

CLYNK



CLYNK was built for two audiences



CLYNK



CLYNK's Bag Drop solution transforms a hassle-fraught, time consuming chore into a 15-second easy drop off. It starts with convenient, clean sustainability stations at common stop locations like grocery stores.




Then, we couple convenience with incentives - through the world's first digital sustainability wallet - **that delight the consumer and drive behavior change.**



Modern

Fast

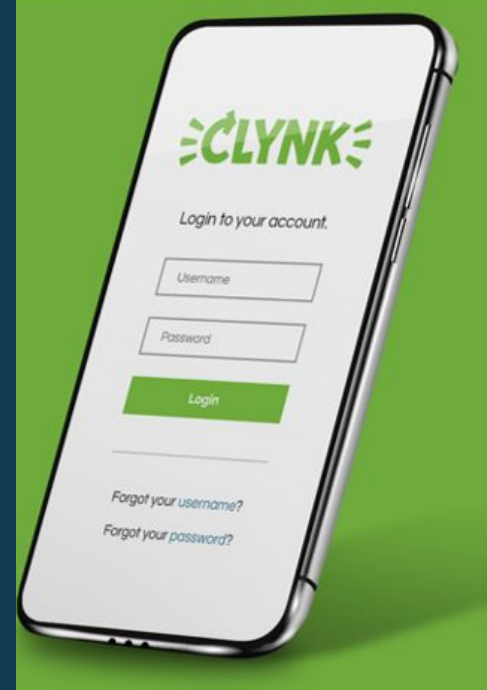
Convenient

A man wearing glasses and a dark shirt is working in a recycling facility. He is positioned behind a large, circular, rotating drum that is filled with aluminum cans. The cans are in motion, creating a blurred effect. In the background, there are stacks of green bags, likely containing recycled material. The scene is industrial and focused on the recycling process.

And then, we deliver world class solutions to collect, process, and return the material to the economy - closing the loop & building circularity.

It's as easy as 1,2,3.

1. Sign up & get bags
2. Scan and drop - at sustainability stations in parking lots
3. Get \$\$\$ - deposited in your account



By the numbers...

- **18** years in business as the pioneer of Bag-Drop Recycling/Redemption
- **5** states - (ME, NY, OR, IA, CT)
- **25%** of volume in ME goes through Clynk
- **212** locations in the field
- **2.5B** containers processed
- **8** patents
- **2.86M** store visits annually
- **3,500+** Clynk-To-Give Accounts & **\$3.5M** donated to charity
- **75** Net Promoter Score
- **200+** Employees

CLYNK



We drive **loyalty, visits and incremental revenue**

"I rave about it. I find it super simple and convenient."

"When companies like Clynk exist, it's so damn easy to redeem cans."

"You have to try CLYNK! It's the best!!"



"Best bottle deposit system so far."

"Love it!! Highly recommend it."

"I appreciate that you've essentially gamified recycling. I love the feeling of dropping off 3 bags and seeing what I have in cash a few days later."



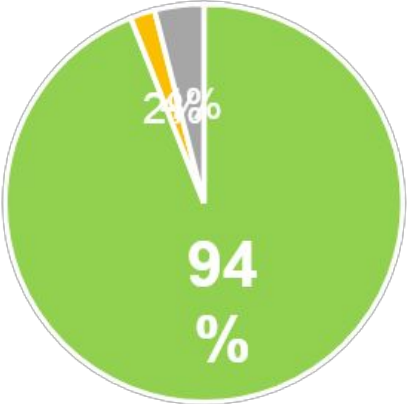
The vast majority of **CLYNK** customers are very happy



**CLYNK NPS
+ 75**

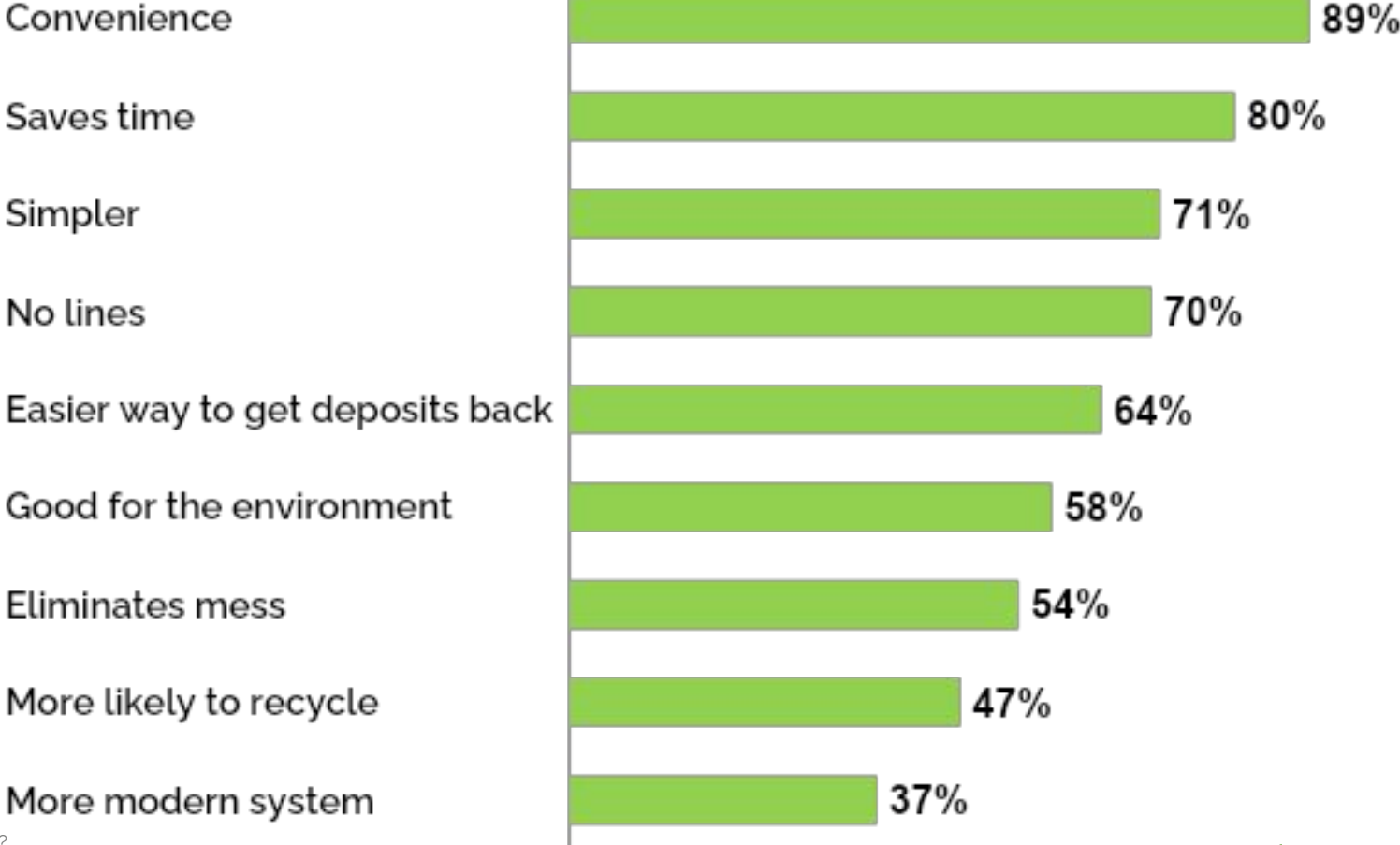
CLYNK customers have a strong preference for Bag Drop vs. other recycling options

Preference for CLYNK vs. Other Recycling Systems



- Prefer CLYNK
- Prefer other
- No preference

Benefits of CLYNK

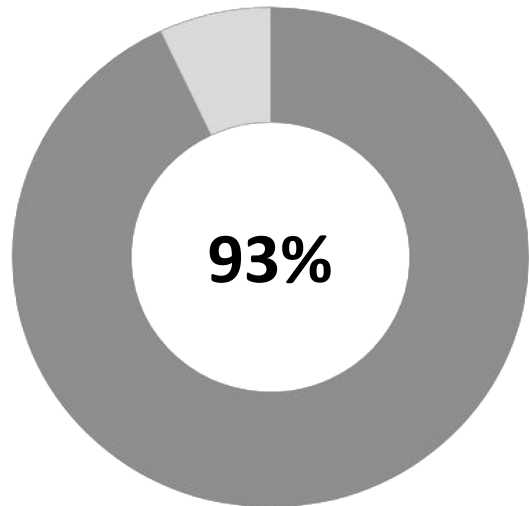


Q6. Which (recycling systems/programs) do you prefer? (Asked if have used other system in the past)
Q8. What are the benefits to you of using CLYNK compared to using other recycling systems/programs?

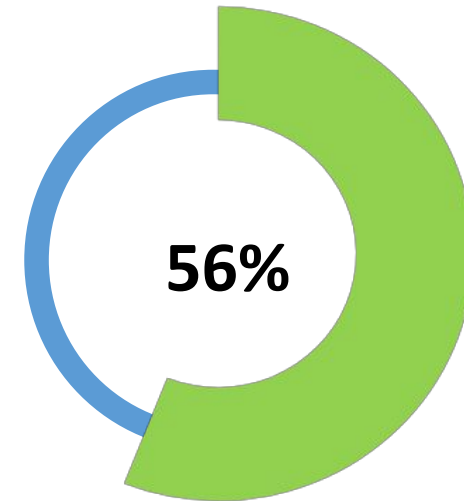
CLYNK customers have positive perceptions of participating retailers because they offer our service



■ Positive Impact (8-10)



Think CLYNK is a positive feature of Hannaford



Say offering CLYNK has made them more loyal to Hannaford

Q20. On a scale from 0 to 10, how much of an impact does CLYNK have on your perception of Hannaford?
Q19. Is CLYNK a positive feature when you think about going to Hannaford?
Q22. Has Hannaford offering CLYNK instead of other recycling redemption systems made you more loyal to Hannaford?

We're a proven go-between connecting consumers, brands, suppliers and retailers

Processor



- Turnkey solution
- More clean material
- Customer service & dispute resolution
- Fraud detection

Retailer



- Lower labor solution
- Better customer brand experience
- Loyalty and revenue opportunities

State



- Increases redemption
- Highest use recycling
- Engaged citizens
- Healthier bottle bills

Manufacturer



- Improved reporting
- Fraud protection
- Higher availability of post consumer material

Consumer/Causes



- Convenient
- Clean/Contactless
- Rewarding experience -fundraising



We help causes fund their work



Chloe Teboe

Apr 22 · 🌐



This year, participating schools raised \$39,172.05 through **CLYNK** -- all while spreading a message about the importance of recycling. [NEWS CENTER Maine](#)



NEWSCENTERMAINE.COM

Maine schools mark record year for CLYNK recycling challenge



Red Shoe Society of Maine

Apr 27 · 🌐



Did you know you can raise money for [Ronald McDonald House Charities of Maine](#) by simply recycling your redeemables with **CLYNK**? Grab a bag from the Portland or Bangor House, fill it with your bottles and cans, and drop it at a participating Hannaford for a super easy way to make a difference!



News Feed



Watch



News



Notifications



Menu



The Barbara Bush Children's Hospital at
Maine Medical Center

Jun 1 · 🌐



Does your kitchen have a stack of bottles waiting to be recycled? Thanks to **CLYNK**, it's easy to recycle those empty cans AND support BBCH by donating... [See More](#)

SUPPORT BBCH WITH CLYNK



The Barbara Bush
Children's Hospital
At Maine Medical Center



Camp Mechuwana

Jul 30 · 🌐



We asked you to help us raise \$1,000 in **CLYNK** returnable cans & bottles during the month of July...actually, by midnight tonight. AND YOU DID!!! Our grand total was...\$1,001.70 -- unbelievable! That means we met the match for an additional \$1,000 from a generous donor. THANK YOU!!! 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌



MECHUWANA.ORG
Camp Mechuwana

[Learn More](#)

👍❤️ 140

4 Comments 12 Shares





Bottle bills, EPR & best practices

Deposit-return systems & EPR belong together

- Bottle bills are the “original EPR.”
- The best systems in the world have both.
- EPR without DRS does not deliver the same results.
- You want DRS for high-value + litter-prone packaging.



!!! EPR without DRS (Bottle Bill)

- Mostly funding the build-out of curbside recycling (which is good), but you get lower quality materials that often can't or don't go back into packaging. Many materials down-cycled.
 - **With DRS, you get much cleaner streams of quality materials that command higher value and can be made back into packaging (circularity).**
- Does nothing to prevent litter & plastic pollution.
 - **Bottle bills are the most effective strategy for addressing the highest-littered plastic product (*by weight) - soda & water bottles.**
- Doesn't support away-from-home recycling. EPR primarily supports residential.
 - **DRS helps build out away-from-home collection - ensuring higher recycling rates - especially for the highest-value materials.**
- Does nothing to support return of refillable packaging.
 - **Deposits are essential to scaling refillables.**





The Data *(*Eunomia's 50 States of Recycling Report)*

- **EPR takes longer to achieve high recycling rates** (50-65% within 9 years) compared to EPR+DRS (90% within 5 years).
- **Bottle bill states have up to 84% less littered beverage containers** than states without DRS. Reduce overall litter by up to 65%.
- **Provides better material quality**, which enables closed loop recycling to create a strong domestic supply of material
- **Achieves highest beverage recycling rate** & high overall packaging recycling rates.
- **Maximizes access & convenience** - includes businesses, schools, parks, on-the-go and will serve to complement recovery rates from curbside EPR programs.
- **Co-develop EPR & DRS together to drive efficiency & cost savings.** For example, DRS sites can serve as drop-offs for EPR or other hard to recycle materials.

EPR = Producer Responsibility Organizations (PROs)

- **Refillables** (beer, water/mineral water, some soda):
 - Germany - GDB
 - Lithuania - DRL
- **Deposit-return** (one-way containers - PET, aluminum, glass)
 - Germany - DPG
 - Lithuania - USAD (2016)
- **EPR for packaging** (everything else)
 - Germany - Green Dot + 9 others (competitive)
 - Lithuania - Green Dot



CLYNK

RHODE ISLAND



CURRENT STATE OF RECYCLING

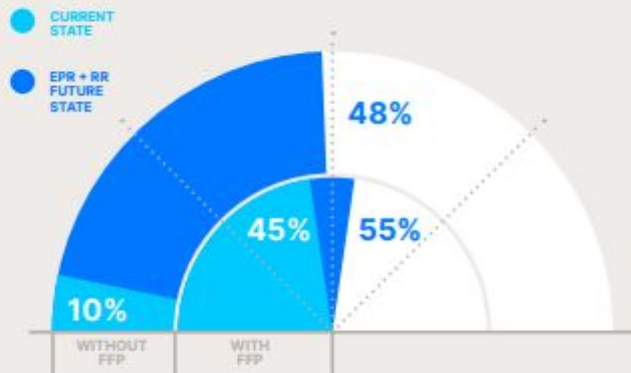
- In 2021, Rhode Island recycled approximately 32% of packaging materials without FFP. This recycling performance increases to 54% when considering materials with FFP.
- The value of the material captured for recycling was \$14 million, just 55% of the total value of material that could be captured for recycling.
- Recycling in the state avoided GHG emissions of 350,000 MTCO₂e.

OUTCOMES EPR+RR

Extended Producer Responsibility and Recycling Refund policy together could:

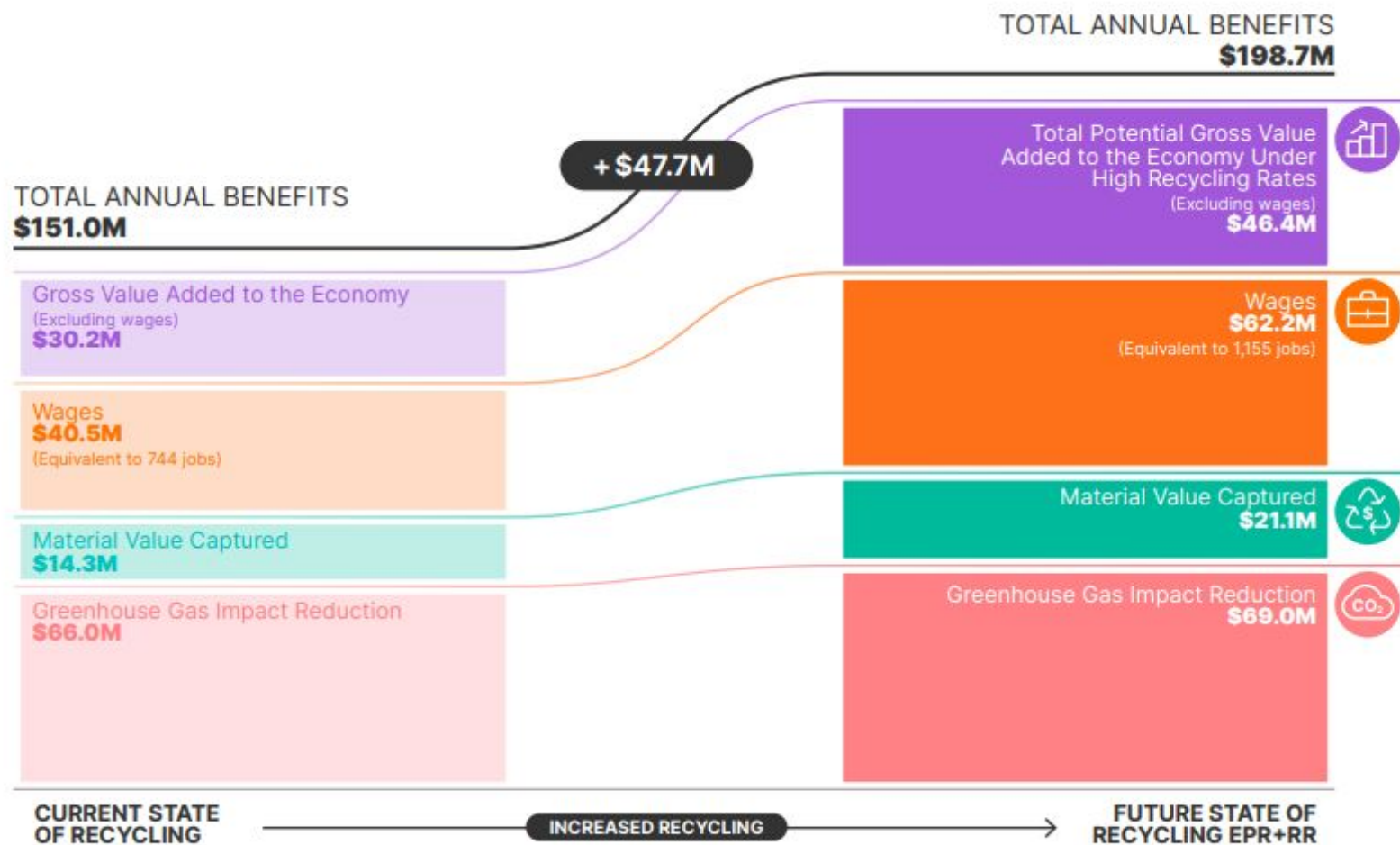
- Increase recycling related jobs from 740 to 1,200.
- Place \$21 million of recycled material back in the market to support a circular economy and reduce the need for virgin material.
- Avoid emissions of 360,000 MTCO₂e annually.

CLOSED-LOOP IMPACTS



THE ECONOMIC AND ENVIRONMENTAL OUTCOMES OF WELL-DESIGNED EXTENDED PRODUCER RESPONSIBILITY (EPR) + RECYCLING REFUND (RR) PROGRAMS

EPR assumes an overall recycling rate of 65% for residential packaging and RR assumes a 90% recycling rate for beverage containers



Good DRS

- Set the rules of the game, and let the brands work with solutions providers (like us :) to innovate & create the best system for consumers, retailers, brands and recyclers/refillers.
- The best systems are the ones that maximize convenience and value for the consumer - through the right incentive, convenient locations and different return channels. All together drive high recycling rates.
- Bag drop provides a specific return channel for refillables.
- The #1 thing that drives higher returns is a universal 10 cent deposit.
- Plus covering all major beverage categories (like Maine).



 **Thank you**

