allbirds

Building a purpose-led brand focused on comfort, design and sustainability

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Jad Finck
VP Innovation & Sustainability
Allbirds, Inc.

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What's News

Business & Finance

The yuan surged, posting its largest-ever two-day gain against the dollar as China's central bank cracked down on wagers against the currency. A1

◆ The Dow fell 42.67 to 19,999.29 as investors sold financial shares and bought government bonds, dialing back some popular trades. B

◆ Bitcoin neared record highs Thursday morning and then plunged as the year strengthened. B1

◆ Sears is selling its Craftsman brand for $900 million and closing more stores as it grapples with slumping sales and mounting losses.

◆ Trump blasted Toyota over plans for a new Mexican plant hours after the firm signaled a willingness to work with his administration. B1

◆ A top Verizon executive said the company is unsure whether it will proceed with its $4.83 billion purchase of [illegible]. B3

China's Oil Output Set for Long-Term Slump

Not All Greenhouse Gases Are The Same

By Alexander Julian and Jordan Ellen

Most of you know that Earth would be uninhabitable without our greenhouse gases. These gases allow solar energy through to heat our surface, but help absorb enough long-wave infrared radiation to keep our planet warm enough for us as we know it.

In that broad and vital sense, the greenhouse effect is all important and good. Without the greenhouse effect we wouldn't be here. But strengthening of that effect due to human activity is mostly a bad thing. The greenhouse effect first [illegible] appear in scientific [illegible] in the 1820s and 18[illegible] final detailed scientific paper on [illegible] caused increase in [illegible] from the greenhouse [illegible] came from a Swedish [illegible] Svante Arrhenius [illegible] Alexander Graham [illegible] of it in 1917: "[illegible] burning of fuel [illegible] have a sort [illegible] effect."

Water vapor [illegible] dominant greenhouse [illegible] going warming [illegible] altration has [illegible] by in the atmosphere [illegible] more evaporation [illegible] these percentages [illegible] opportunity [illegible]

From Sugarcane to Shoes

* * *

Upstart California shoe company partners with Brazilian chemical giant, ushers new post-petroleum era

By Oliver Zev

SÃO PAULO, Brazil. The New Zealand born soccer player-turned-shoe-entrepreneur poured some sugar into his cafezinho, the Portuguese word for "little coffee", a common local tradition to start business meetings. That natural sweetener had been squeezed from stalks of sugarcane that had grown in a field 300 miles to the northwest, in Sao Paulo state, Brazil. Most of the juice from that sugarcane was converted into the crystal sugar that appears on grocery store shelves, while another portion was converted into ethanol, a renewable fuel that's an alternative to gasoline and can be used by a majority of the cars in the South American country of over 200 million people. Making sugar from sugarcane has been a tradition in Brazil going back hundreds of years, with ethanol becoming common in the 1970's as a response to global oil shocks. Now there's a new outlet for this sweet crop, and it involves even older transportation traditions: walking and running. Earlier this month, San Francisco-based shoe brand Allbirds started selling the world's first shoes with soles made from Brazilian sugarcane, using technology provided by Latin America's largest petrochemical company, Braskem. The story of how the world's first sugarcane based sneakers came to be starts 7,500 miles away in the island nation of New Zealand. Tim Brown was a professional soccer player for his country's national team and enjoyed a long and successful career including a World Cup appearance.

Wool Runner

When it came time to hang up his

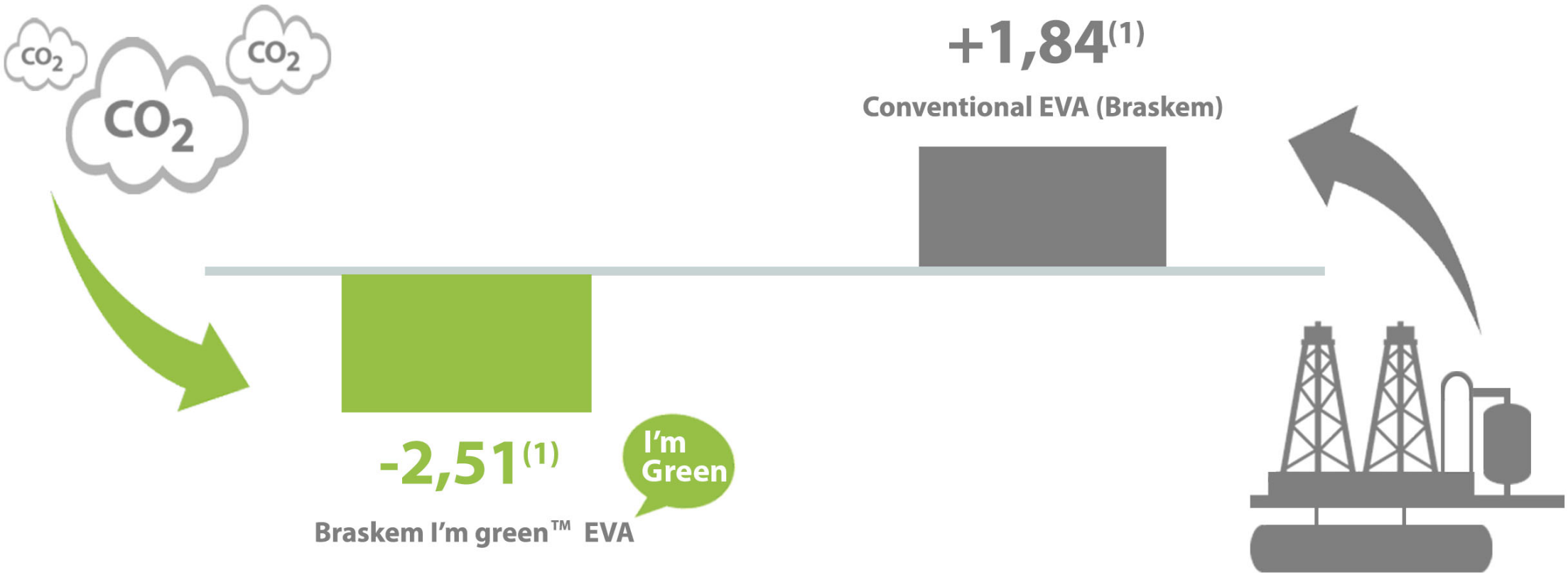
Please see page A4


SweetFoam™
{swēt•fōm}-noun
a revolution in
sustainable manufacturing


elasticated
internal heel lining.
elasticated
internal h
lining.
Sparse finish to tongue & w no binding @ base = semi integrated virtually.
Sparse finish to tongue & w

Carbon Footprint Comparison

Carbon footprint (t CO_2 eq./t polymer)



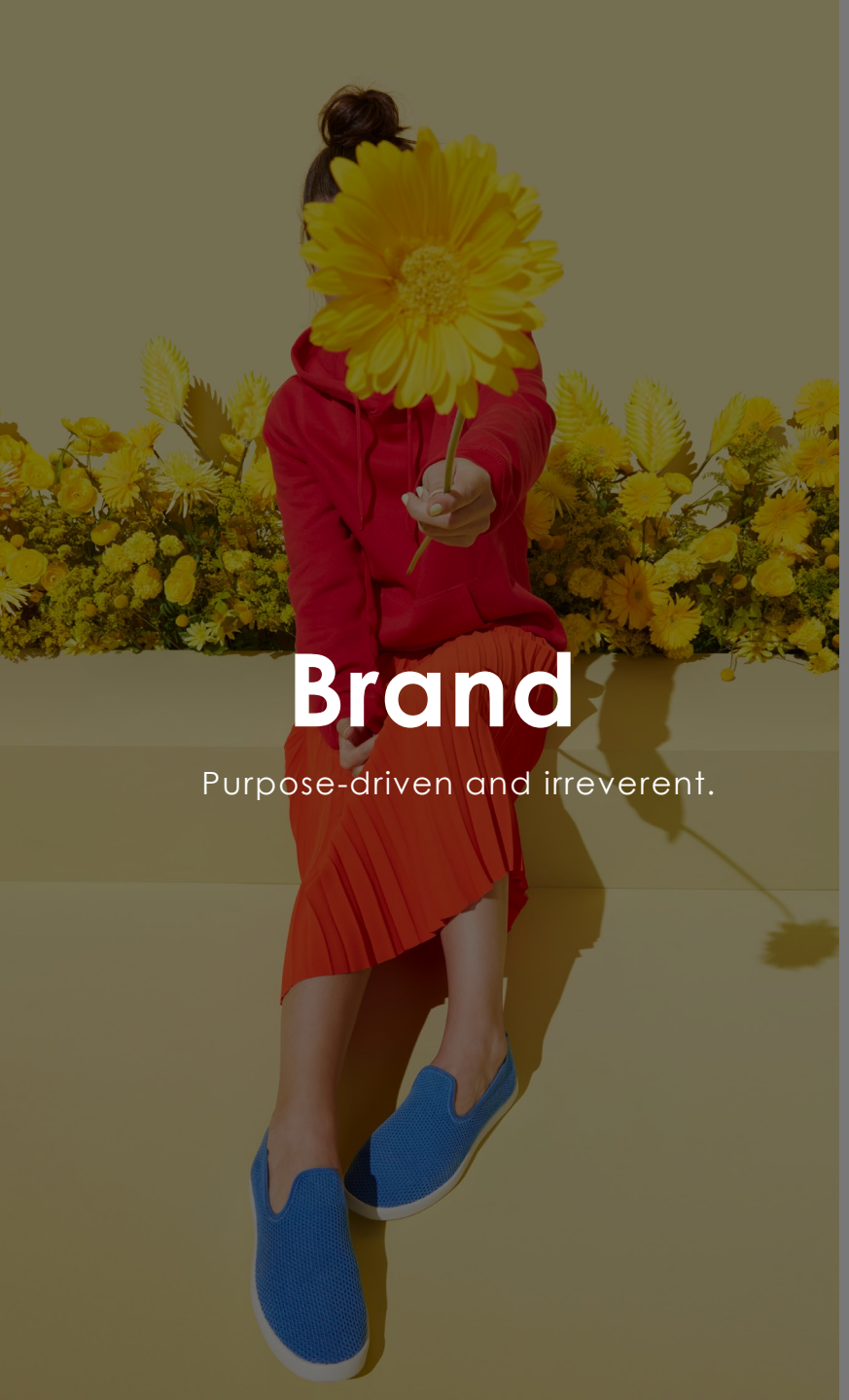
(1) LCA Study conducted by ACV Brasil/2017 (from cradle to Braskem factory gate)

Shoes That Could Help Save the World

Allbirds SweetFoam

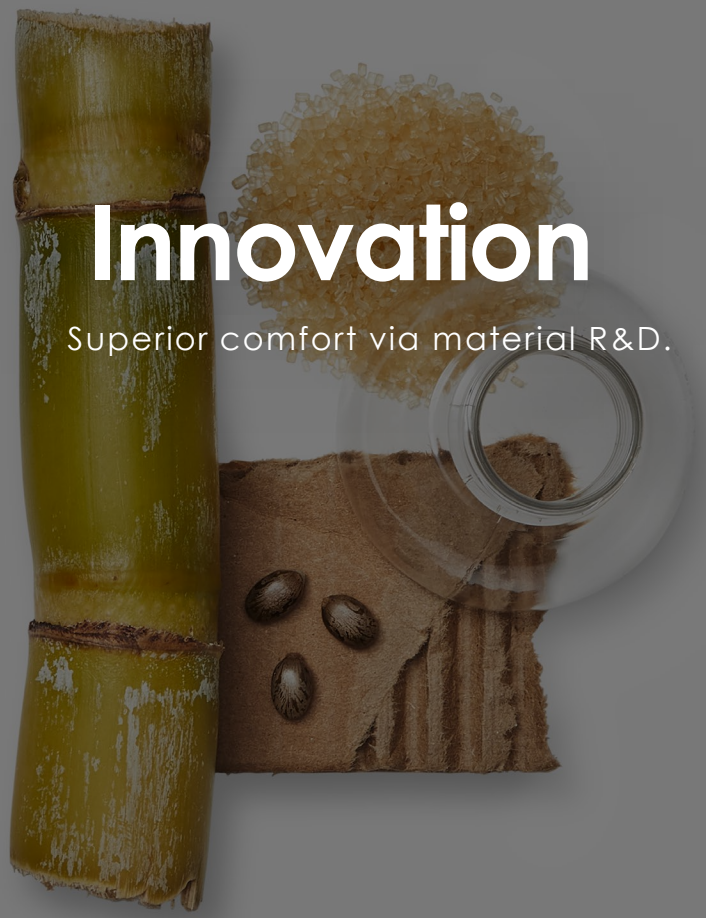
The shoe industry has a big carbon footprint, thanks in part to the fact that many shoe parts—including plastic soles, logos and shoelace tips—are made from petroleum. Retail startup Allbirds is testing an eco-friendly alternative: SweetFoam, a new material made from parts of

Our secret sauce.



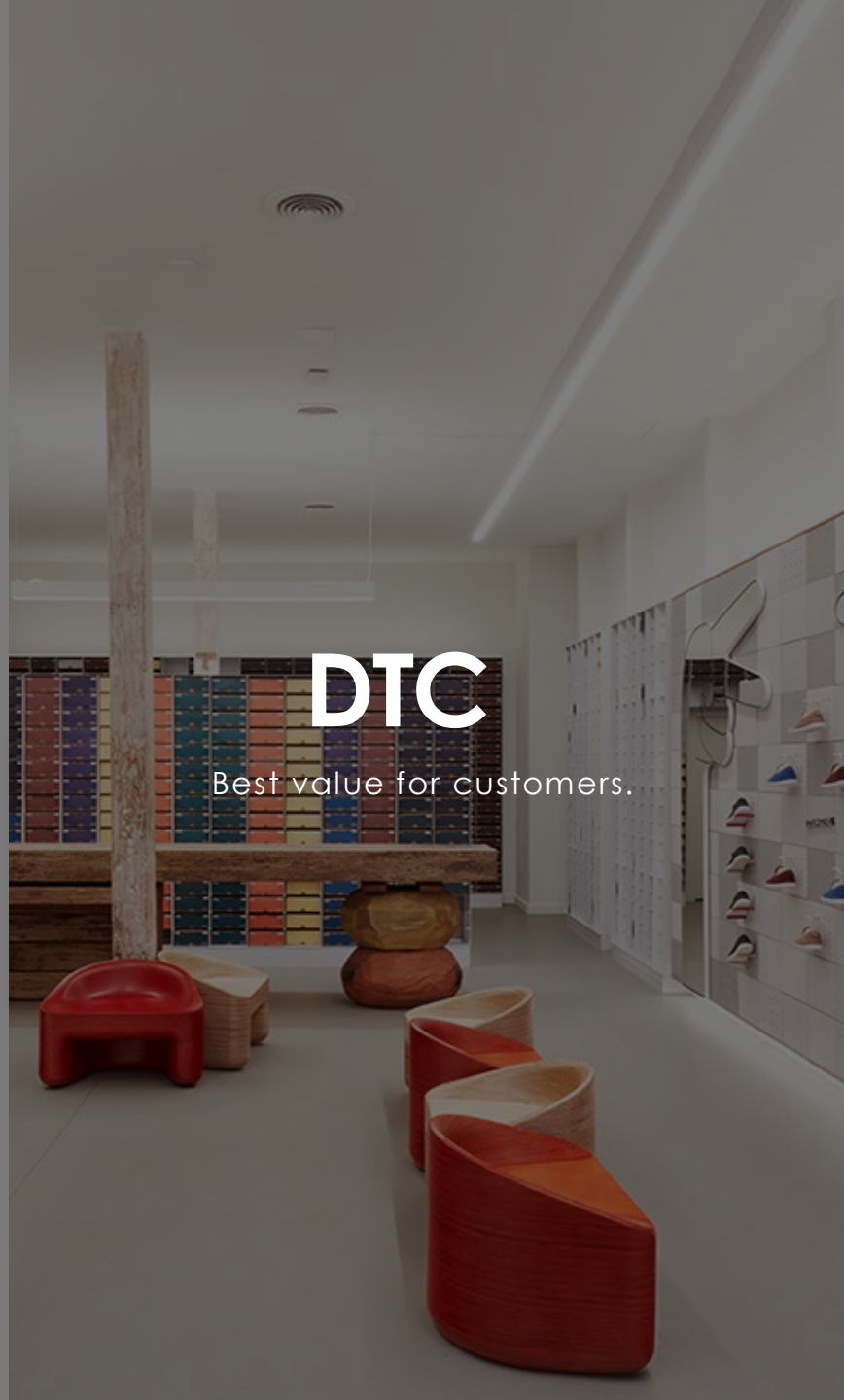
Brand

Purpose-driven and irreverent.



Innovation

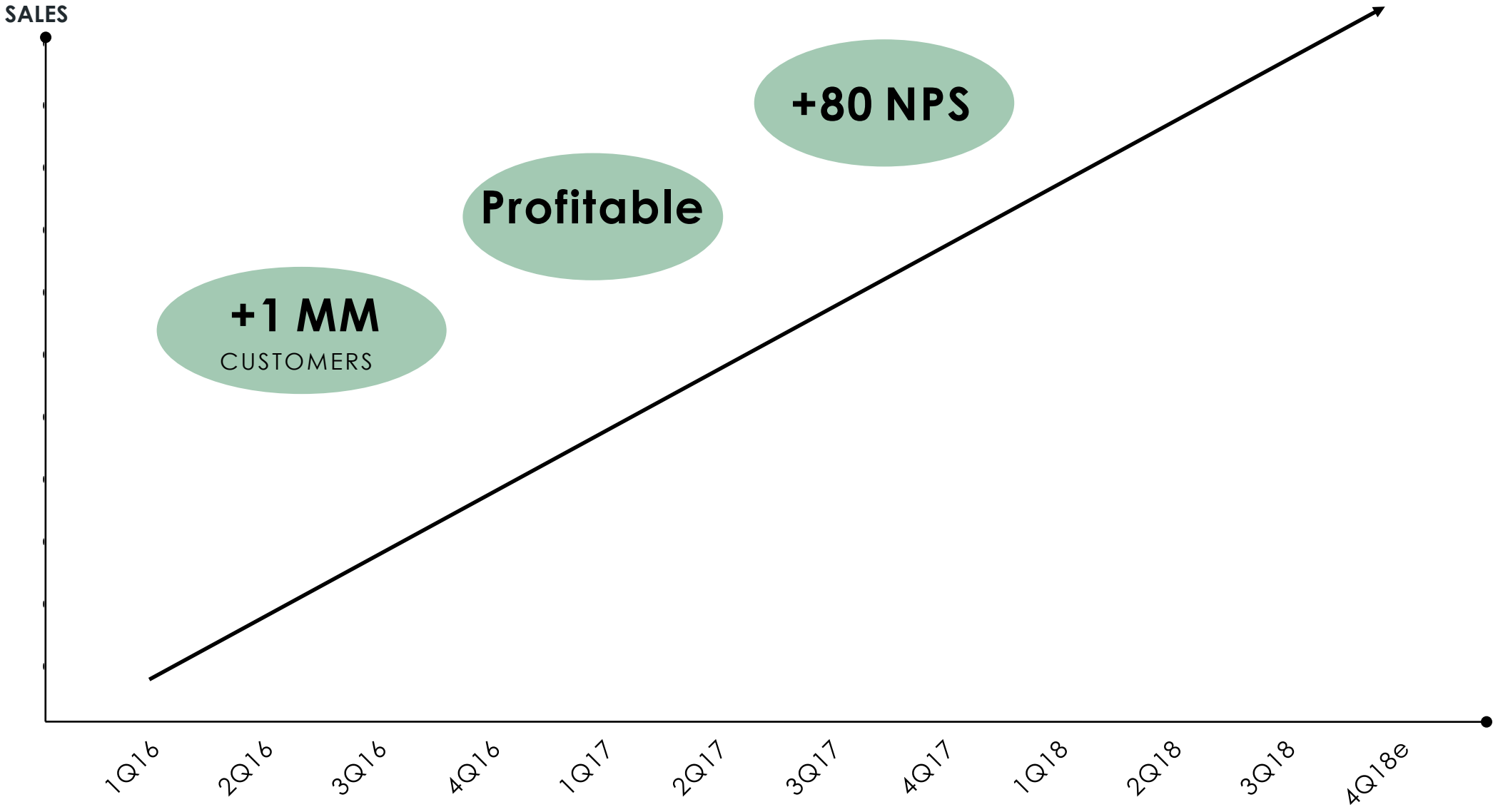
Superior comfort via material R&D.

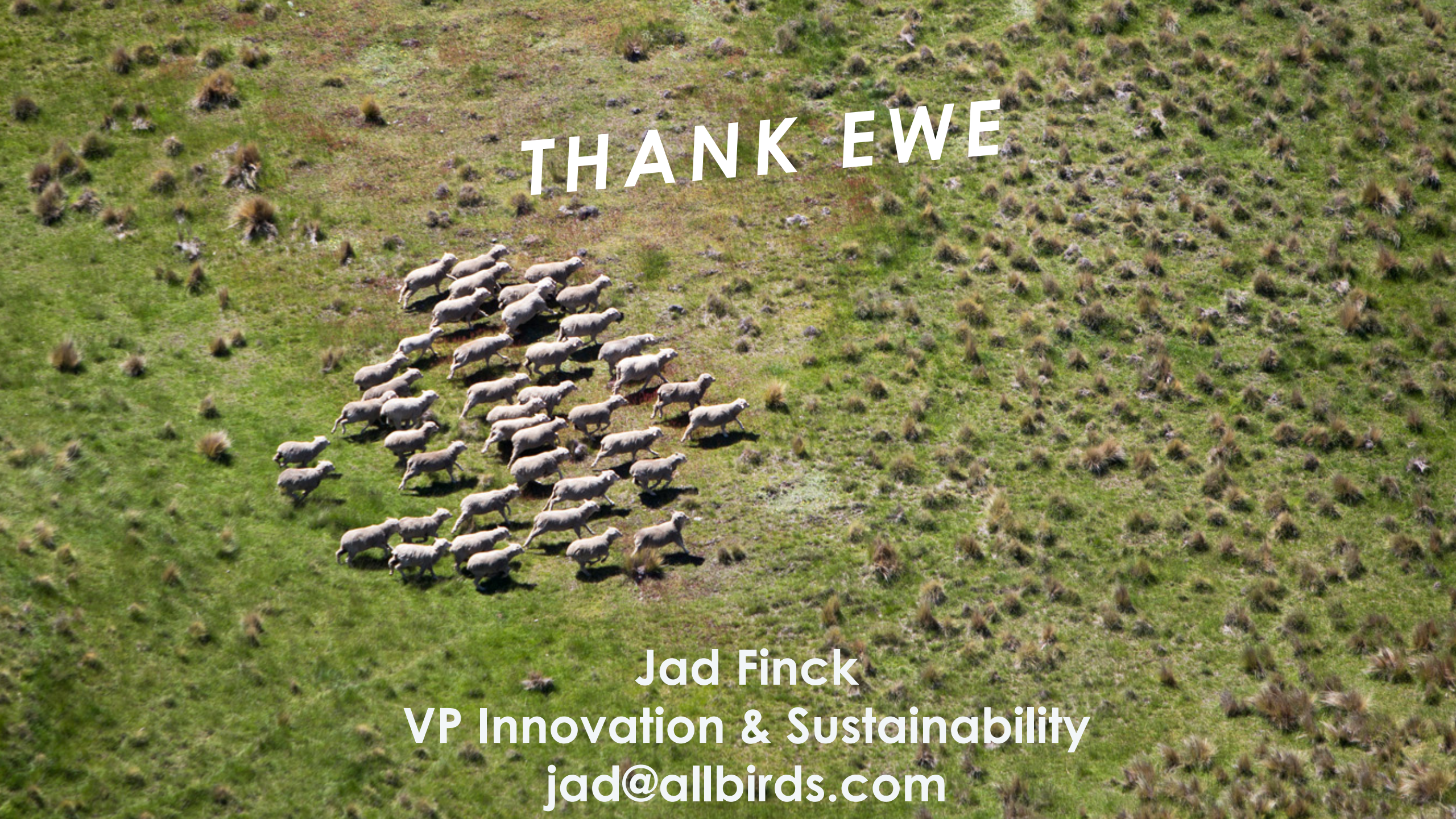


DTC

Best value for customers.

Early results are promising





Jad Finck
VP Innovation & Sustainability
jad@allbirds.com

Engagement and Partnering from a LEGO perspective

Søren Kristiansen

Engagement is Key

The LEGO Group "2030 Materials Ambition"

Suppliers and supply chain parties	Universities & technology institutes	NGO's and 3rd party organisations	LEGO Employees	Consumers, children and the general public

Substitution of resins

Different challenges requires different engagements

Current LEGO products

1 to 1 substitution polymer
(same chemical composition)

1 to 1 substitution polymer
(same physical properties)

Other substitution polymer
(new physical properties)

Future LEGO products

Feedstock

Farming

Chemical industry

Design

Manufacturing

Distribution

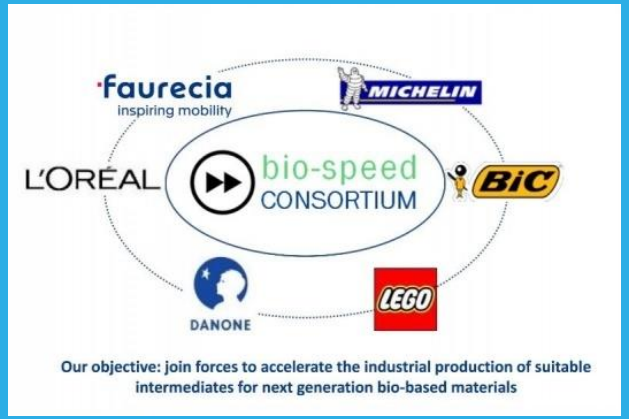
Universities
Tech centers

Collaboration with Suppliers

- Building supplier relations through openness and trust.
- High focus on CSR.
- Build capabilities at suppliers to speed up development.
- Risk and cost sharing is decided from case to case.
- Joint Development Agreements.

Partnerships & Memberships

WWF



bfa Bioplastic Feedstock Alliance

unicef

BUILDING NEW MARKETS

JASON CLARK

Braskem

41 INDUSTRIAL UNITS:
29 in Brazil, 6 in USA, 4 in Mexico, 2 in Germany

MORE THAN
7.7k
Team Members around the world

PRODUCTION OF OVER
20 MILLION TONS/YEAR
of thermoplastic resins and other chemical products

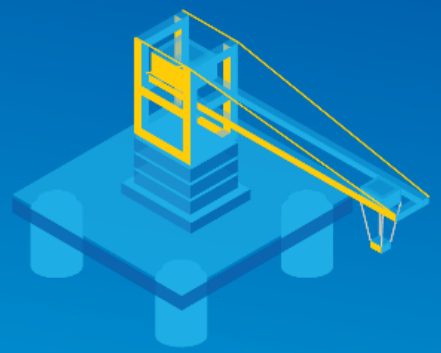
100 COUNTRIES
Exports to clients in some 100 countries

EBITDA OF $
3.84 BILLION
in 2017

NET REVENUE OF $
15.4 BILLION
in investments in 2017

$
52.4 MILLION
in innovation investments in 2017

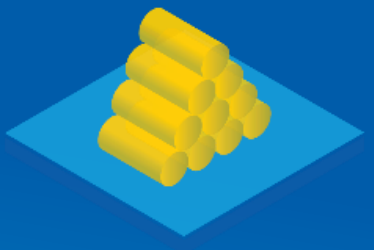
EXTRACTION
FEEDSTOCKS
NAPHTHA / GAS / ETHANOL / SALT



1st GENERATION
BASIC PETROCHEMICALS
ETHYLENE / PROPYLENE / CHLORINE / CAUSTIC SODA

2nd GENERATION
THERMOPLASTIC RESINS
PE / PP / PVC

3rd GENERATION
PLASTIC CONVERTERS

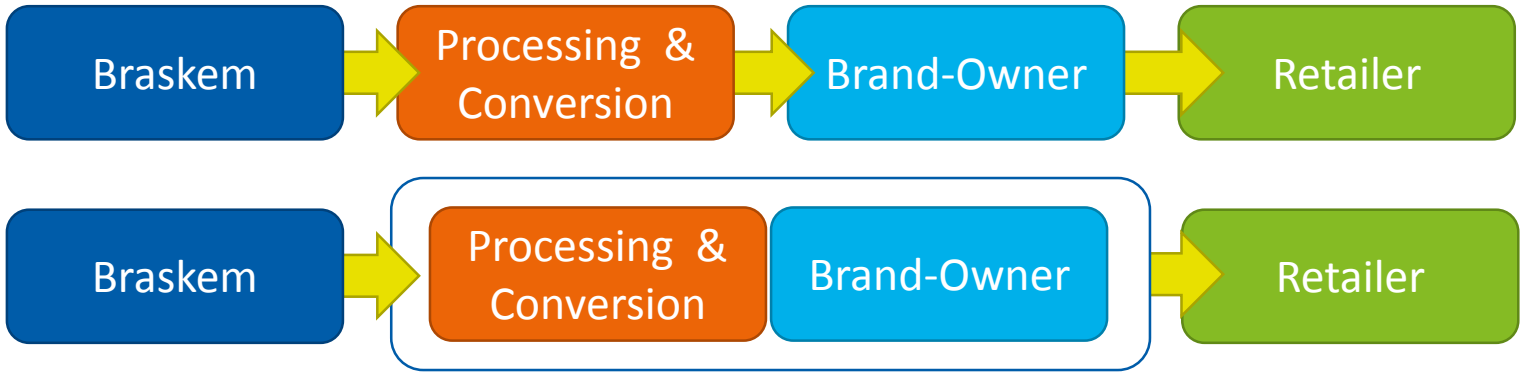


OPERATING FOOTPRINT

Braskem

KNOWING THE VALUE PROPOSITION

Engage the market with a flexible business model to find the best match



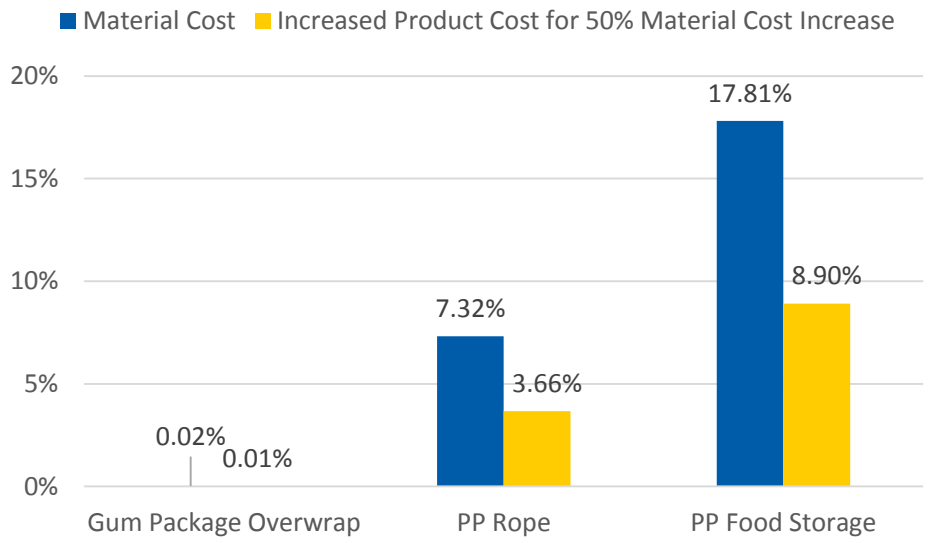
Where to enter?

Different product value-chains likely have different entry points for a chemical or polymer producer. Flexibility during engagement will help to find the best match.

Automotive vs Retail Packaging
Integrated vs Non-integrated

How is Value Realized?

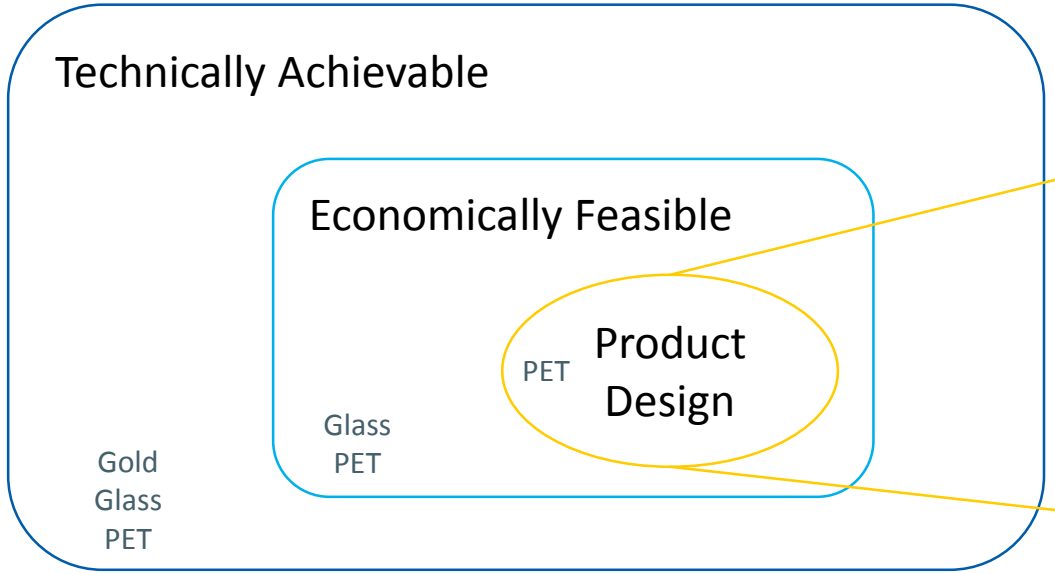
The impact of material choice on the end-application varies heavily on position in the value-chain and the application itself. Understanding how this evolves through the value-chain helps facilitate adoption.



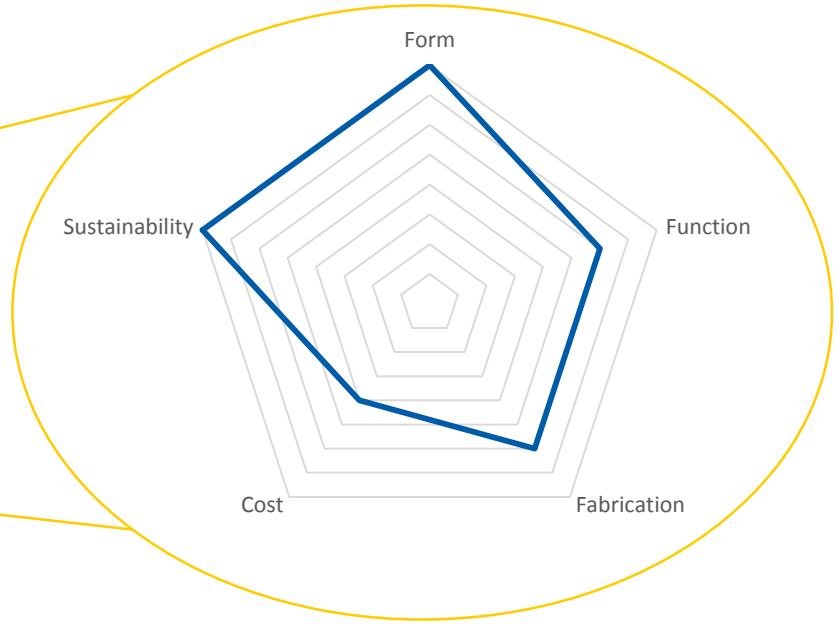
DISCOVERING THE VALUE PROPOSITION

New chemicals and materials are enablers in the design of product solutions

Technical & Economic boundaries are influence by materials



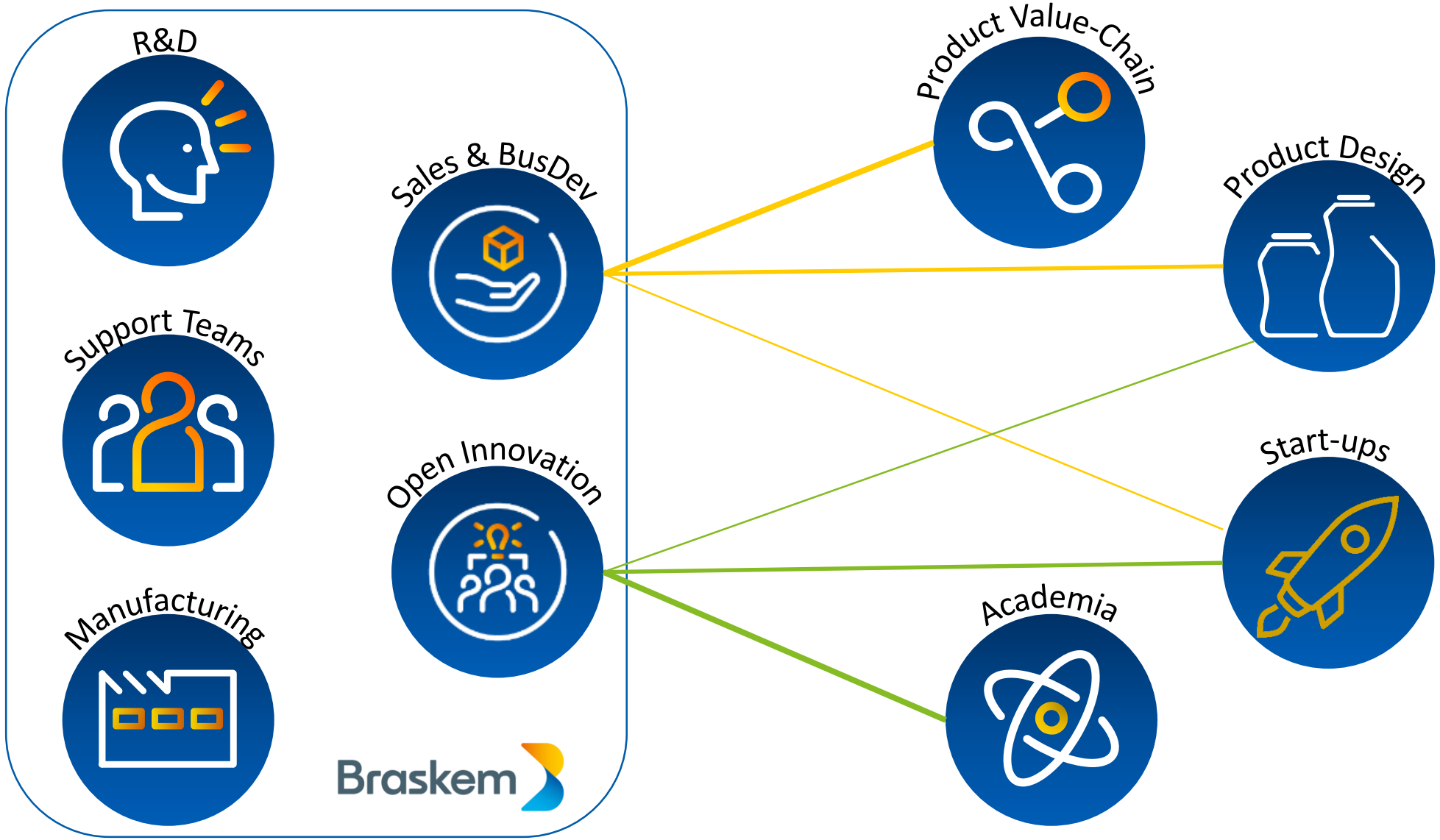
Product design is an expression of a balance in priorities



Finding this balance can be a collaborative process that helps to reveal the value proposition of a new chemical or material

ORGANIZING FOR EFFECTIVENESS

Successful collaboration is facilitated through organizational structure



THANK YOU

Braskem