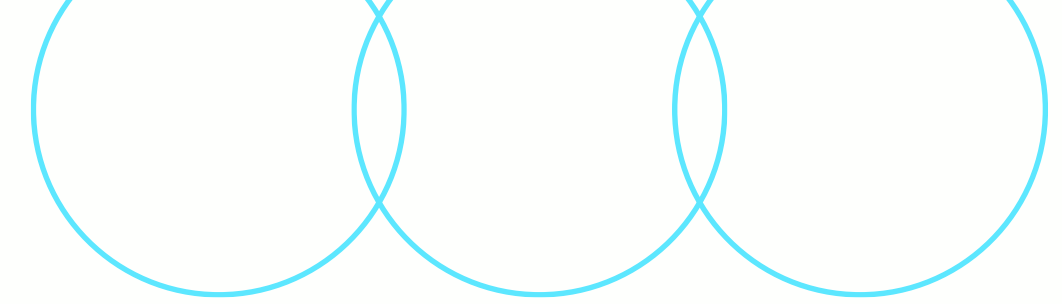
PureZone delivers 5X the carbon reduction of nearest competitors without altering paint qualities, manufacturing processes, or requiring external activation light

Validated Efficacy Across Substrates

Controlled chamber testing proves significant direct carbon capture across diverse commercial formulations



B2B Model for the Coatings Industry



Functional material technology



Manufacturing partners:

- Paints, coatings, and additive
- Building materials



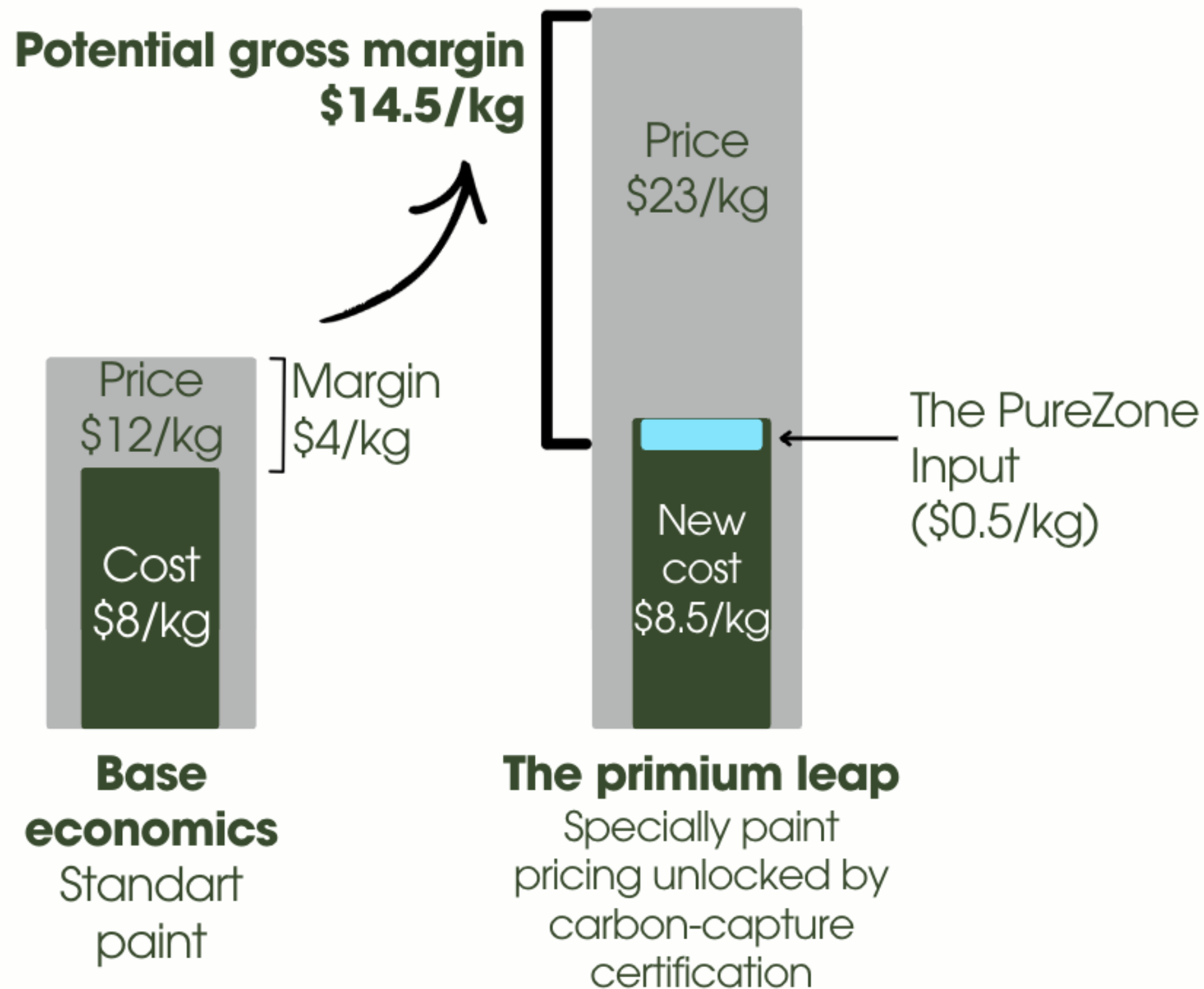
End markets:

- Construction
- Commercial real estate
- Automotive
- Industrial
- Infrastructure



The B2B Economics Engine-Tripling Manufacturer margins

A fractional input cost unlocks premium specialty pricing for paint manufactures



Over 300% Potential Profit Increase for Paint Manufacturers

The Business Case for Offices

Office Size	1,000 sqm
Painted Surface	3,500 sqm
CO ₂ Captured (3 years)	13.5 ton
Equivalent to Annual Carbon Absorption of ~600 mature trees	
The added paint cost is marginal relative to meaningful value: • Green building and sustainability positioning • ESG and decarbonization reporting support • Healthier workplace • Differentiation in a competitive real estate market	

Platform Expansion Across The Build World

Phase 1 - Interior and exterior paints (current)



Target: Commercial real estate and construction



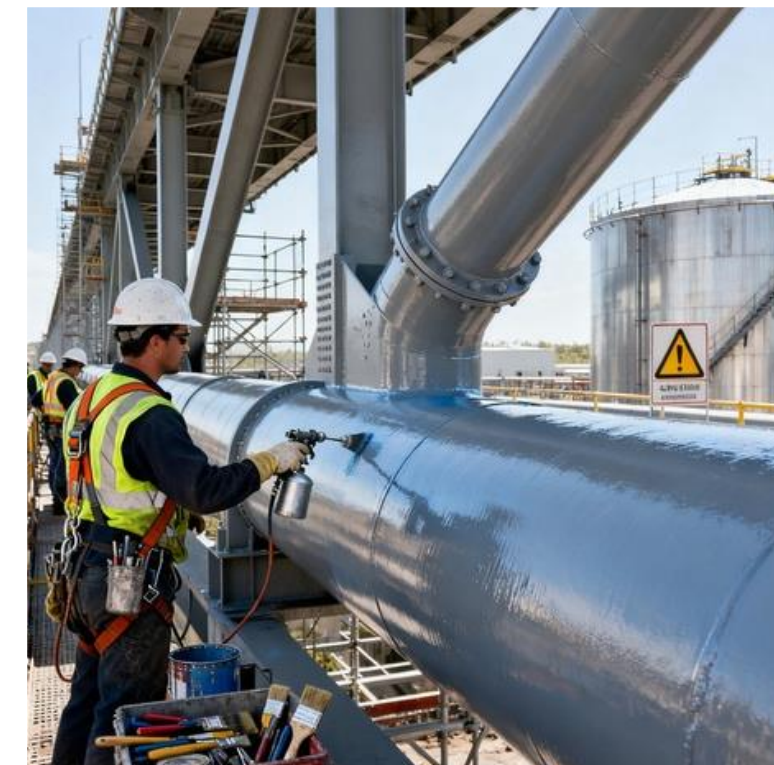
Phase 2 - Automotive



Target: Automotive OEMs

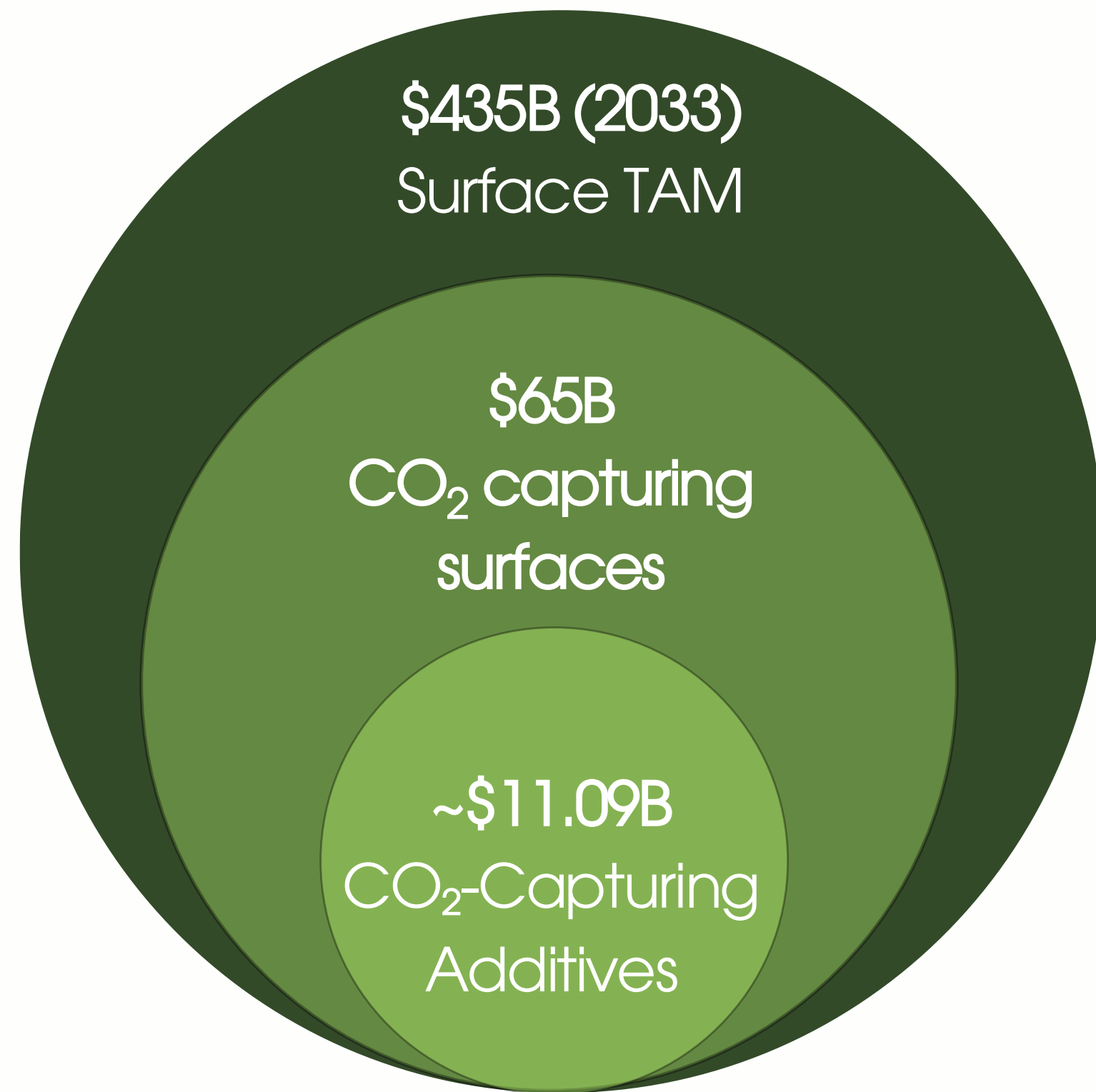


Phase 3 - Industrial & infrastructure



Target: Protective coatings for massive infrastructure

A \$65B Opportunity Driven by Climate Mandates



Climate regulation & net zero targets
(Legislation forcing companies to adapt)

Sustainability Certification Requirements
(LEED, BREEAM requiring active building materials)

Shift Toward Value-Added Functional Coatings
(Moving from passive surfaces to active utility)

PureZone Team



Dr. Ziv Lifshitz
CEO

PhD and deep-tech entrepreneur with over a decade of experience building technology ventures and translating advanced materials research into scalable, venture-backed companies.



Adva Bar-On
CTO

Senior R&D and innovation manager. Expert in materials, chemistry, paints and coatings for buildings & constructions. Served as VP R&D in various paint & tech companies over the years (Tambour, Nirlat, Fresco).



Dr. Uri Stoin
Inventor

Co-inventor of 30 patents. Served as CEO, VP R&D, CTO, Chief Chemist, and advisory board member in Israeli and international companies. Proven experience in taking ideas from scratch to production.



Oren Gez
CBO

Finance and banking executive with experience in capital markets and corporate finance. Brings expertise in fundraising, financial strategy, and scaling technology-driven ventures.



Paint the World. Capture the Carbon.

Dr. Ziv Lifshitz

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