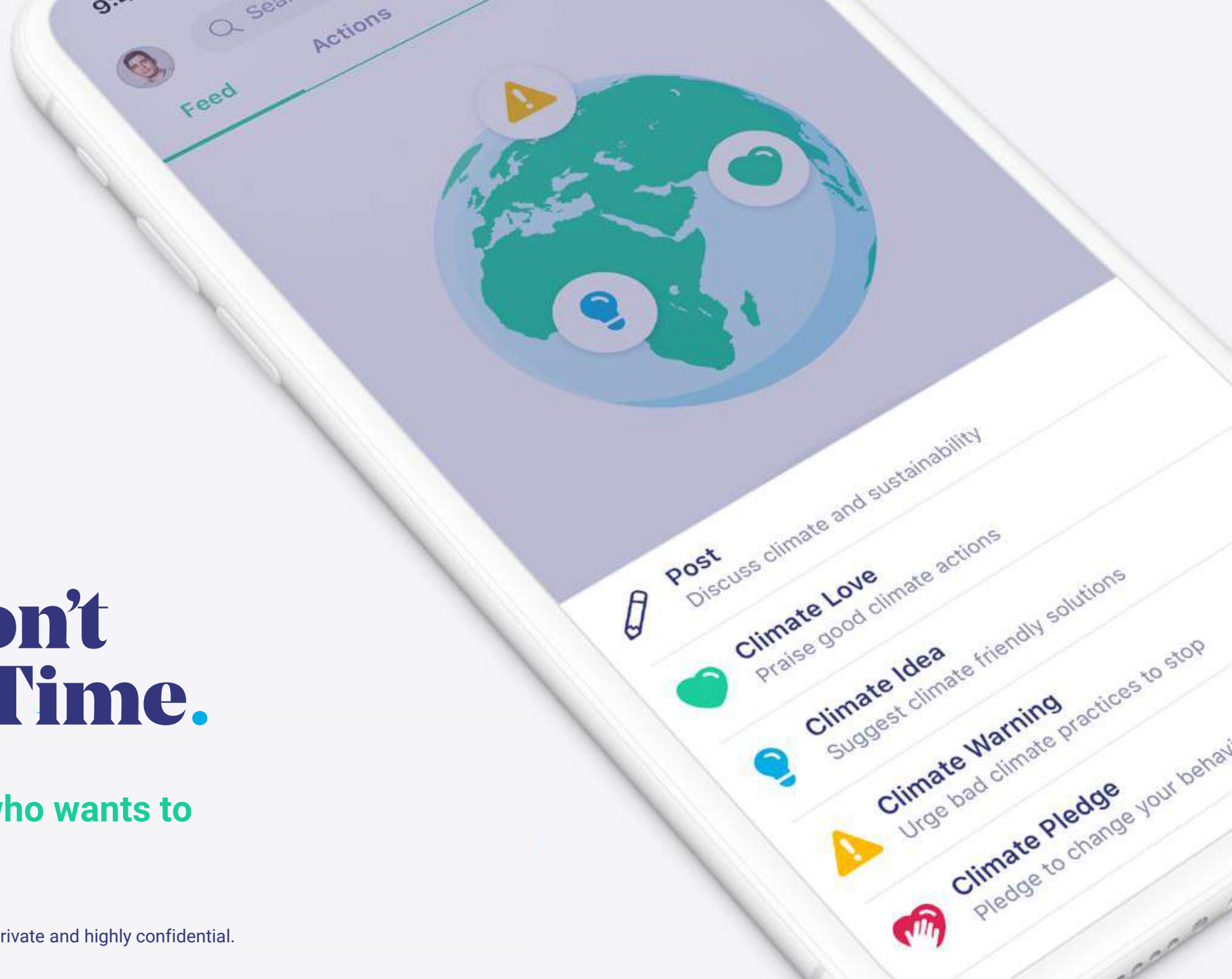




We Don't Have Time.

We connect everyone who wants to
solve the climate crisis

Investor presentation December 2021. Strictly private and highly confidential.



"We Don't Have Time to wait"



• Live from Stockholm, SE

Ingmar Rentzhog

CEO and founder of We Don't Have Time

24
seconds

07
minutes

07
hours

100
days

9
years

Executive Summary

In only three years

We Don't Have Time is a social networking and review platform, combining the functionalities of Twitter and Tripadvisor to connect everyone who wants to solve the climate crisis. Being uniquely positioned to serve the transition to a zero-emissions world, We Don't Have Time is becoming the platform of choice for companies and organizations that want to change. They use our platform to establish a dialogue with their stakeholders and our members for a subscription fee.

We have built the world's largest social network for climate action together with our 15 employees, 700 investors and 4 million EUR in raised capital. We have teamed up with Twitter and landed our first global reseller agreement. Already we reach 25 million people every month, which means we are making a real impact. And this is just the beginning.

What we need now

We need 2.45 million EUR to scale and commercialize our platform. We aim to reach break-even in two years and make a profit in three. We are on our way to becoming a key player in the race to halve the world's CO2 emissions before 2030.



2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

A social networking and review platform

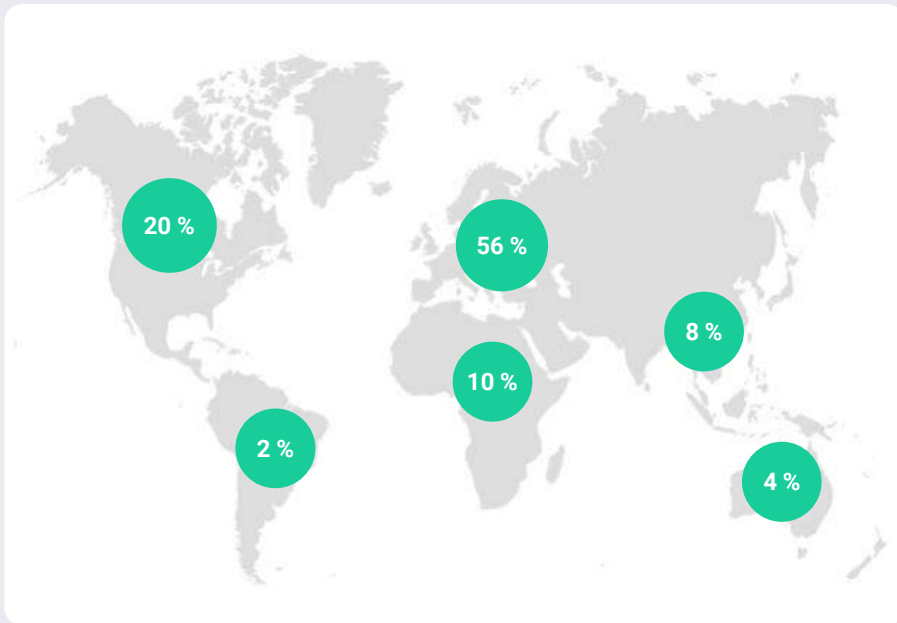
Combining the functionalities of Twitter and Tripadvisor to connect everyone who wants to solve the climate crisis and have them work together.



Many even want your opinion.

Top-rated on Google Play (5.0) and Apple App Store (4.7). Operating on 100% renewable energy.

Our members



30,000+ climate influencers from 143 countries.

Top rated on **App Store (4,7)** and **Google Play (5,0)** based on 200+ reviews

53%
women

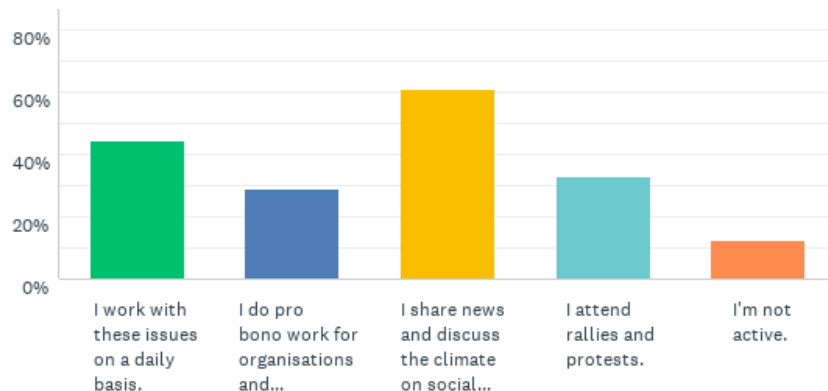
45%
works professionally with the climate

5000+
monthly active users in our mobile app

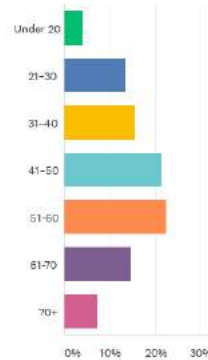
2,000+ written climate reviews



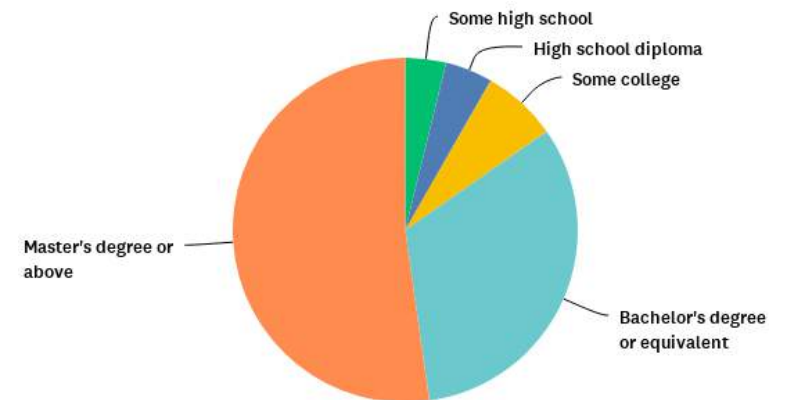
80% are actively working to accelerate climate action*



70% is of working age, between 21 and 60*



A majority have a master's degree or above*



*According to user survey

Selected members and speakers



Christiana Figueres (CR)
Founding Partner at Global Optimism,
Former Executive Secretary of UNFCCC
responsible for the Paris Agreement

[Read more](#)



Nigel Topping (UK)
High-Level Champion of United
Kingdom

[Read more](#)



Prof. Dr. Johan Rockström (DE)
Director, Potsdam Institute for Climate
Impact Research

[Read more](#)



Niklas Heuvelodop (US)
President and CEO, Ericsson North
America

[Read more](#)



Prof. Jeffrey D. Sachs (US)
Director of the UN Sustainable
Development Solutions Network, UN
SDG Advocate, and Director of the
Center for Sustainable Development at
Columbia University

[Read more](#)



Prof. Lesley Hughes (AU)
Professor, Macquarie University &
Climate Council of Australia

[Read more](#)



Prof. Nick Robins (UK)
Professor in Practice - Sustainable
Finance, Grantham Research Institute,
London School of Economics

[Read more](#)



Helen Clarkson (UK)
CEO, The Climate Group

[Read more](#)



Adnan Z. Amin (UAE)
Senior Fellow at Harvard University,
Former Director General of IRENA

[Read more](#)



Andreas Ahrens (SE)
Head of Climate, Inter IKEA Group

[Read more](#)



Johan Falk (SE)
Co-founder and Head of Exponential
Roadmap Initiative

[Read more](#)



Prof. Will Steffen (AU)
Professor, The Australian National
University

[Read more](#)



Rosmarie Sundström (SE)
Founder and campaign leader, Climate
Students

[Read more](#)



Sam Hunt (US)
MobilizeU Campaign Manager, Earth
Day Network

[Read more](#)



Donnie SC Lygonis (SE)
Innovation Strategist, KTH Royal
Institute of Technology

[Read more](#)



Dr. Melinda Belisle (US)
Gates Fellow, Bill & Melinda Gates
Foundation

[Read more](#)



Eva Karlsson (SE)
CEO, Houdini Sportswear

[Read more](#)



Ibrahim Thiaw (DE)
Executive Secretary, United Nations
Convention to Combat Desertification
(UNCCD)

[Read more](#)



Julia Pyper (US)
Reporter/Producer, Political Climate

[Read more](#)



Kathleen Rogers (US)
President, Earth Day Network

[Read more](#)



Jennifer Lenhart (CL)
Global Lead, Cities, WWF

[Read more](#)

Our network

In only three years... growing together with our partners

+30,000
Core members

+700,000
followers

+25,000,000
monthly social
media reach

Our media attention



We connect you with everyone who wants to solve the climate crisis



Get climate news in one place



Give reviews to influence society



Reach leaders to discuss solutions

[See how](#)



Join our free social network
We plant a tree for every new member

Sign up

Log in

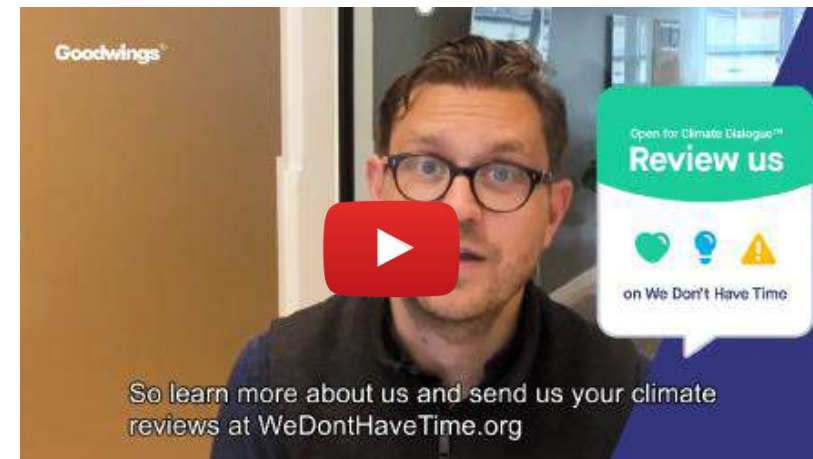
or get the app



Our business model

Businesses and organizations pay us a monthly partnership fee to use our social network to have a climate dialogue with our members and their existing stakeholders.

Our revenue from partner subscriptions is between 100 EUR to 1,000 EUR per month.



European Taxonomy Regulation

Beneficial regulation: EU Taxonomy

The EU Taxonomy is designed to help investors, companies issuers and project promoters transition to climate-resilient economy by providing a common language and uniform criteria to identify the extent to which economic activities may be considered environmentally sustainable.

The Taxonomy Regulation applies to:

- Financial market participants offering financial products in the EU, including investments funds, portfolio managers and occupational pension providers;
- Large companies, 500+ employees who are already required to provide a non-fictional statement under the Non-Financial Reporting Directive;
- The EU and the Member States, when setting public measures, standards, or labels for green financial products or green (corporate) bonds.

The first reporting requirements will start to apply in December 2021, with additional criteria included annually thereafter. The increased regulation provides us with a larger market for climate stakeholder dialogue.



Source: Technical Expert Group on Sustainable Finance



And they believe that companies should do theirs

1 in 2

Twitter users say they try and only buy from companies who are socially and environmentally responsible

Climate review ranking

Look up climate review rankings for businesses, organizations and public figures.

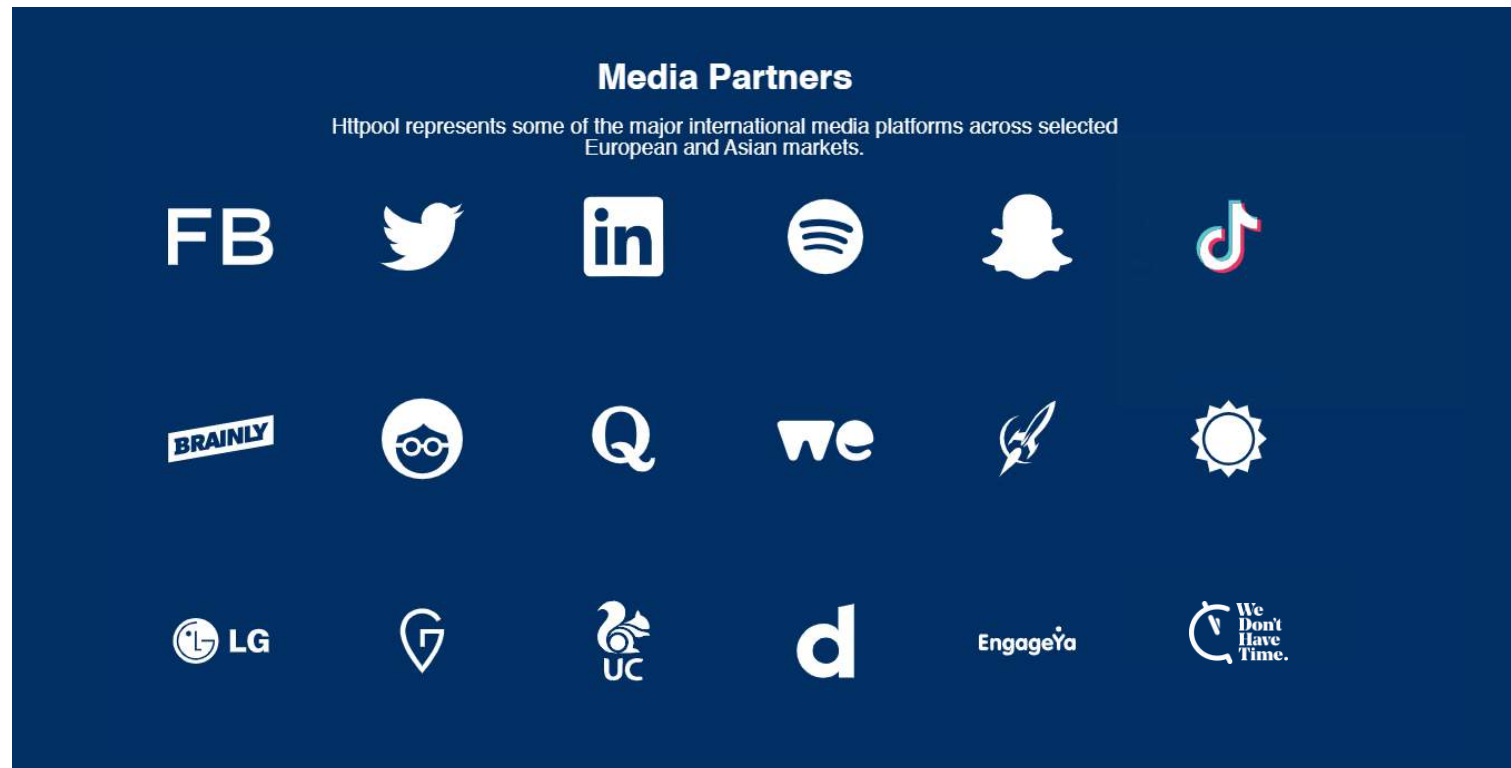
Search climate reviews

[Advanced filter](#)

Name	Climate reviews	Emissions per employee
 Ericsson   @Ericsson · 279 reviews	 73%  27%  0%	XX tonnes CO2e per year
 Blackrock @BlackRock · 673 reviews	 69%  0%  31%	XX tonnes CO2e per year
 Ikea @ikea · 1.7k reviews	 66%  24%  10%	XX tonnes CO2e per year
 SPP   @SPP · 829 reviews	 59%  41%  10%	XX tonnes CO2e per year
 Nordic Co-operation   @nordic_co_operation · 365 reviews	 29%  71%  0%	XX tonnes CO2e per year
 Amazon  @Amazon · 464 reviews	 15%  11%  74%	XX tonnes CO2e per year
 The Washington Post  @the_washington_post · 248 reviews	 8%  0%  92%	XX tonnes CO2e per year

Reseller agreements

Our ambition is to work with many other organizations as our resellers on global and local markets. We have already signed our first global reseller agreement with Httpool. The largest global partner of major media platforms with 42 international offices and 680 employees.



Terms & conditions

Share issue	B-shares in WeDontHaveTime AB (publ)
Last day of payment	February 28, 2021
Valuation	66,9 MSEK (pre-money, 6.55 MEUR)
Share issue volume	25 MSEK (2.45 MEUR)
Share subscription price	14,28 SEK/share (1,40 EUR)
Minimum investment	100 shares
Shares registered at	Euroclear Sweden AB
Warrants	professional Investors participating in the share issue with 36 000 shares or more are offered 1 free warrant per 1 share. The subscription price is 18 SEK and the plan is to redeem them before the public IPO.

Please contact Johannes Luiga, Investor Relations, IR@wedonthavetime.org, +46 70-171 24 07 for further information and how to invest.



Others have done it

We have no head on competitors, however, we are combining the functionality of a social network with stakeholder review platforms.



TripAdvisor,
Changed how to travel
3500 million USD
IPO Dec 2011



Yelp
Changed how to buy
900 million USD
IPO Mar 2012



TrustPilot
Changed what to buy
200 million USD
Private funding Mar 2019



LinkedIn
Changed how to recruit
26 000 million USD
Bought by Microsoft 2016



Research Gate
Changed how to do science
192 million USD
Private funding Sep 2017



Change.org
Changed how to protest
109 million USD
Private funding May 2017



**“Our goal is to be a
unicorn for the climate
and a good investment
for your wallet”**

2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

Appendix



Open for Climate Dialogue™

Review us



on We Don't Have Time

We help our partners influence the world

We offer our partners to sponsor our global broadcasts. We have teamed up with Twitter to maximize reach while getting paid for the content we produce.

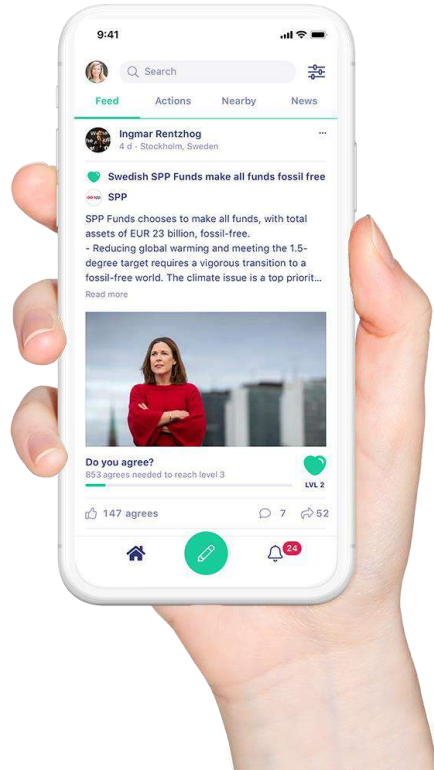


We have attracted over 12 million viewers to watch our global broadcasts in 2020.

Use of proceeds

2.45 MEUR will mainly be used for R&D, marketing and sales. Without R&D and marketing, our current burn rate is 50,000 EUR per month with 30,000 EUR in monthly revenues from our existing partners.

30% Technology (R&D)



30% Reach (R&D and Marketing)

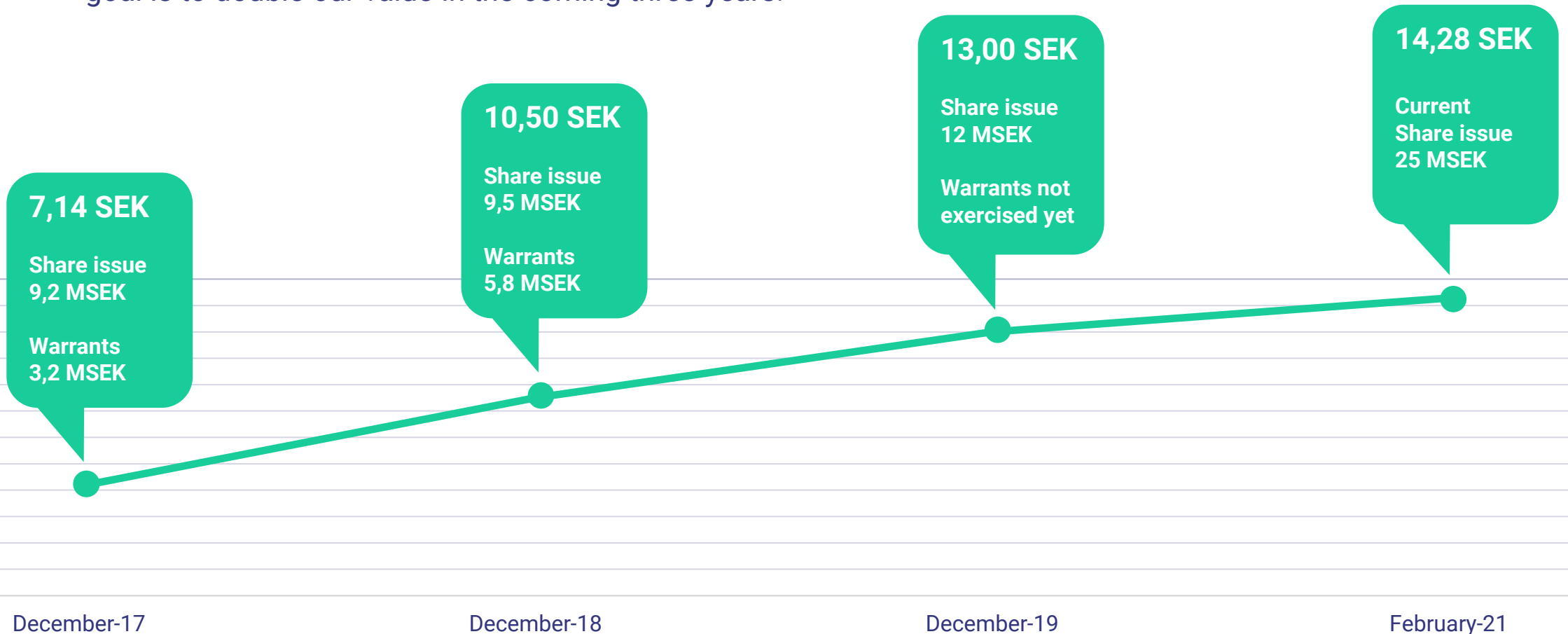


40% Sales (Recruiting)



Our share price

We have doubled our value since our first public share issue. The pre-money valuation of 6.55 MEUR for this issue is based on a cautious valuation of our technical platform, our global brand recognition, network, partners and reach. The Dealroom.co estimates our current valuation closer to 13–20 MEUR. Our goal is to double our value in the coming three years.



Our achievements

2017 . . . 2018 . . . 2019 . . . 2020 . . .

Founder trained by Al Gore and key recruitments carried out.

First crowdfunding round. 192% subscription. 1 million EUR from 400 investors

Hosted the world's first global, digital, "no-fly" climate conference on Earth Day. 500,000+ viewers.

Helped climate youth movement to influence world leaders. Press briefings from UN COP24. Media finally started to communicate the climate crisis as an urgent and existential threat to humanity.

Jarl Bolsonaro is the first world leader answering a climate review on WeDontHaveTime.org

Second crowd funding round. 1.3 million EUR from 300+ investors.

Climate Love campaign. 210 million employees from 3000+ organizations encouraged to attend climate manifestations

Exponential Climate Action Summit hosted for Climate Week NYC. 8+ million viewers.

Partnered up with United Nations to broadcast World Environment Day. 2+ million viewers

Httpool partnership

Third funding round closed. 1.2 million EUR from targeted investors after roadshow by train through Europe.

Hosted "The Climate Emergency Plan" digital "no-fly" climate conference ahead of UN COP24 hosted. The purpose was to influence world leaders to recognize the climate crisis as urgent.

First 100 000 followers

Our own social network launched on Earth Day. Facebook shut down all our ads the day after.

We Don't Have Time helps the Nordic Governments to host the world's first digital climate summit UN COP25 hub.

Earth Day 50th anniversary-world's largest digital climate conference with 100+ speakers over 6 days. YouTube censored our broadcast. Social media reach record of 95+ million people.

Twitter Partnership

The company

WeDontHaveTime AB (publ) is a Swedish establishment with 680+ shareholders.
The company's majority shareholder is stiftelsen WeDontHaveTime Foundation.



Board of Directors

Anette Nordvall (Chairwoman), Ingmar Rentzhog (CEO), David Olsson, Christian Emmertz, Sweta Chakraborty, Gustav Stenbeck, David Lias.



Advisory Board

Tove Ahlström, Kaj Török, Daniela Rogosic, Scott Amyx, Alessandra Sollberger, Björn Larsson.



The Foundation Board

David Olsson, Ingmar Rentzhog, Cathy Orlando, Stuart Scott, Per-Espen Stoknes, Jamie Margolin (youth advisor).



Growth Team

The Growth Team actively seeks to grow our partnerships, members, reach and revenues.



Tech Team

The Tech Team develops and constantly improve our social network.

Our Team

Today we are **15 full-time co-workers** at We Don't Have Time. Our headquarters are in Stockholm, Sweden. Half of the team is working on tech development, the other half on our growth.



Ingmar Rentzhog, CEO and Founder. Serial entrepreneur with a successful track record. Founded 4 profitable companies within the financial and communications industry. Nominated 2 times DI Gasell Award, Ernst & Young Entrepreneur of the Year, Veckans affärer Supertalent, Årets miljöinfluencer and International Game Changer of the Year. Climate Reality Leader, trained by Al Gore.

Shares: 436 129



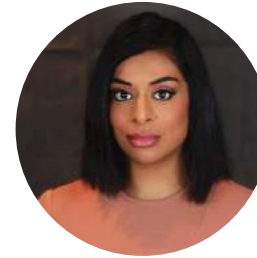
David Olsson, COO and Co-founder. Long experience in investor relations and financial communication. Strong social commitment and many non-profit assignments. Published author in the Chicago review

Shares: 315 118



Nick Nuttal, Strategic Communications Director. Former Director of Communications and Outreach and Spokesperson for the UN Environment Programme and the UN Framework Convention on Climate Change. Long experience as a journalist. Environment and Technology correspondent for The Times and experience from The Daily Paragraph, The Independent and London Evening News.

Shares: 20 000



Dr. Sweta Chakraborty U.S Representative. Risk and behavioral scientist. Renown TV-personality from CNN, ABC, Fox News, CBS News, MSNBC Former Director of Science and Technology for the global think tank Institute on Science for Global Policy. Over 30 published scientific articles.

Shares: 25 000



Sara Mellström, CFO. Certified accountant with long experience in senior positions within the financial sector. M. Sc. in Economics from Stockholm University.

Shares: 560



Mario Nakic, CTO. Experienced tech entrepreneur with long experience from the startup sector and tech development. Strong social and environmental commitment. B. Sc. in Computer Software Development.

Shares: 53 700

Investors and shareholders

Owner	Class-A shares	Class-B shares	B-share stake
Stiftelsen WeDontHaveTime Foundation (founder)	11 550 000	242 161	5,17%
Ingmar Rentzhog (founder)	0	436 129	9,31%
David Olsson (founder)	0	315 118	6,73%
Derossi-Invest GmbH	0	307 692	6,57%
Boonthida Förvaltning AB	0	187 000	3,99%
Infostorm Invest AB	0	160 000	3,42%
M Homman AB	0	152 461	3,25%
Etikinest AB (publ) + Subsidiaries	0	145 000	3,10%
Bob Persson	0	114 810	2,45%
Bengt Nihlmark	0	112 191	2,39%
Other (674 investors)	0	2 172 562	53,62%
TOTAL	11 550 000	4 684 720	100%

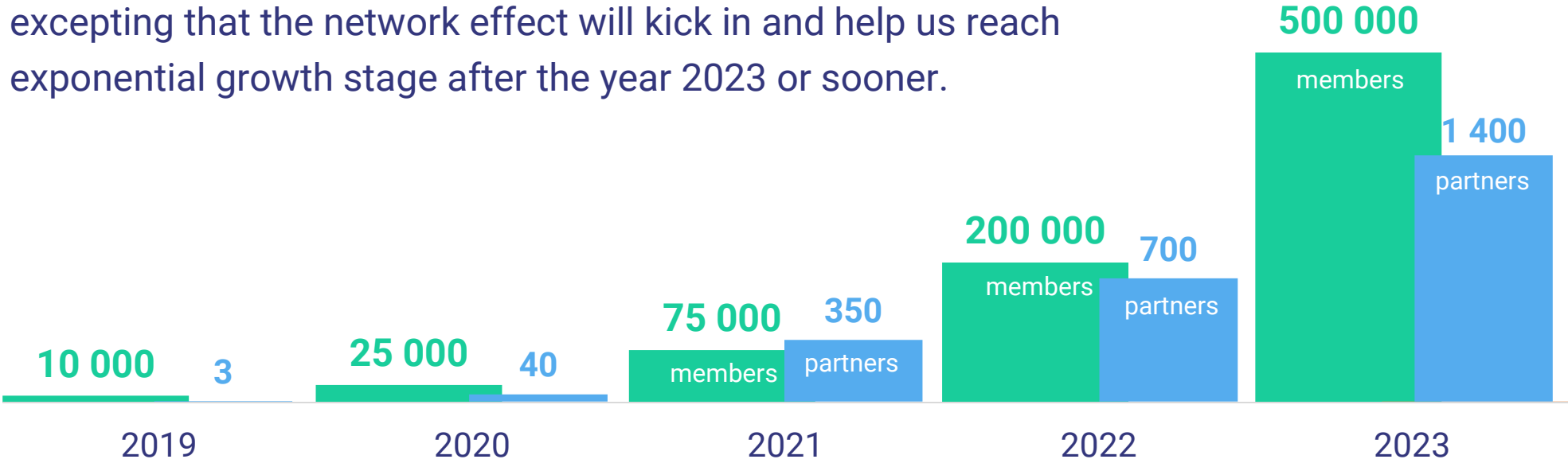


WeDontHaveTime AB (publ) is a "Good Cause Company" whose brand and class A shares are controlled by a non-profit foundation. The foundation's purpose is to promote knowledge about climate change and its consequences, give out climate awards to leaders, corporations and organizations and manage the brand WeDontHaveTime™ in accordance with the foundation's purpose. The foundation receives 10% of the company's profits that is used for the benefit of its purpose. Class-A shares lack dividend rights.

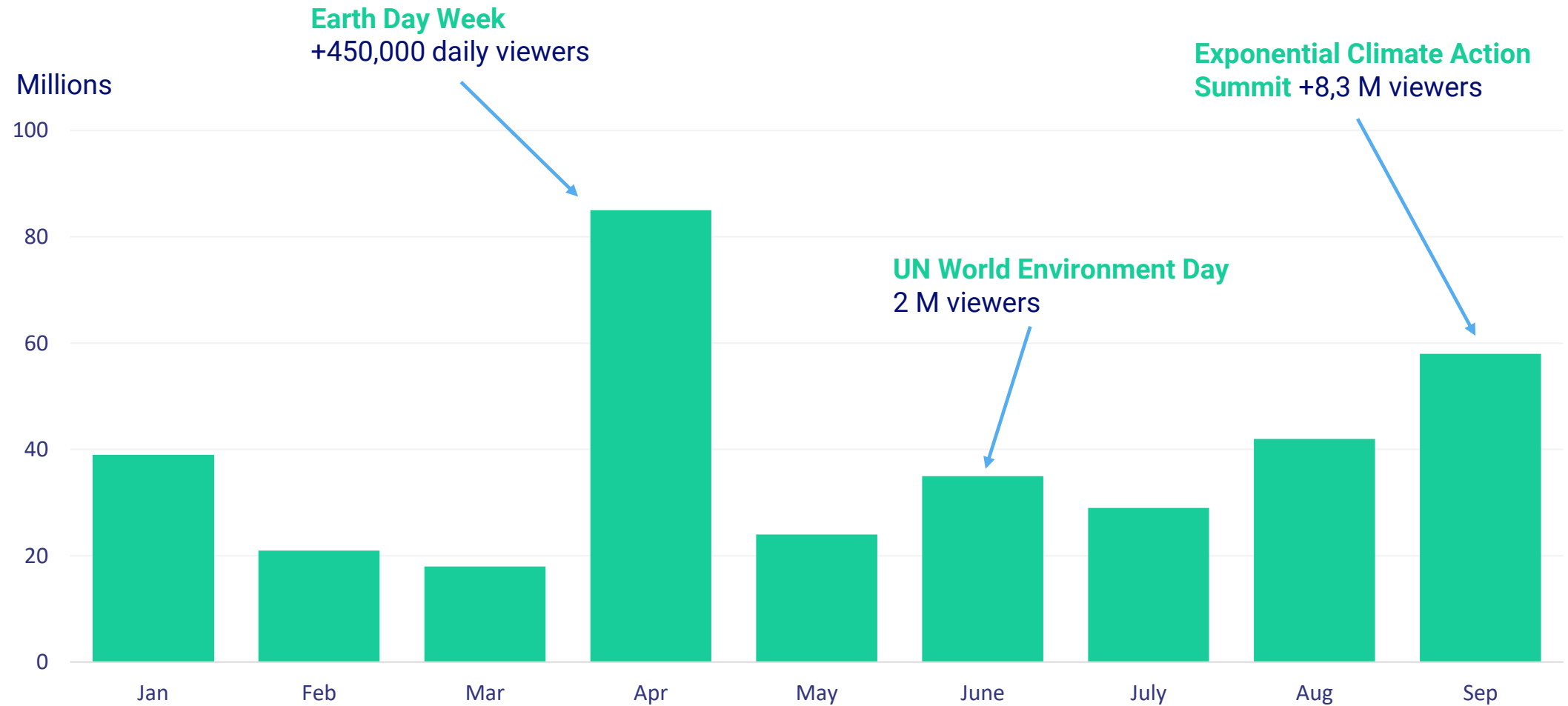
Key Performance Indicators

KPI (Key Performance Indicators)	2019	2020	2021F	2022F	2023F
No. partners	3	50	350	700	1,400
Members	10,000	30,000	75,000	200,000	500,000
Social media reach (per month)	15,000,000	25,000,000	40,000,000	60,000,000	100,000,000

Our KPI targets are based on current growth rate. We are expecting that the network effect will kick in and help us reach exponential growth stage after the year 2023 or sooner.



Our Social Media Reach 2020



Based on statistics from [Meltwater](#) and [Twitter Analytics](#)



GREEN App Store

~~SOLUTIONS~~
The ~~apps~~ you love.
From a place you can trust.

Risk

User risk

The company can not fully control how users choose to use the company's platform that allows and is based on elements of user-generated content. There is thus a risk that users act fraudulently in a manner that is contrary to applicable local law or the company's values and contract terms. This could have negative consequences for the business in the form of claims for damages, lawsuits for crimes, reduced trust or a damaged reputation. This could have a negative impact on the company's operations, financial positions and earnings.

Personal security risk

The company's operations threaten vital fossil fuel interests. The company has hired experienced security consultants with a background in national intelligence services to monitor and prevent such threats. As the company grows, the costs of managing this security are expected to increase.

Financial risk

The company's operations are still in the development stage and the company has a small organization with a few employees. Routines and processes within the organization are under development and as the business grows, there is a risk that such will not be in place in time or meet the needs of the business in relation to appropriate laws and regulations. The company has primarily invested in the development of its platform and business model as well as marketing during its first years of operation.

Cyber security risk

The company is dependent on IT systems and other types of technical system solutions, including the handling of user data, office management requires maintenance and monitoring which also includes compliance with laws and regulations as well as requirements set by third parties such as suppliers of payment solutions. Interruptions in these systems can be caused by viruses, hacker attacks, intrusion attempts, dietary restrictions due to reduced capacity or internal errors and mistakes, which can negatively affect the company's operations' financial position and results.

We are moving from a shareholder to stakeholder economy

“On Monday, 19 August 2019, **The Business Roundtable** changed its statement of ‘the purpose of a corporation.’ No longer should decisions be based solely on whether they will yield higher profits for shareholders.

Rather, **corporate leaders** should take into account ‘all **stakeholders**’ — that is, employees, customers and society writ large.”

During a time of tremendous challenge, Business Roundtable CEOs have shown what it means to live the principles we announced almost a year ago. Concurrent health, economic and racial crises have made clear how various systems are connected – and that multi-stakeholder capitalism is the answer to addressing our challenges holistically. America’s CEOs remain steadfast in our commitment to pursue economic prosperity and expanded opportunity for our employees, customers and the communities we serve.

Doug McMillon
President and Chief Executive Officer, Walmart
Chairman, Business Roundtable



Doug McMillon

President and Chief Executive Officer
Walmart
Chairman



Tim Cook

Chief Executive Officer
Apple, Inc.
At-Large Member



Jamie Dimon

Chairman and Chief Executive Officer
JPMorgan Chase & Co.
Committee Chair



Julie Sweet

Chief Executive Officer
Accenture
Committee Chair



Mary T. Barra

Chairman and Chief Executive Officer
General Motors Company
Committee Chair

"When there is a platform that attracts climate-conscious people the way We Don't Have Time does, it is important for us to be there", says Johanna Lundgren Gestlöf" - Head of Sustainability, SPP

Join WeDontHaveTime.org

**Invest for the future today!
Contact Johannes Luiga
Johannes.Luiga@wedonthavetime.org
+46 701 712 407**



2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030