

Greenling GmbH

Ready-planted minigardens

The first high-tech urban garden

Allowing you to grow your own plants without a green thumb



Pre-Planted



Smart Design

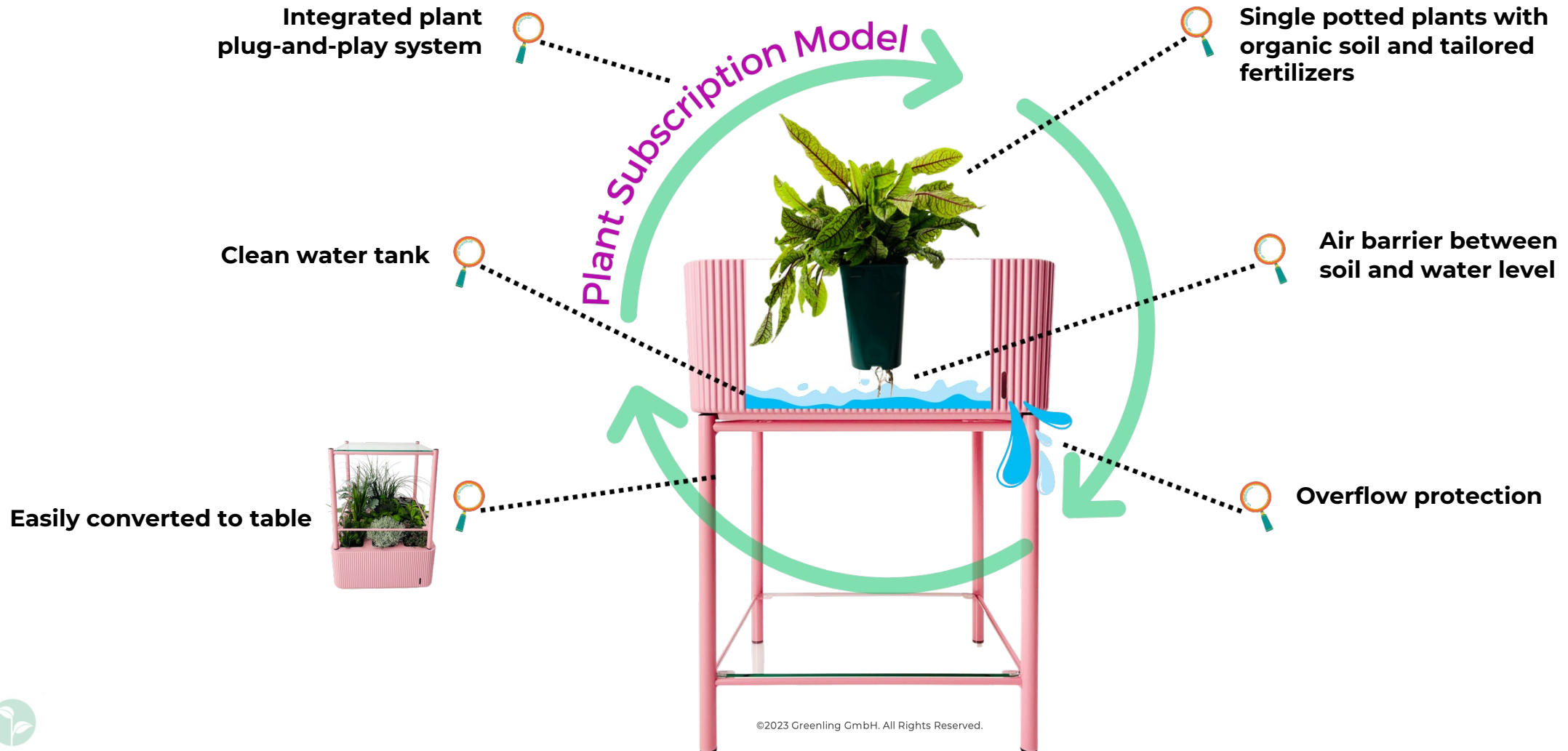


E-Commerce,
Subscription



Award winning innovation

Developed with a leading scientific institute, patented, tested over 18 months



The (green) time is now!

Mid and post-pandemic: city consumers focus on quality life at home

Health/Awareness

Plants and gardening can reduce stress and anxiety¹



Do-it-for-me

Consumers value time and energy saving solutions²



New Work & Hygge

More time and money invested into homes³



Urbanization

77% of Germans live in urban areas⁴



Greenling's German market size:

41.5M households

42% net income
>2,600€/month

83% with balcony/terrace

77% in urban areas

=

















11M potential customers




Sources: 1) Zukunftsinstitut, 2021; 2) IVG interview (MD Anna Hackstein), 2021; 3) Zukunftsinstitut, 2023; 4) Statista, Urbanisierungsgrad in Deutschland; 5) IVG annual reports 2020 and 2021



Limited pre-planted competition

Only Greenling offers smart irrigation with a simple plug-and-play, multifunctional design

 GREENLING	Valuable	Rare	Hard to copy	Organization
Easy plant plug				
Watering solution				
Tested plants				
2-in-1 table function				
Plant subscription				

 THE PLANT BOX	 BLUMIXX
	



Kobold & B2B – endless possibilities

High interest and quickly growing B2B customer base in the Hospitality Industry with new 3-plant pot

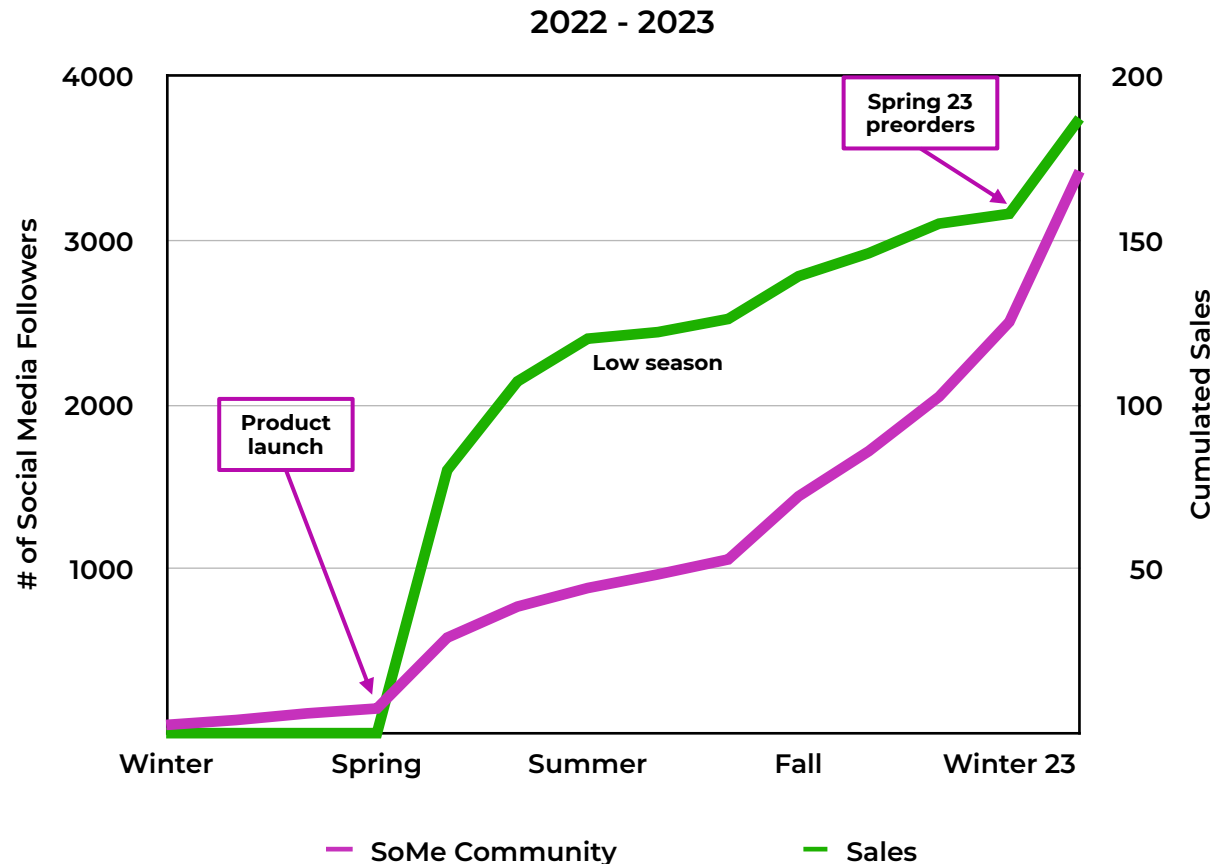


- ✓ **Upcycled** product
- ✓ **Sustainable** initiative with immediate results
- ✓ **Easily** integrated into **maintenance** routine
- ✓ **Small invest**, flexible system
- ✓ Plants are **easily exchanged** all-year-round via **plant subscription**
- ✓ **Suitable** for balconies, wall mounts, windowsills, and ceiling hang



Fast growing community

29% customer return rate (despite winter season), rapidly growing Spring 2023 sales, decreasing CAC*, and high CLV*



EUR 58k revenue in 2022
(May-Dec)



Established first B2B customers
(hotel/long-term rentals)



2022: average CAC = EUR 219
Feb 2023: decreased to EUR 140
2024: expected to drop to EUR 50



CLV appx. EUR 530

*Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV)



People love Greenling

0% product return rate, a 5-star webshop trusted shop rating, and a high renown media interest

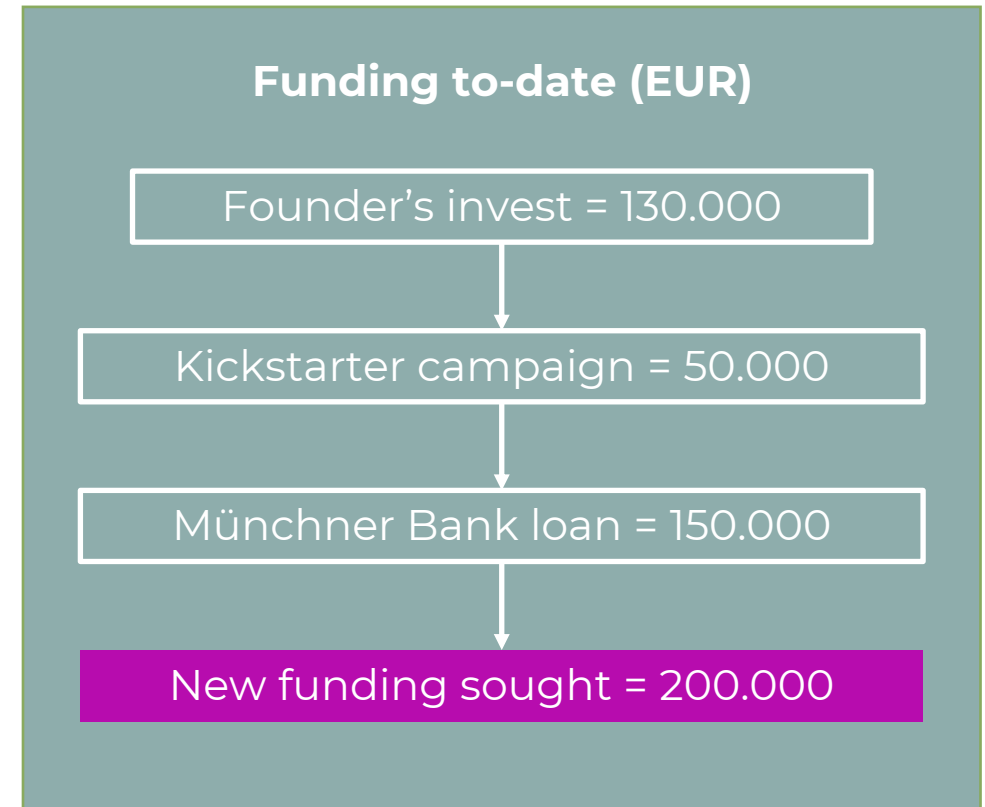
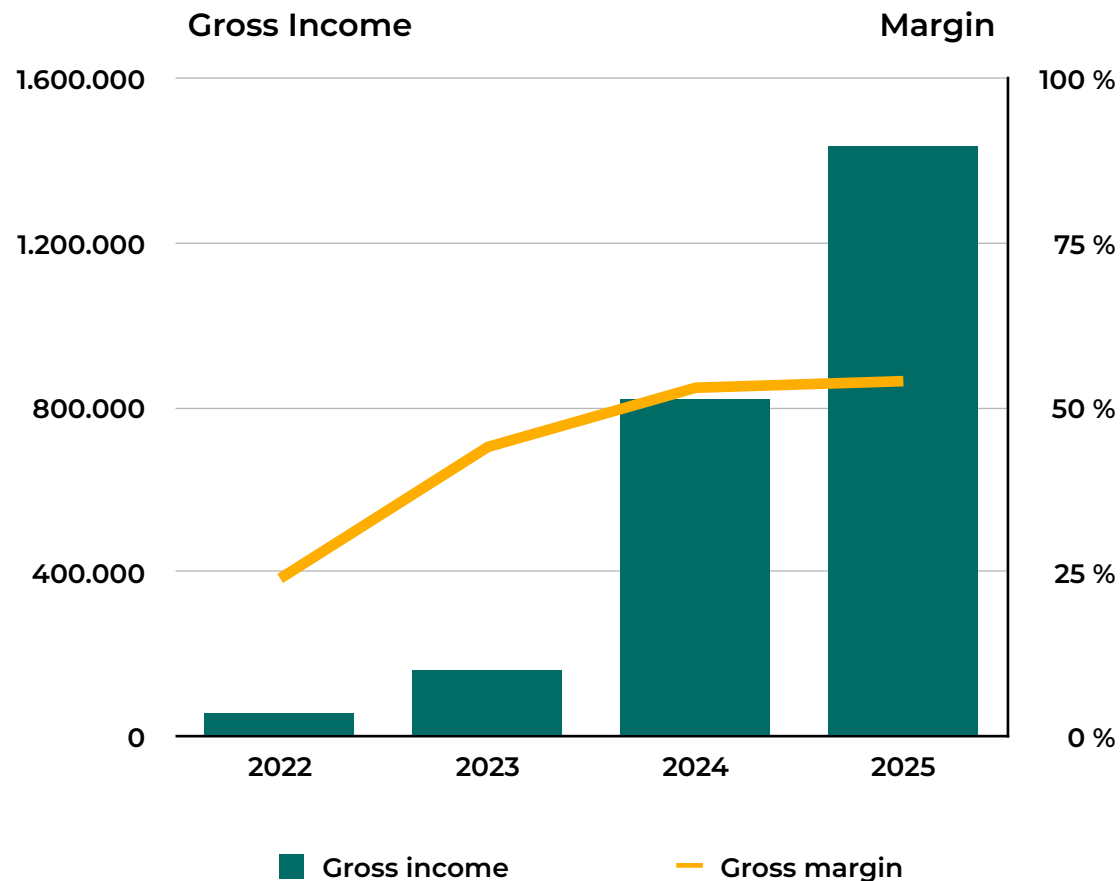


“Greenling’s concept is spectacular. Finally, something blooms even with my black thumb. Not only is it visually appealing, but it is also a tasty herb garden with rosemary, mint, basil, and chili peppers. I will be buying more Greenlings in the future!”
- Stefanie G.



Financials & Funding

Gross income margin reaches 54% by 2025 with main revenue being generated from plant sales (razor & blade model) and break-even in 2024



This team gets shit done

Yearslong synchronized team with combined vertical farming expertise, digital company setup, and lean operations



Johanna Leisch, LL.M., MBA
Founder, Managing Director

- ✓ Experienced vertical farming startup manager and lawyer with over ten years of experience in organizational growth
- ✓ Responsible for sales and operations



Megan Douglas
Managing Director

- ✓ Experienced vertical farming startup manager and digital all-rounder
- ✓ Responsible for R&D, webshop, and online marketing



Joachim Rothenhöfer
Expert Gardener

- ✓ Head of trials at the botanical garden in Würzburg and self-employed gardener for 30 years
- ✓ Responsible for plant testing and quality



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