

## Executive Summary

Indonesia is facing a mounting waste crisis, with rapid economic growth, urbanization, and lifestyle changes driving a significant increase in waste generation. In 2022, the country produced 37.7 million tons of waste, with household waste accounting for 38.33%. This surge represents a 32.7% increase from 2021, highlighting the urgent need for effective waste management solutions. Despite these challenges, the waste management industry in Indonesia is still developing, presenting significant opportunities for innovation and growth.

Recyclean aims to address this pressing issue by providing a sustainable, zero-to-landfill waste management solution targeted at developers, with residents as the end-users. Unlike other waste management services, Recyclean engages residents through the "Bye-Bye Landfill" campaign, encouraging them to sort their waste into organic and non-organic categories. We then collect and further sort the waste into specific categories such as plastics, glass, metals, and organic materials, which are sold to offtakers for recycling or processing. Our operations leverage AI for efficient routing, asset management, and detailed reporting, ensuring a streamlined and effective waste management process.

Our primary operational focus is on Kabupaten Bekasi, an industrial area with low recycling rates and inadequate waste management practices. The region's urgent need for improved waste management solutions makes it an ideal starting point for Recyclean's services. By targeting large developers, established developers and medium developers with a sustainability focus, Recyclean aims to capture a 15% market share in Bekasi Regency within five years.

To achieve cost efficiency, quality assurance, and guaranteed supply, Recyclean implements a Leading Demand with Incremental Expansion capacity strategy, where capacity increases are done gradually. This approach minimizes risk if demand forecasts are inaccurate. In the first year, the company can manage waste generation of 16.98 tons per day, increasing to 130.77 tons per day by the fifth year, with an average capacity increase of 76.2% per year.

Recyclean differentiates itself from competitors like Waste4Change, Multi Hanna Kreasindo, Universal Eco, PPLI, PLIB, and HBSP by focusing on a niche market of developers and incorporating advanced digital solutions into our operations. Our

unique selling points include a highly targeted market approach, resident engagement, and the use of digital for operational efficiency.

Our marketing strategy includes a high-value approach with medium pricing, aiming for a net profit of at least 15%. We will utilize direct selling through key account managers, public relations, web marketing, digital mailing, and participation in sustainable conferences and community events. Engaging residents through social media and community activities ensures a comprehensive and effective marketing strategy.

Financial projections indicate strong growth potential for Recycleclean, with a projected NPV of Rp 24 billions over the next five years. An initial investment of Rp 25 billions positions the business for moderate risk with substantial room for exponential growth. Our management team, growing from 9 members in the preoperational stage to 560 by Year 5, will maintain a turnover rate below 15% and 75% employee satisfaction, ensuring a stable and motivated workforce.

Recycleclean is set to become a leading waste management provider for medium to large house developers in Indonesia with sustainable focus, generating stable income through waste management charges and the sale of recycled materials. Long-term customer contracts will ensure consistent revenue streams, solidifying Recycleclean's position in the market and contributing to a more sustainable future for Indonesi

