ZALUVIDA
‘Mooving’ Climate-Smart Finance for Farmers
#ClimateSmartCow
1. All stars are aligned
2. The Mootral solution
3. A potential financial blockbuster
4. Unlocking finance for farmers
5. Climate-Smart breakthrough
Today, what technology could reduce CO2 by more than 1 Gigaton instantly?

(Equivalent to taking 500m cars off the road immediately).
THE COW!
Convergence of global trends in food and agriculture

**Farmers** – under “Economic Duress” with little options

**Rising population** – rising demand and rising emissions

**New political dynamics** – Paris Accord and SDGs

**Consumers** – Ready to be “Climate-Smart”

**Industry** – Retailers needs new concepts that can command a premium based on sustainability.

Cross-sector options, are scarce, expensive, & not scalable.
THE MOOTRAL SOLUTION

• **New Technology** – natural feed supplement which reduces methane emissions from ruminants by at least 30% with 10 years research. Development Completed.

• **4 USPs** – Highest efficacy on methane emissions, 100% natural and Scalable and good carbon footprint, Easily integrated in feed chain, Affordable

• **Immediate impact** – not an infrastructure project or major tech evolution that will take 5-10 years (combustion engine).

• **Investable opportunity** – seeking external investments to accelerate global scale-up just NOW
• **Market opportunity** – Globally and local markets (e.g. 1.1bn cows, California 40% methane reduction by 2030, China largest market by 2022)

• **Commercial opportunity** – making value for all: from a more productive cow to premium product in supply chain.

• **Investment opportunity** – Tangible solution for big money – It’s good business for all to invest in Climate-Smart agriculture (e.g. Cargill, Branson, Bill Gates and new funds etc…)
VALUE CHAIN FOR CLIMATE FRIENDLY BEEF & DAIRY

1. Natural ingredients are used to create Mootral™
2. Feed mills mix Mootral™ into standard feed bags with minimal additional effort
3. Feed mill demand for Mootral™ facilitates research and development and future supply chain innovations
4. Bags of feed pre-mixed with Mootral™ are sent to farmers, in the same form and quantities they are used to
5. Farmers feed Mootral™ to cows to improve their productivity, yield and health—while instantly reducing methane emissions by at least 20%
6. Climate-Smart beef and dairy products are produced and sent to markets
7. Consumer demand for Mootral™ Climate-Smart products provides industries with additional revenue
8. Retailers deliver Climate-Smart beef and dairy to consumers
9. Consumers purchase Climate-Smart beef and dairy—supporting farmers and the environment

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COW CREDIT MECHANISM
Two market mechanisms

- **Cow Credit** – New carbon credit representing 1 Ton CO2eq per cow per year. Cross industry and consumer money that go directly to farmers.

- **Climate-Smart** – Setting the new standard, bigger than Organic, that drives financial value and worth to assure higher price for farmers. A premium product for supply chain and especially consumers.
Mootral is a very rare Climate-Smart Investment opportunity

• For **visionary** investors and financiers to invest in something that is available and low-risk

• **Making money** doing the right thing for the environment

• **Preserving our way** of living and making a « heritage product » better and climate-smart
Mootral™ is a Zaluvida Technology. By applying unique bioactive compounds in animal feed, Mootral™ reduces greenhouse gas emissions by the agricultural sector and enables increased revenues from Climate-Smart meat and dairy products. Therefore, Mootral™ facilitates the value of animal products and a more conscious consumption while simultaneously making a large contribution in reaching the set climate goals. For further information visit: [www.mootral.com](http://www.mootral.com)

Zaluvida is a globally operating life science group that endeavors to rapidly develop solutions for the biggest challenges in healthcare. The company is led from its corporate offices in Switzerland and has branches in Germany, Wales, the Netherlands, the US and Malaysia. By making use of unique bioactive compounds with pharma-grade efficacy, Zaluvida is a pioneer in therapies and technologies for obesity, antibiotic resistance and for the reduction of greenhouse gas emissions. Our team is united by the desire to use visionary biotech innovations to support as many people as possible in shaping a better future for themselves. For further information visit: [www.zaluvida.com](http://www.zaluvida.com)
Over the last 10 years Mootral has always been at the forefront of understanding enteric fermentation and conducted research in UK, Germany, Belgium, Italy, and Spain:

- Past scientific evidence includes more than 20 studies
- Current ones in productivity, dosage, tasting, and methane
"Never before have I seen such a remarkable, dose-dependent reduction in methane."

Prof. Dr. med. vet. Gerhard Breves, Institute for Physiology at Hanover University, about the results of Mootral™ in a rumen test system


RELATED PUBLICATIONS


Cow Credit

A new carbon currency
Enabling consumers to make a direct impact, while building value for retailers and farmers.
Creating a win-win-win-win-win situation

- **Animals**: ✔️ Health
- **Retailers**: ✔️ Sales, ✔️ Added Value, ✔️ Image
- **Consumers**: ✔️ Climate, ✔️ Responsible meat & dairy consumption
- **Farmers**: ✔️ Profit, ✔️ Yield, ✔️ Image