

GO²GREEN

DIGITAL PRODUCT PASSPORT PRESENTATION

Website

www.Pass2green.com

Novembre 2025

GOTOGREEN & PASS2GREEN : ONE COMPANY, ONE FLAGSHIP PRODUCT



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Go2Green (The Company) :

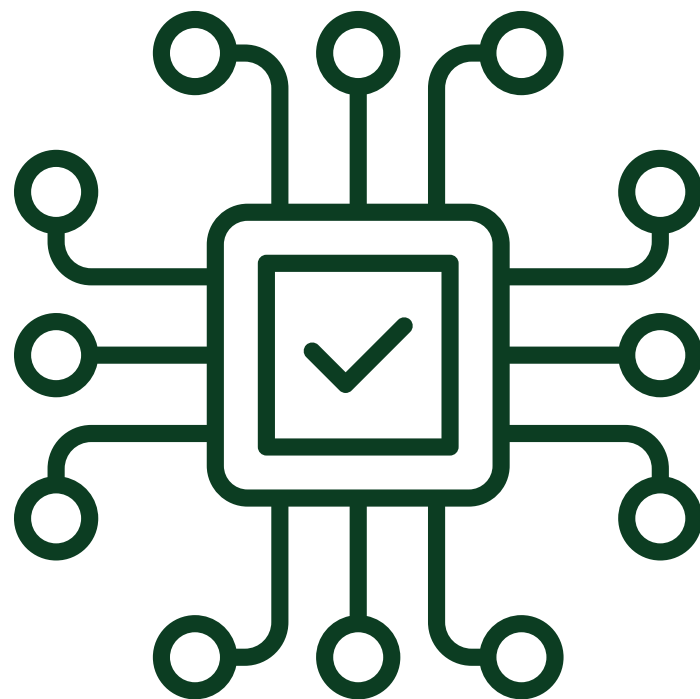
- GreenTech company building digital sustainability solutions.
- Provides consulting, training, and compliance support for manufacturers.
- Leads R&D, industry partnerships, and regulatory expertise.
- Drives market expansion and client onboarding.

Pass2Green (The Product) :

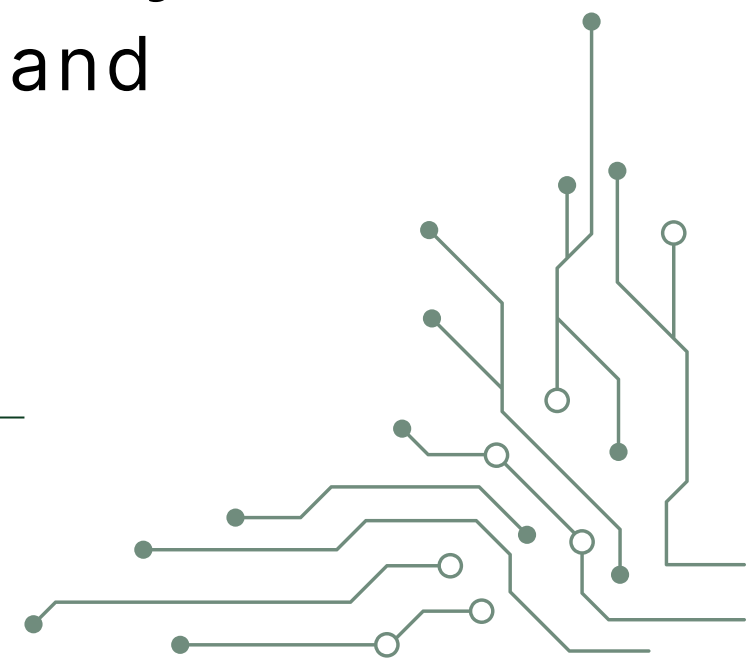
- GoToGreen's flagship SaaS platform.
- Generates Digital Product Passports (DPP) required by EU regulations.
- Automates product carbon footprint calculations.
- Uses AI for sustainability recommendations and process optimization.
- Employs blockchain to secure product and supply-chain data.

THE EU NOW REQUIRES LARGE-SCALE PRODUCT SUSTAINABILITY

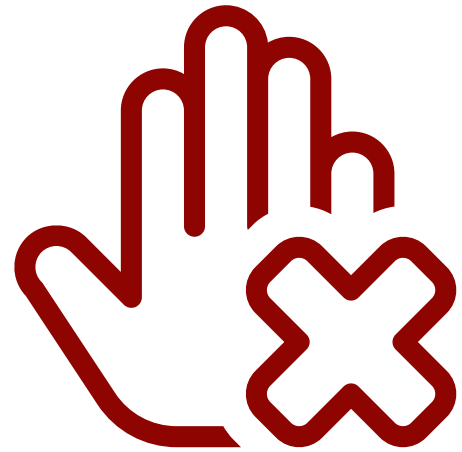
- The European Union has activated the **Ecodesign for Sustainable Products Regulation (ESPR)**, which makes sustainability a legal requirement.



- The Digital Product Passport (DPP) will gradually **become mandatory for key sectors** such as textiles and electronics.



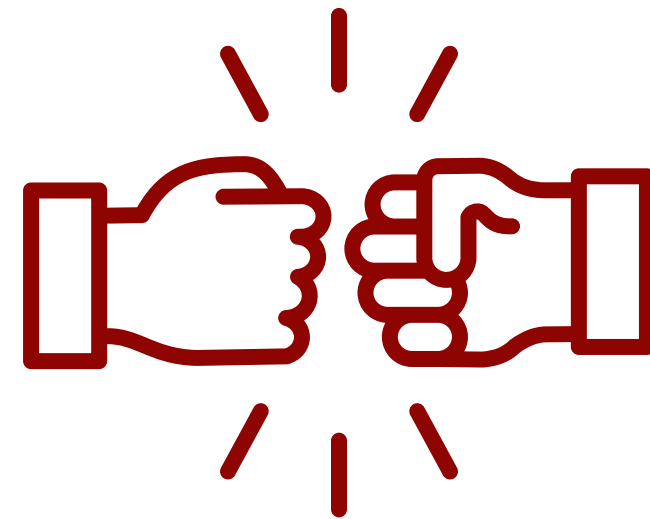
CHALLENGES FOR EXPORTERS



Risk of **refusal of entry** into the European market



Customs **delays** and additional **costs**

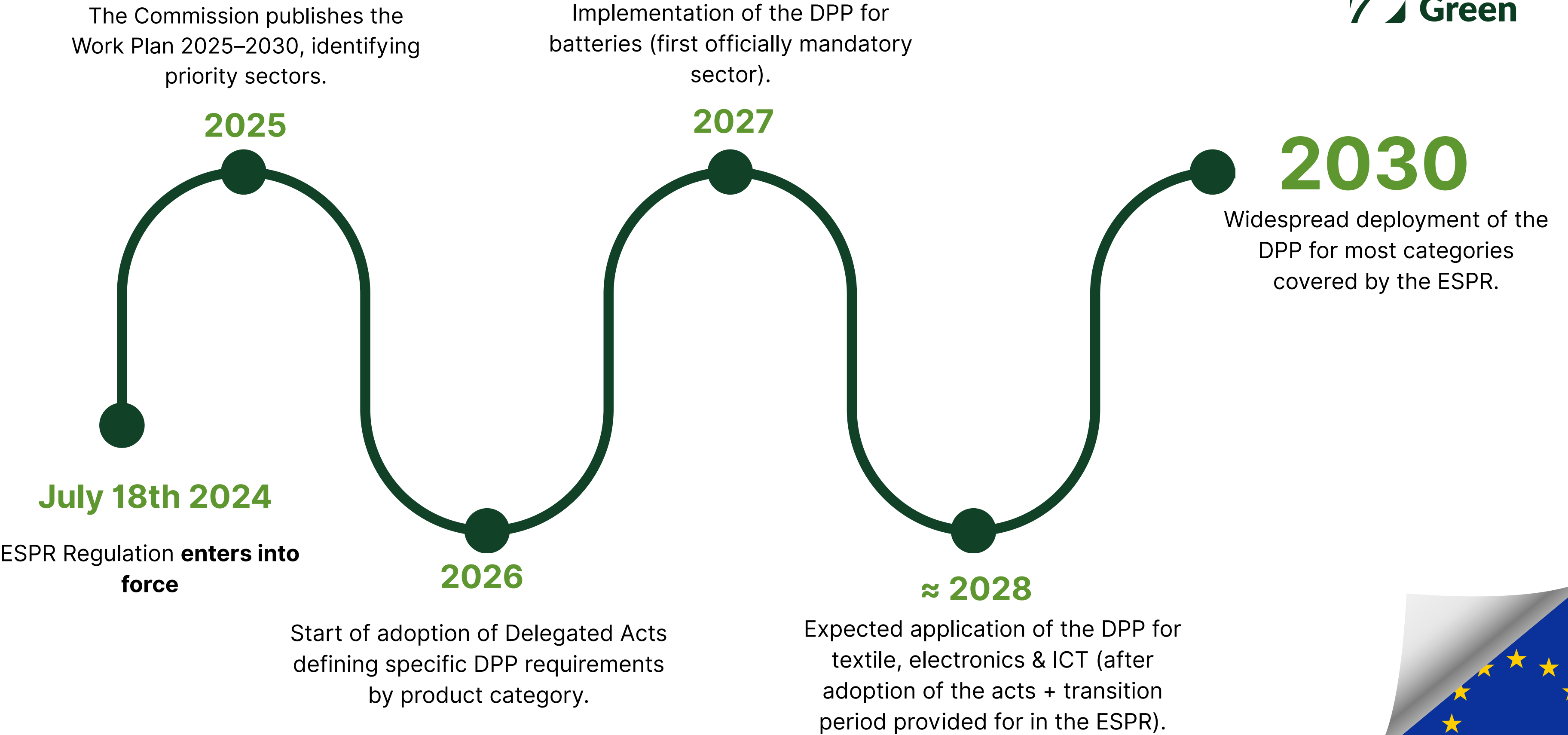


Loss of competitiveness
compared to compliant suppliers



Fines & penalties

CALENDRIER LÉGAL DU DPP



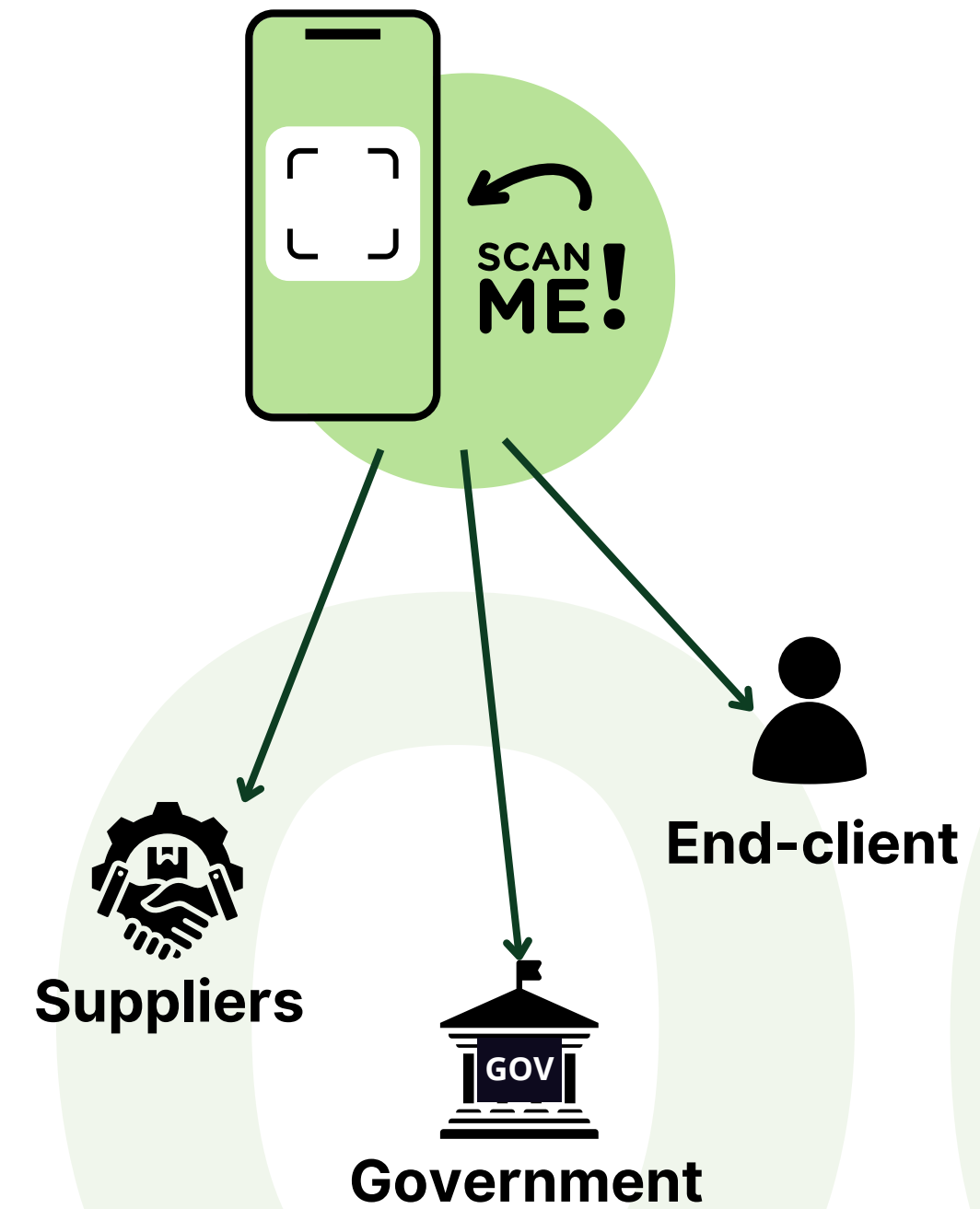
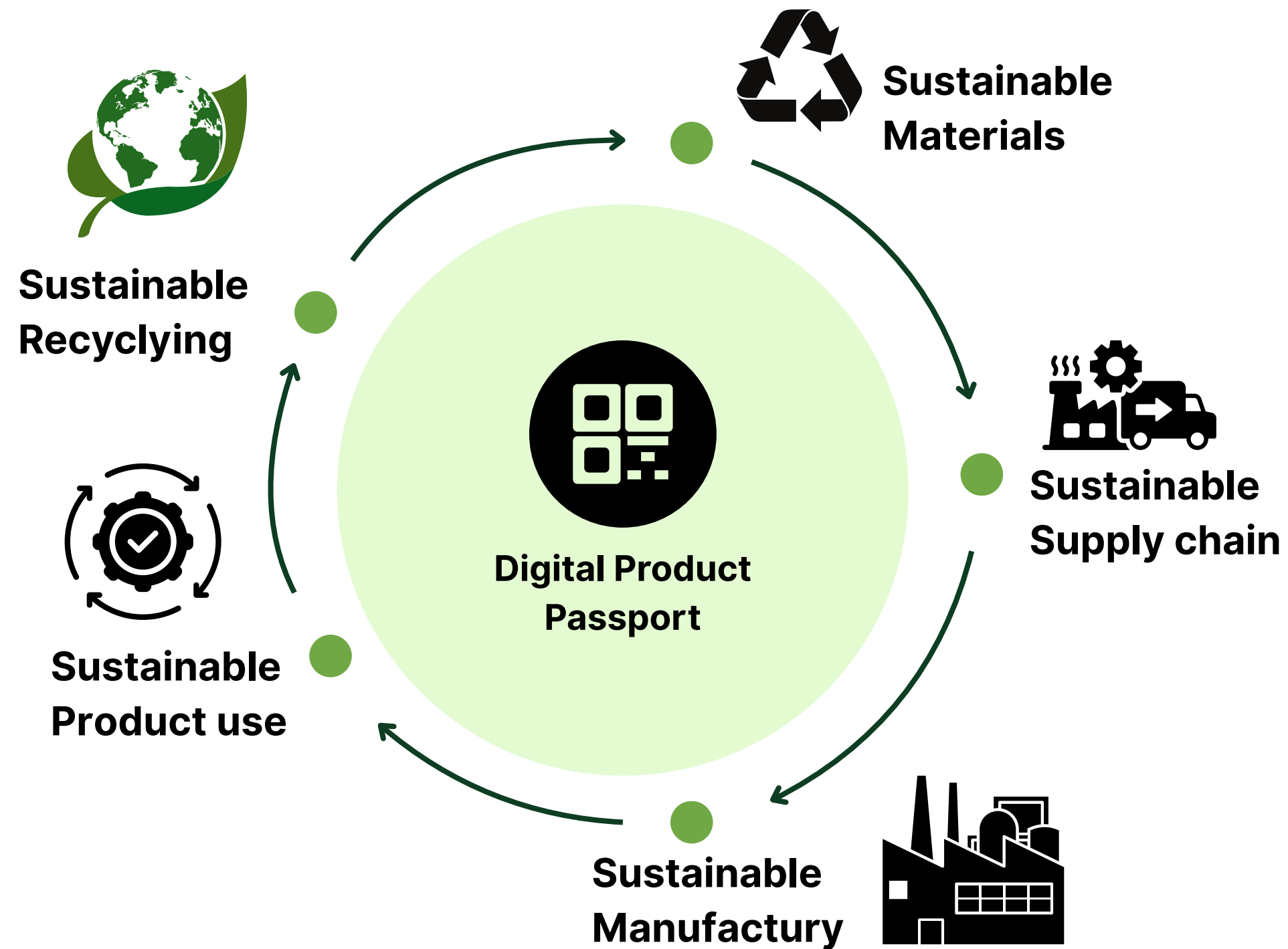
ACTES DÉLÉGUÉS SPÉCIFIQUES

AND LEGAL APPLICATION DATES



Product Category	Delegated Act Adoption	Legal Enforcement Date
Textiles (apparel, footwear, home textiles)	End of 2025	Mid-2027
Furniture & Mattresses	2026	2028
ICT & Electronics	2026	2028
Iron, Steel and Aluminium	2026	2028
Tyres	2026	2028
Energy-related products	2027	2029

WHAT IS THE DIGITAL PRODUCT PASSPORT (DPP)?



TRACTION & TARGET AUDIENCE: TRUST ALREADY ESTABLISHED



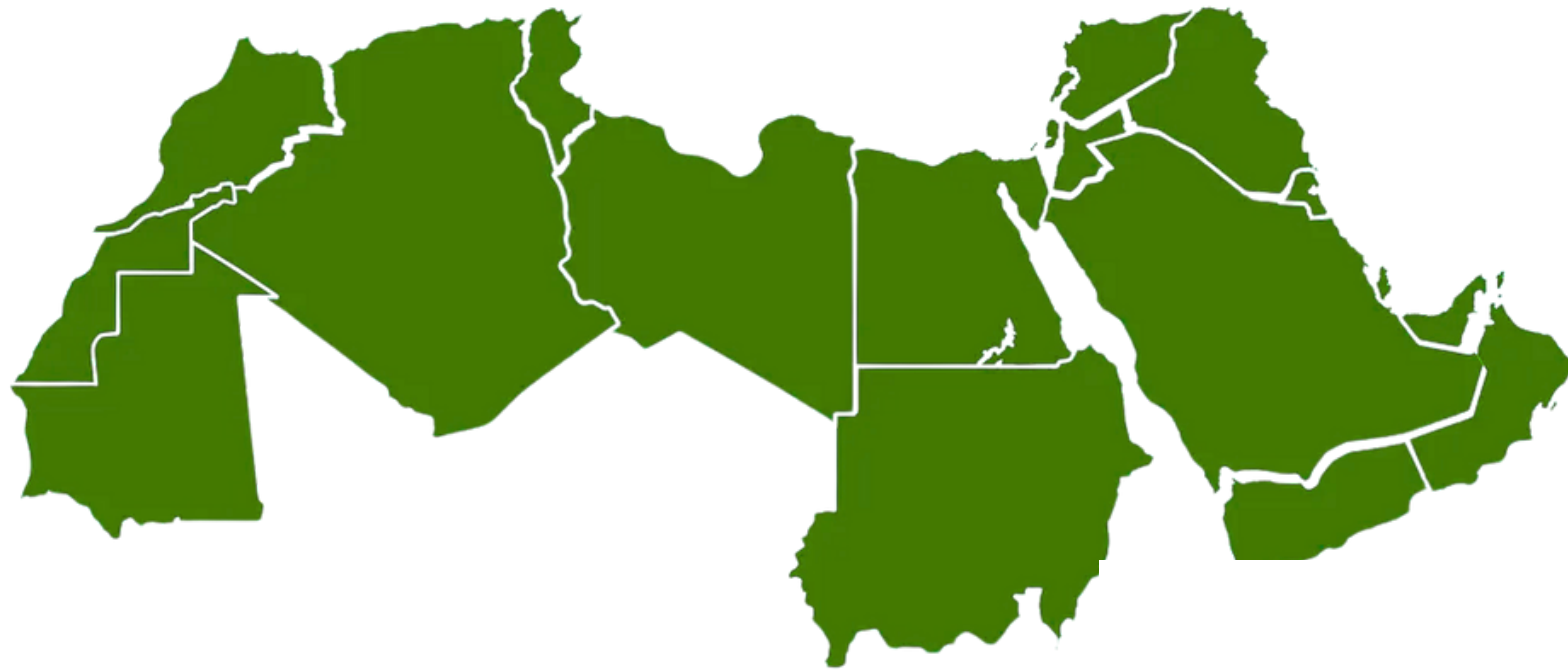
+10

Letters of intent, memoranda of understanding
(MOUs), and signed partnerships



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NOTRE POSITION



First movers in Tunisia
and the MENA region
5 pilot clients
+10 letters of intent



We have joined the Cirpass community of practice to
ensure interoperability with all
solutions in the EU.

MARKET SIZE & BUSINESS MODEL

€25 / Product
€0.02 / unit

Add SETUP fees for ERP integration

License fees: $\approx$ €2,735
SMEs/SMIs
 $\approx$ €4,324
Large enterprises/corporations

Cloud-related fees: $\approx$ €1,794
SMEs/SMIs
 $\approx$ €2,941
Large enterprises/corporations

TAM: €100.8M

SAM: €20.2M

SOM: €1.0M

Based on Tunisian
exporting companies in
key sectors.



OUR TEAM



Ferid Kamel
Co-Founder

Innovation Manager
Entrepreneur



Nour Jeday
Co-founder & CEO

Software engineer
Entrepreneur



Nour Nsiri
Head of Business
& Finance

Business Analyst



Mariem Bouhallellela
Fullstack Developer

Software, Full Stack engineer



Ahmed Kahloun
Technical Team Lead

Software engineer
Data Specialist



Ilyes Fradi
Fullstack Developer

Software, Full Stack engineer



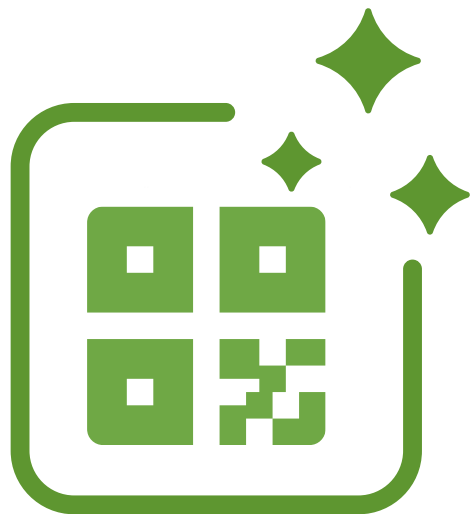
Salim Hamouda
Head of Marketing &
Development

Marketing Strategist

OUR COMPETITION

Fonctionnalité	scantrust	 CIRMAR	 climatiq	
Génération PNP	YES	YES	NO	YES
Calculateur d'empreinte carbone	NO	NO	YES	YES
Conseil IA	NO	NO	NO	YES

DIFFÉRENCIATEURS CLÉS



DPP Generation

Scannable via our software



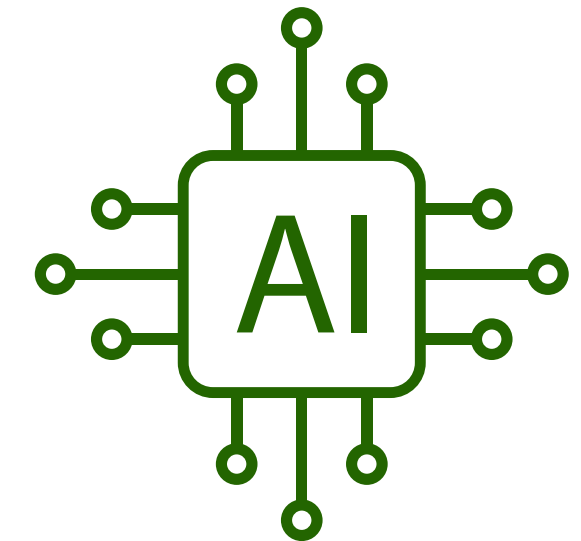
Cybersecurity and Trust

Built with blockchain to ensure data integrity and secure confidential product information.



Product Carbon Footprint Calculator

Provides accurate, scientific calculations of emissions throughout the product lifecycle.



AI Sustainability Consultant

Compares carbon footprint to market standards.

Provides a personalized report with concrete strategies to minimize emissions.

THANK YOU

FOR YOUR ATTENTION