

SONOVIA

# **SOLVING THE TEXTILE INDUSTRY'S BIGGEST PROBLEM - POLLUTION**

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Company Deck, April 23

TLV:SONO

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# HOW DAMAGING IS THE TEXTILE INDUSTRY TO OUR WORLD?

HINT: MORE THAN YOU CAN IMAGINE

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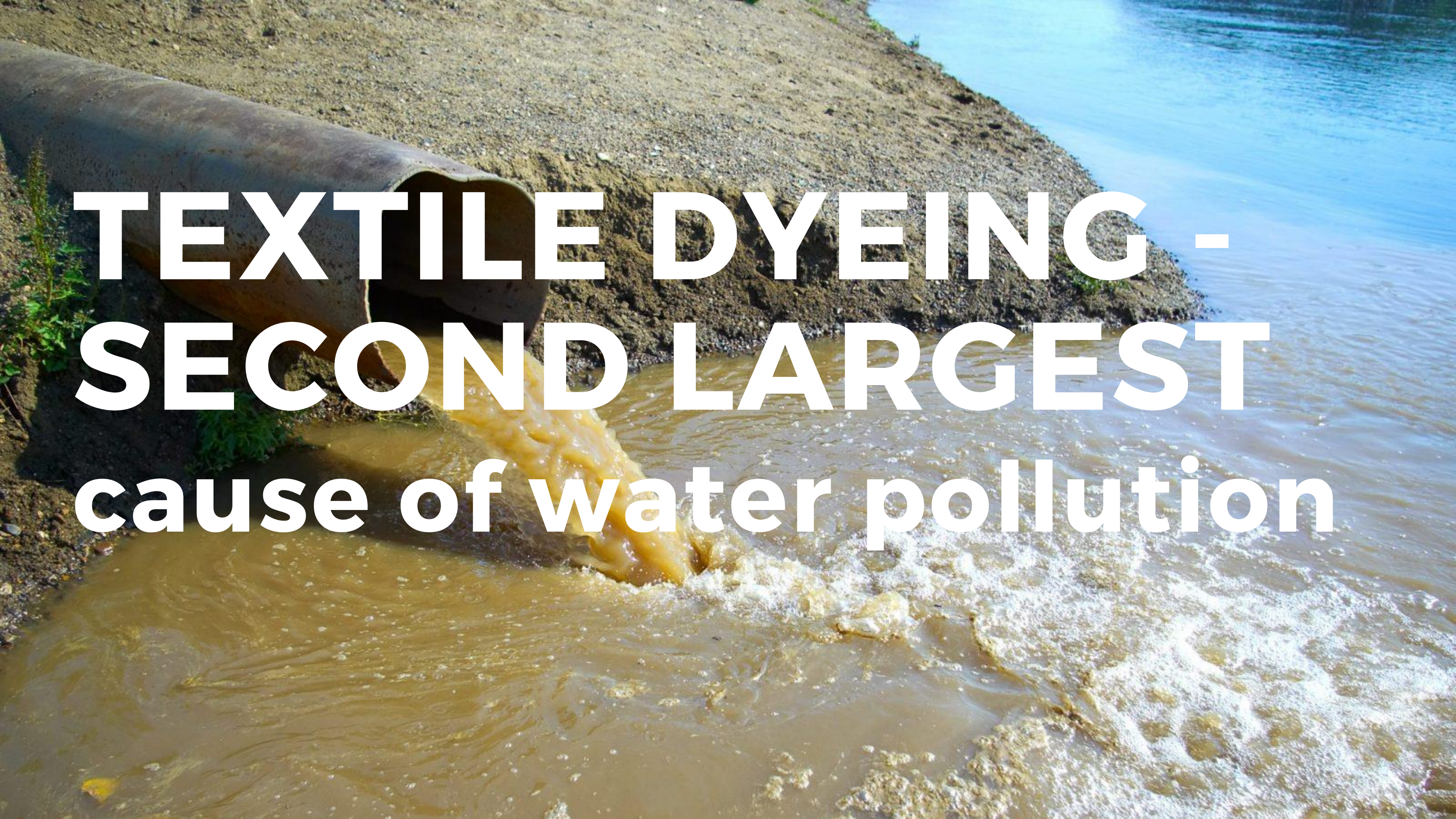
Lake Como, Italy  
22.5 Trillion

liters of water

**DRAINED**

By 2028 due to textile dyeing





**TEXTILE DYEING -  
SECOND LARGEST  
cause of water pollution**



# RISING AWARENESS AND PUBLIC DEMAND FOR GOVERNMENTS TO RESOLVE THE PROBLEM





# Existing solutions ARE INEFFICIENT

Though more funds are invested across all sectors

- Not aligned with traditional workflow and set-up
- Expensive and require \$M investments
- Provide unconvincing textile performance







\$16B

Market size

Pretreatment, dying and finishing industry

The timing is just right.

This market is ready for a

**REVOLUTION**



# OUR TECHNOLOGY

## Harnessing The Power Of Sound

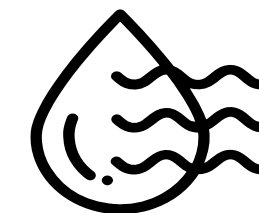
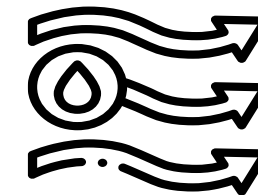
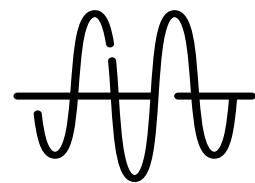
We master the use of ultrasonic cavitation jet-streams to effectively impregnate textiles with desired chemistries.

SONOfix™  
machine  
generates  
**ULTRASONIC  
WAVES**

**CAVITATION  
BUBBLES**

1,000 m/s  
**STREAMS**

Jet-streams  
propel Sonovia's  
**PROPIETARY  
CHEMISTRIES**  
onto the  
fabric/yarn

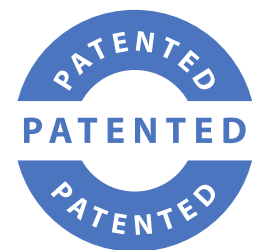




## COST EFFECTIVENESS

Easily integrates existing  
dyeing and finishing lines

Fast ROI



2 5

Granted Pending



## SUPERIOR PERFORMANCE

Outperforming durability

Applicable to all fiber  
types

## SUSTAINABILITY

Clean chemistry

Less water and energy



# THE PATH TO MARKET IN 2023

PURE **DENIM**

Commercial contract

DELTA GALIL  
INDUSTRIES LTD.

Active Alpha site





**\$1.5B**  
Market size

# OUR 1<sup>st</sup> MARKET – THE BLUE DENIM DYEING MARKET.



# “THIS TECHNOLOGY IS THE TESLA OF DENIM DYEING”

Gigi Caccia, Owner, CEO, PureDenim  
(supplier to some of the world's most renowned luxury brands)





# D(Y)ENIM™ - THE WORLD'S GREENEST INDIGO DYEING TECHNOLOGY



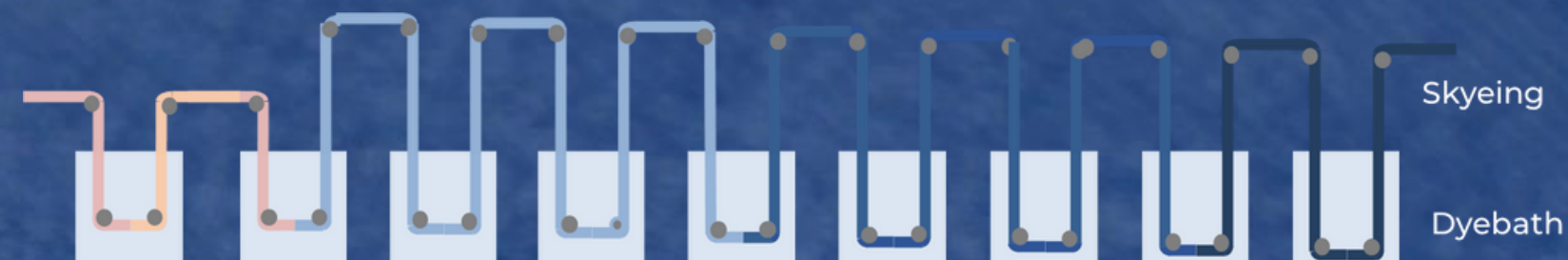
pair of Jeans

=

**11,000**

liters of water

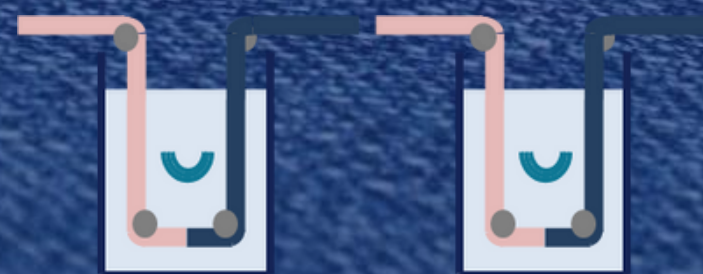
## CURRENT METHOD



12-20 baths ; min 1500 liters/bath

VS.

## WITH D(Y)ENIM™



2 baths ONLY

No Indigo pre/post  
treatment needed

Clean chemistry

Simple & reproducible

Easy integration







# A REVOLUTION\*



**-75%  
water**



**100%  
clean**



**-50%  
energy**



**0  
waste**



**-25%  
cost**

\* numbers are based on estimations



# STRATEGIC PARTNERSHIPS

PURE  
DENIM

K E R I N G  


 BRÜCKNER

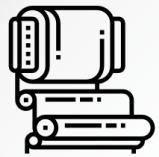
DELTA GALIL   
INDUSTRIES LTD.





# MARKET CAPTURE

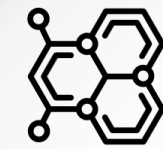
## YEARLY GLOBAL SALES



**2,000**

yearly polluting dyeing and finishing machines

RAZOR



**\$3.9B**

yearly polluting materials  
replaceable by Sonovia  
green materials

RAZOR-BLADE

# WITHIN 5 YEARS

Sonovia will lead the green conversion of dyeing and finishing machines and chemistries



# LEADERSHIP TEAM

**100+ years of expertise  
in textile, machinery  
and chemistry  
development\***



**CEO**  
Igal Zeitun



**CBO**  
Roy Hirsch



**CTO**  
Liat Goldhammer



**CFO**  
Asher Zamir



**VP R&D/chem**  
Dr. Aaron Garzon



**VP R&D/system**  
Sam Rubin



**CIR**  
Shay Herchcovici

\* clarification: Sonovia doesn't have business relations with those companies



# STRONG INVESTORS



MEITAV DASH.



PLUGANDPLAY





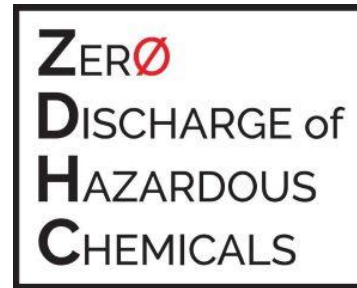
# Recently announced

PURE  
DENIM

- First commercial PO for our Dy(e)nim solution
- Pure Denim is famous Italian Denim manufacturer located in Milan
- The PO covers a machine installation + a first package of Sonovia's proprietary Dy(e)nim material
- The commercial potential at Pure Denim is more than €1M revenue per year
- It opens the way for more manufacturers, larger and in wider applications



# Recently announced



- Certified OEKO-TEX and ZDHC
- Chemistry approved for use in USA, EU, China,....
- Certified ISO9001
- Grant from IIA on Indigo dyeing





# Just announced

## K E R I N G



- Signed partnership agreement with Kering
- Kering is one of the most famous house of fashion brand
- Owns Gucci, Balenciaga, YSL,... with €20B revenue
- Partnership to evaluate Sonovia's technology
- Very high exposure to the highest brands in the fashion industry



# More to come...

**We are on our path to leaving the most significant mark on the textile industry since its inception and enabling humanity to enjoy the textiles surrounding our lives with a clearer conscience.**



SONOVIA

**THANK YOU!**

roy@sonoviatech.com