breathe

Our mission: Reconnecting humanity with nature

# How:

nature's innovation
+
advanced technology
+
scandinavian design
=

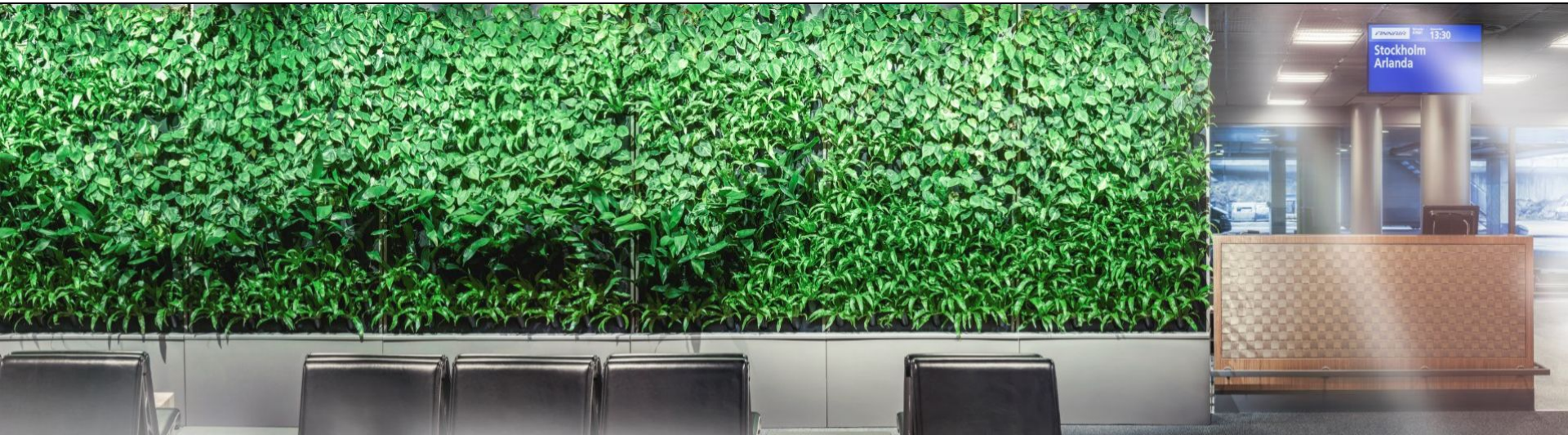
NAAVA

# We have created the smartest green walls in the world

# Naava

Nordic healthtech company with + 50 employees
Founded in 2011
Offices in Helsinki, Stockholm and New York
Naava smartplant walls are produced in Jyväskylä, Finland and New Jersey, USA
Global Leader in Biological Air Purification & Plant Walls

GREAT PLACE TO WORK® Best Workplaces 20 Finland



# Naava as a company

WIRED

**Europe's Top 100 Startup 2017**

Forbes

**Hottest Lifestyle trend 2015**

FENNIAprize 17

GOOD DESIGN GROWS GLOBAL

VI ÄR FINALIST!

CLEANTECH FINLAND

NAAVA

NAAVA
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nature’s innovation
+
advanced technology
+
Scandinavian design
NAAVA

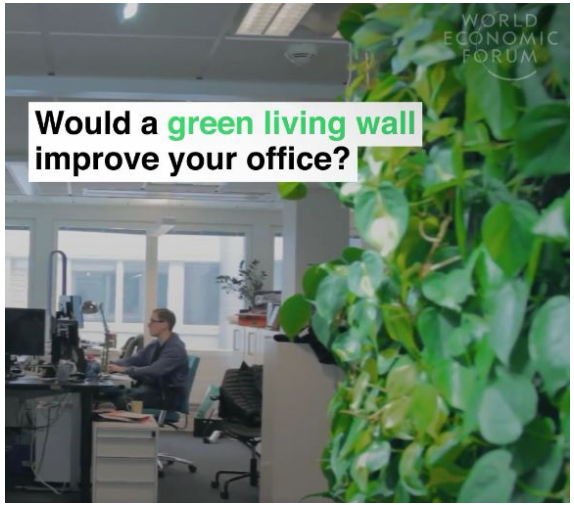
# Biofilic interior design - global trend

**bio.phi.lia**

Noun

The love of life and all living systems & innate affiliation with nature

WORLD ECONOMIC FORUM



NAAVA

nature’s innovation
+
advanced technology
+
scandinavian design
NAAVA

1

Indoor air is absorbed through the plants' roots and the soilless growth medium.

2

The microbes of the roots purify the air of harmful chemicals.

3

The fans return the pure and naturalized air back into the room.

4

The sensors of the smart green wall measure the variables of Naava and its surroundings.

5

Naava's artificial intelligence analyzes and directs functions automatically.

6

The remote system transmits information (e.g. from weather satellites) to the green wall

7

The functions are tracked in real time. In case of malfunction, the system will automatically repair itself or send over maintenance personnel.

NAAVA

# Why is Naava an unique innovation?

| | Naava | Air purifiers | Green walls | Air humidifiers |
|---|---|---|---|---|
| Biophilia | ✓ | ✗ | ✓ | ✗ |
| Harmful chemical removal | ✓ | ? | ✗ | ✗ |
| Particle removal | ✓ | ✓ | ✗ | ✗ |
| Air naturalization | ✓ | ✗ | ✗ | ✗ |
| Air humidity management | ✓ | ✗ | ✗ | ✓ |
| IOT & AI Optimized functions | ✓ | ✗ | ✗ | ✗ |
| Data integration to intelligent buildings & apps | ✓ | ✗ | ✗ | ✗ |
| On-site maintenance | ✓ | ? | ? | ✗ |
| Ease of use, mobility | ✓ | ✓ | ? | ✓ |
| Guarantee | For life | 0-5 years | Varies | 0-3 years |

NAAVA

synthetic air: naturalised

nature’s innovation
+
Advanced technology
+
Scandinavian design
NAAVA

# Naava - from air purifier in 2014

NAAVA

# Naava - a smart green furniture in 2018

NAAVA

**2. Choosing Naava**

Pick any model and customize Navaa to fit your space

NAAVA
one slim

NAAVA
one

NAAVA
duo

# How:

**Nature’s innovation**

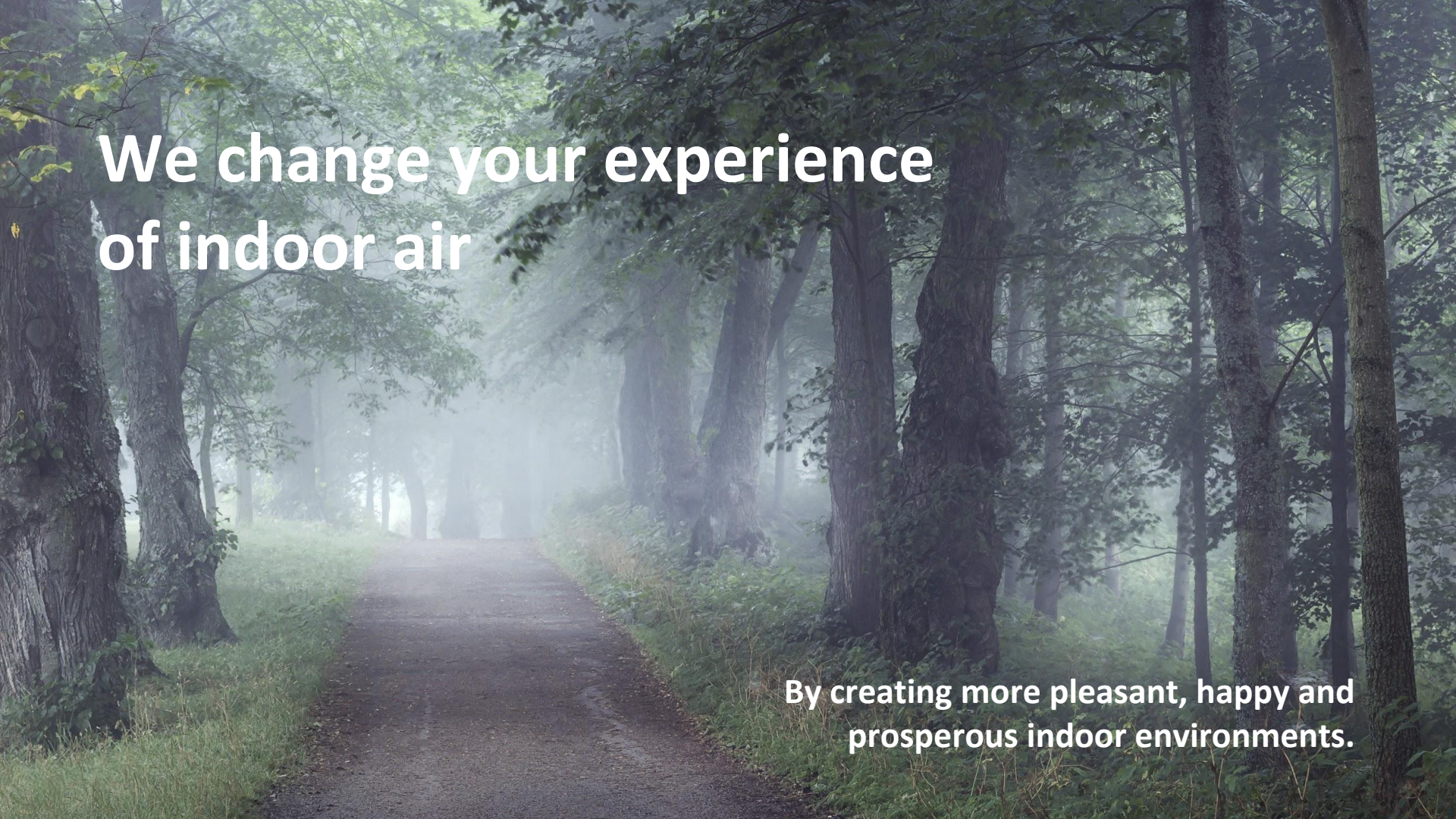
**+**

**Advanced technology**

**+**

**Scandinavian design**

**= NAAVA.**


We change your experience
of indoor air
By creating more pleasant, happy and
prosperous indoor environments.

# Indoor air facts

Indoor air may contain

**900**

harmful chemicals

Harvard study shows an improvement of

**61%**

in cognitive functions caused by pure air

Pr

du
in

We spend

**90%**

of our time indoors

**15%**

Of all absences of work are related to bad indoor air quality

O
su
ab

# How does Naava affect us?

NATURALIZES INDOOR AIR

REDUCES HARMFUL CHEMICALS

OPTIMIZES HUMIDITY

ILLNESS IS REDUCED

FATIGUE IS HALTED

COGNITIVE PERFORMANCE IS IMPROVED

NAAVA

# Natural indoor air
# =
# Proven benefits

Naava reduces harmful chemicals by 56%

Naava reduces the chance of making mistakes in cognitive performance by 41%

Naava evidently reduces symptoms related to indoor air

- Dry and itchy eyes
- Fatigue
- Headaches

# Natural indoor air
# =
# Proven benefits

Naava increases productivity and reduces absenteeism in the workplace

At 2 of 5 GPTW companies in the big business category we find Naavor today

GREAT PLACE TO WORK® Best Workplaces 20 Finland

# New models

NAAVA

one slim

NAAVA

one

NAAVA

duo

# NAAVA

one

| | |
|---|---|
| Width 100 cm | Width 80 cm |
| Height 230/300 cm | Height 210/230/300 cm |
| Depth 35 cm. | Depth 35 cm. |
| Graphite black or white. | Graphite black or white. |

NAAVA

# NAAVA

## one slim

Purifying efficiency enough for spaces up to 60 m².

Width 80/100 cm

Height 210/230 cm

Depth 21 cm.

Graphite black or white.

NAAVA

NAAVA

duo

| | | |
|---|---|---|
| Width 100 cm | Width 100 cm | Width 80 cm |
| Height 210 cm | Height 230 cm | Height 210/230 cm |
| Depth 50 cm. | Depth 50 cm. | Depth 50 cm. |
| Graphite black. | Graphite black or white. | Graphite black or white. |

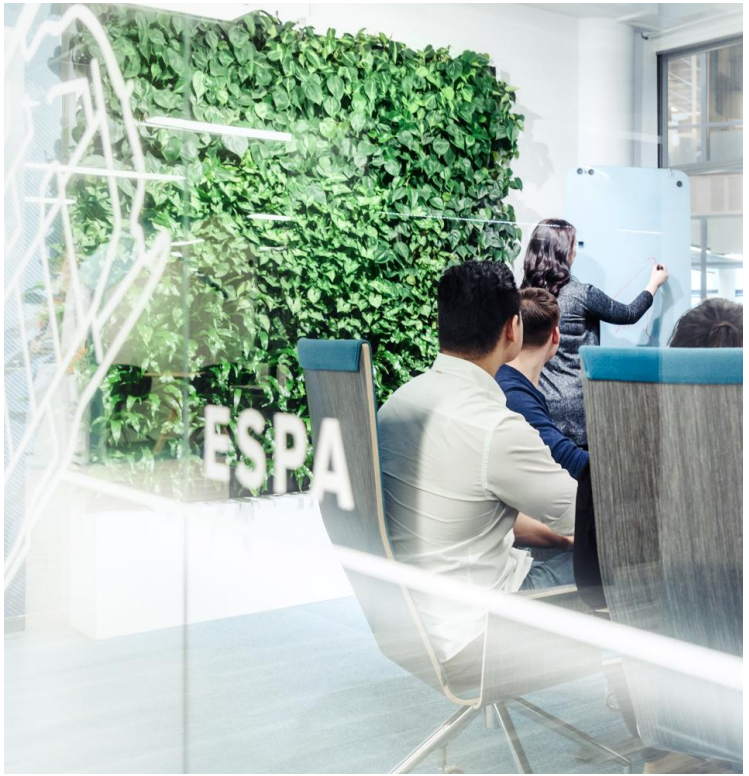
NAAVA

NAAVA

designer

Naava Designer, designed according

to the needs of the space.




NAAVA

**NATURE AS A FULL SERVICE**

**36 month rent x $ / month**

**Including full service & full warranty**

**NATURE AS A MONTHLY SERVICE**

**36 month rent x $ / month**

**Including monthly service & full warranty**

**BUY 46,700 SEK**

**Full service & full warranty x $ / month**

**Monthly service & full warranty x $ / month**

NAAVA

one

NAAVA

one slim

**NATURE AS A FULL SERVICE**

**Rent 36 months x $ / month**

**Including full service & full warranty**

**NATURE AS A MONTHLY SERVICE**

**Rent 36 months x $ / month**

**Including monthly service & full warranty**

**BUY x$**

**Full service & full warranty x $ / month**

**Monthly service & full x $ / month**

**NATURE AS A FULL SERVICE**

**Rent 36 months x$ / month**

**Including full service & full warranty**

**NATURE AS A MONTHLY SERVICE**

**Rent 36 months x$ / month**

**Including monthly service & full warranty**

**BUY x$**

**Full service & full warranty x$ / month**

**Monthly service & full guarantee x $ / month**

NAAVA

duo

FINNAIR
AstraZeneca
SAMSUNG
HESTRA
Shopfittings since 1900
VIANOR
AMF Fastigheter
AMF
Forbes
FINAVIA
ÅWL
Arkitekter
GIH
THE SWEDISH SCHOOL OF SPORT AND HEALTH SCIENCES
SPILTAN
FONDER
PEPINS
Radisson BLU
Hilton
HOTELS & RESORTS
Scandic
GREAT PLACE TO WORK
7A
ROSCHIER
SEB
KG10
STOCKHOLM SCHOOL OF ECONOMICS
iGoMoon
VINNOVA
Nordic Business Forum
JCDecaux
Hintsa
HINTSA PERFORMANCE
SKANSKA
Bohmans Nätverk
Atlas Copco
HANKEN
SVEA
EKONOMI
COOR
groupm
DSV
Stockholms stad
SILJA LINE
Ympäristöministeriö
Miljöministeriet
Ministry of the Environment
VINCIT

NAAVA

SEB

“We wanted to create the new premises in the employee's terms by thinking about the ways in which we could make the most functional, sensible and motivational environment for us. The people at SEB were a big part of the design process from the start.”

**HR BUSINESS PARTNER SALLA NYQVIST**

Ympäristöministeriö
Miljöministeriet
Ministry of the Environment

”Our construction project was an indoor air project at the same time, so we wanted to make sure the green wall had more features than just striking visuals. Thus, we decided to also take into account the air purifying and refreshing effects.”

**KIMMO TAKAMAA, DEVELOPMENT MANAGER**

# ÅWL Arkitekter

—

“The most exciting thing about Naava is that it’s not just a green wall. It’s a biophilic element, an acoustic solution, and air purifier and humidifier at the same time. No other solution combines all these elements. In terms of biology, we humans are still the same we were in the Stone Age, and indoor spaces aren’t natural environments for us. That is why we need to find a way to adapt to life indoors. Naava brings indoor spaces the air quality our bodies crave for but don’t usually get. I can really recommend it to everyone - this product could virtually be described as a solution providing societal benefits.”

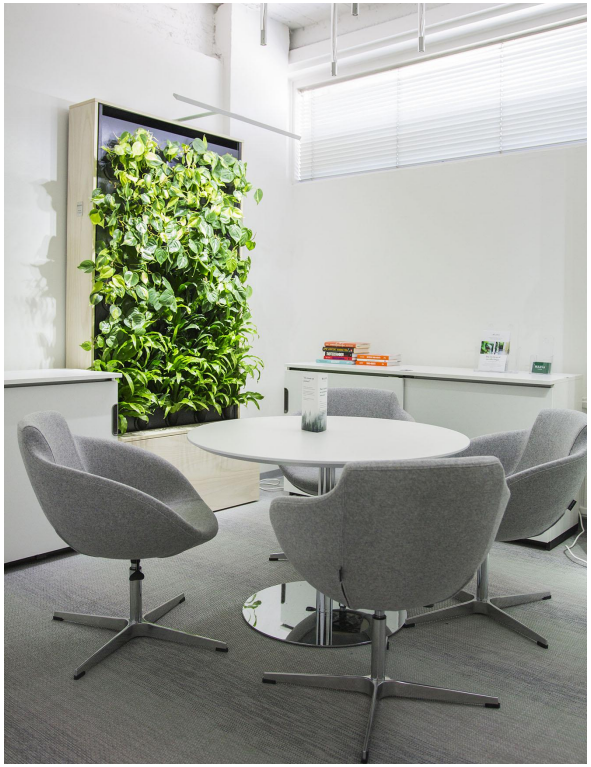
**SVEN OSTNER,**
**IN CHARGE OF RETAIL SPACES AND PROJECTS**

“Naava embodies the pioneering nature of our store as an expert of wellbeing. At the same time, Naava makes the customer experience more memorable. In comparison to a conventional green wall, it felt like an ingenious alternative with its air purifying effects.”

**ANU PEKKONEN, ENTREPRENEUR**

NAAVA

NAAVA



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