C.S.C.

Conscious and Sustainable Choices

INTRODUCTION

C.S.C.

C.S.C. was established to achieve better environmental sustainability through the redesign of products and services using new materials with a low "**carbon footprint**".

The word "**sustainability**" referred to a product or service is very often misused in a purely marketing context. Only by following the standardized indications of the **Life Cycle Assessment (LCA)** it is possible to define whether a product or service is environmentally sustainable.

INTRODUCTION

57,000 tons of wood in Italy
600,000 tons of wood in Europe

All funeral rites – whether they be above ground burials, below ground burials or cremations – have a significant impact on the environment by polluting (emitting in greenhouse gases) and causing deforestation.

Every year in Italy there are 600,000 deaths (5.3 million in Europe), and as many wooden coffins are built with a consumption of 57,000 tons of wood (600,000 tons in Europe). These coffins end up in a burial place, under the ground, or burned during cremation.

Customers are choosing more and more products and services which have the least impact on the planet.

CORPORATE SUSTAINABILITY GOALS

Large Financial groups, such as Insurance and Pension Funds Groups, which own numerous funeral homes have three main goals:

To reduce the environmental impact produced by funerals rites by directing asset class strategies towards green investments

To be able to carry out a fully green, truly eco-sustainable cremation, to obtain great social, professional and economic advantages.

To deal, in the very near future, with the substantial increases concerning the costs of wood and transportation.

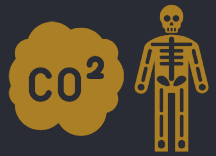
The question is: are there alternatives to wood to build coffins? Are there eco-sustainable alternatives capable of reducing the environmental impact of the funeral industry?

STATE OF THE ART

Cremation has an impact on the **environment that is 3.5 times lower than burial procedures.**

On average, the total CO2 produced during **cremation is equal to 233 kg.**

On average, the CO2 produced by **incinerating a wooden coffin alone is equal to 163 kg.**



On average, incinerating a **body produces 70 kg of CO2.**

It thus follows that: the container (coffin) produces more CO2 than the contents (body).

VALUE PROPOSITION

It is clear that actions must be taken on the container in order to reduce the environmental impact.

If we really want to make a concrete contribution to the protection of the planet, the time has come to reconfigure products using eco-sustainable materials obtained from plant or animal sources.

These materials are renewable and have a very low carbon footprint. These new materials are already available: they are called biopolymers.

THE PRODUCT

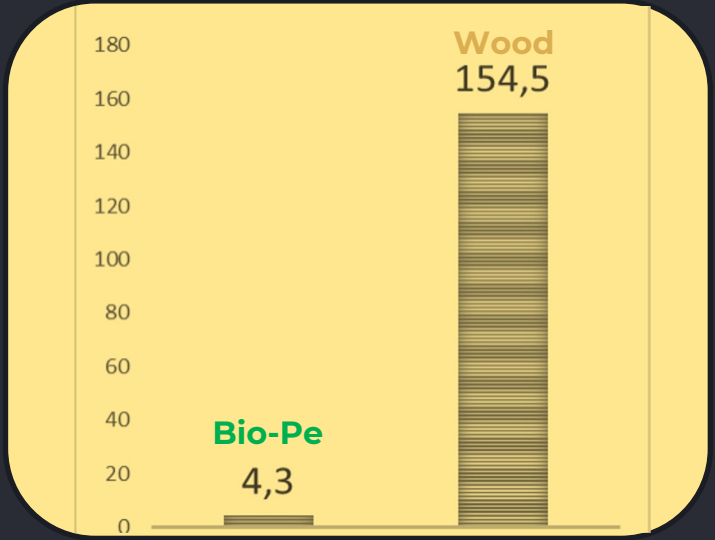
Bio-PE, one of the biopolymers used in the production of our coffin, comes from sugar canes. It is therefore of plant and renewable origin and has a very low carbon footprint (negative).

This coffin is intended to be used for cremation procedures; it significantly improves environmental and functional performances.

THE PRODUCT

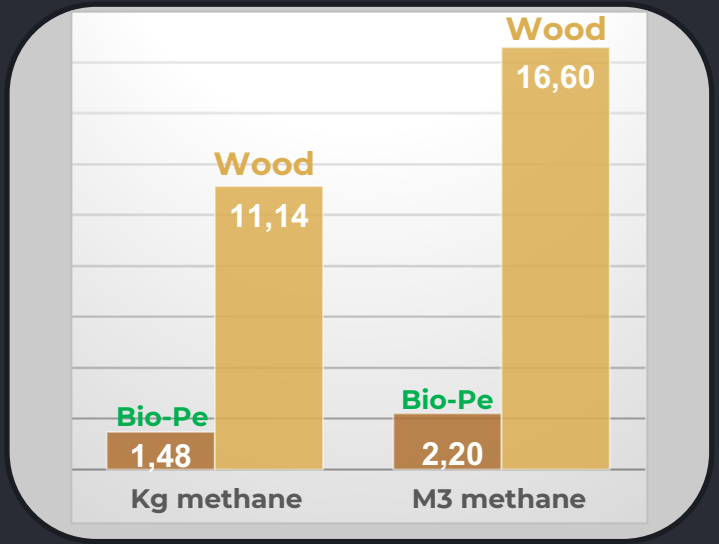
Environmental impact

CO2 EMISSIONS DURING CREMATION



Cremation produces an amount of CO2 that is **35 times lower than that a wooden coffin.**

ENERGY CONSUMPTION



Burning Bio-Pe coffins saves up to **37% of methane in a significantly shorter time frame.**

THE PRODUCT

WEIGHT

The weight is about a third compared to that of a wooden coffin, which **simplifies all operation.**

IMPERMEABILITY

It prevents the leakage of liquids and gases from the corpse and thus **improves the hygienic-sanitary aspect**.

PERCEIVED QUALITY

The improvement in injection molding techniques offers a guarantee of **high quality.**

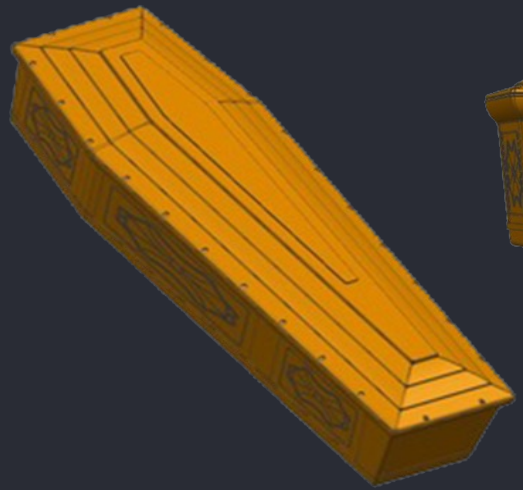
STACKABILITY

The product is easily stackable and offers great **savings in storage space and logistics.**

SOCIO-ECONOMIC ASPECTS

Professionals and customers both benefit from **lower production costs**.

THE PRODUCT



THE VISION

NO DEMAND CONTRACTION RISK:

in this case the risk of contraction of demand is practically nil; every year the demand is renewed (a product that "never dies")".

IMPORTANT PRODUCTIVITY

the coffin is produced by injection molding, a technology with high productivity and reduced use of material

TOTAL TECHNICAL SUPPORT

the product is fully engineered, the design, the structural calculations, the molding simulation and the mold design have already been defined.

VERY COMPETITIVE PRICE THAT BRINGS TO HIGH PROFITABILITY

PATENT-PROTECTED PRODUCT

MARKET MADE UP OF VERY LARGE NUMBER

No possibility of saturating of demand.

MARKET ANALYSIS

EU + GREAT BRITAIN	**2.100.000**
USA	**1.884.160**
CANADA	**224.080**
JAPAN	**1.300.000**

The funeral market, and in particular the cremation market, is made up of very large numbers that are renewed every year, with an average annual growth of 2%.

The numbers relating to cremations in the world in the year 2020 are reported above. The data are those published by the "Cremation Society of Great Britain" published in "Statistics Issue" 2021, vol.87.

CONCLUSIONS

An innovative product, completely unique thanks to its eco-sustainability, functionality, and highly competitive price, that is also patent-protected on an international level**.**

The strong suit of our product is to raise awareness in all funeral managers regarding the benefits of having a coffin that can be professionally, socially and economically rewarding.

THE TEAM

Alberto Recchioni

CEO and Founder

Qualification:
Master's Degree in Industrial Chemistry
in “Metodologie Chimiche di Controllo
Relevant work experience:
Director and Head of the Laboratory Medicine Department
Professor of “Chemical-Clinical Analyses” at the University of Camerino

Moreno Lucarini

Co-founder and Technical Director

Qualification:
diploma in Accounting
Relevant work experience:
Head of Ancona’s Cemetery Services

Marco Recchioni

Eco Design Manager –
Environmental Impact Assessment Expert

Qualification:
PhD and Master's Degree in
Mechanical Engineering
Relevant work experience:
Research and Consulting
activities in International Research Centers

Daniele Recchioni

Financial and Sales manager

Qualification:
Master's Degree in Economics
Registration in the Consob register of financial promoters
Relevant work experience:
Self-employed and businessman

THE COMPANY APPLIED FOR THE RECOGNITION OF THE FOLLOWING PATENTS:

1. Title: "Funeral coffin"

Patent for Industrial Invention
n°102022000000902
Application date: 20 Jan. 2022
Owner: Recchioni Alberto

2. Title: "Funeral coffin"

Patent for Industrial Invention
n°102022000000911
Application date: 20 Jan. 2022
Owner: Recchioni Alberto

3. Title: "Funeral coffin for cremation"

International Patent n°
PCT/IB2023/050311
Application date: 13 Jan. 2023
Admission to national and regional stages: 20 Jul. 2024
Owner: Recchioni Alberto

4.

Furthermore, the company is the owner of the following registered brand:

“Conscious and Sustainable Choices”.