



THE FUTURE OF SUSTAINABLE PHARMA PACKAGING

A Multi-Billion \$ Market Opportunity

A norwegian venture

Papela AS (LLC) Organization number: 930 261 467



PROBLEM STATEMENT

Unsustainable Packaging in Pharma

Pharmaceutical packaging relies heavily on plastic and aluminum. As regulations tighten, companies struggle to find scalable, cost-effective, & sustainable alternatives – until now.



Pfizer generated 24,500 tons of packaging waste in 2022.



Pfizer's packaging emissions amounted to 810,000 tons of CO₂.



91% of pharmaceutical packaging ends up in landfills. No recycling.

Source: McKinsey

THE SOLUTION

Sustainable Packaging by Papela

Revolutionizing Pharma Packaging



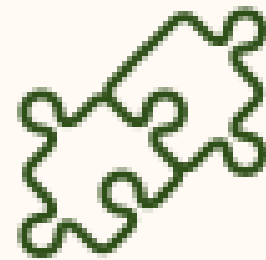
**SUSTAINABLE
INNOVATION**

First-mover manufacturer of dry molded cellulose-based blister packaging, reducing plastic dependency.



**PATENT-PROTECTED
TECHNOLOGY**

Unique, scalable solution backed by intellectual property.



**FLEXIBLE
INTEGRATION**

Compatible with existing production lines – Minor adjustments.



**UP TO 80% LOWER
CO₂ EMISSIONS**

Drastically cuts carbon footprint without compromising performance.



**COST-
EFFICIENT**

Sustainable transition that matches plastic prices at scale.

MARKET OPPORTUNITY

A Multi-Billion \$ Market Poised for Sustainable Growth

TAM – Total Addressable Market

Market Size (2027): ~ \$223bn

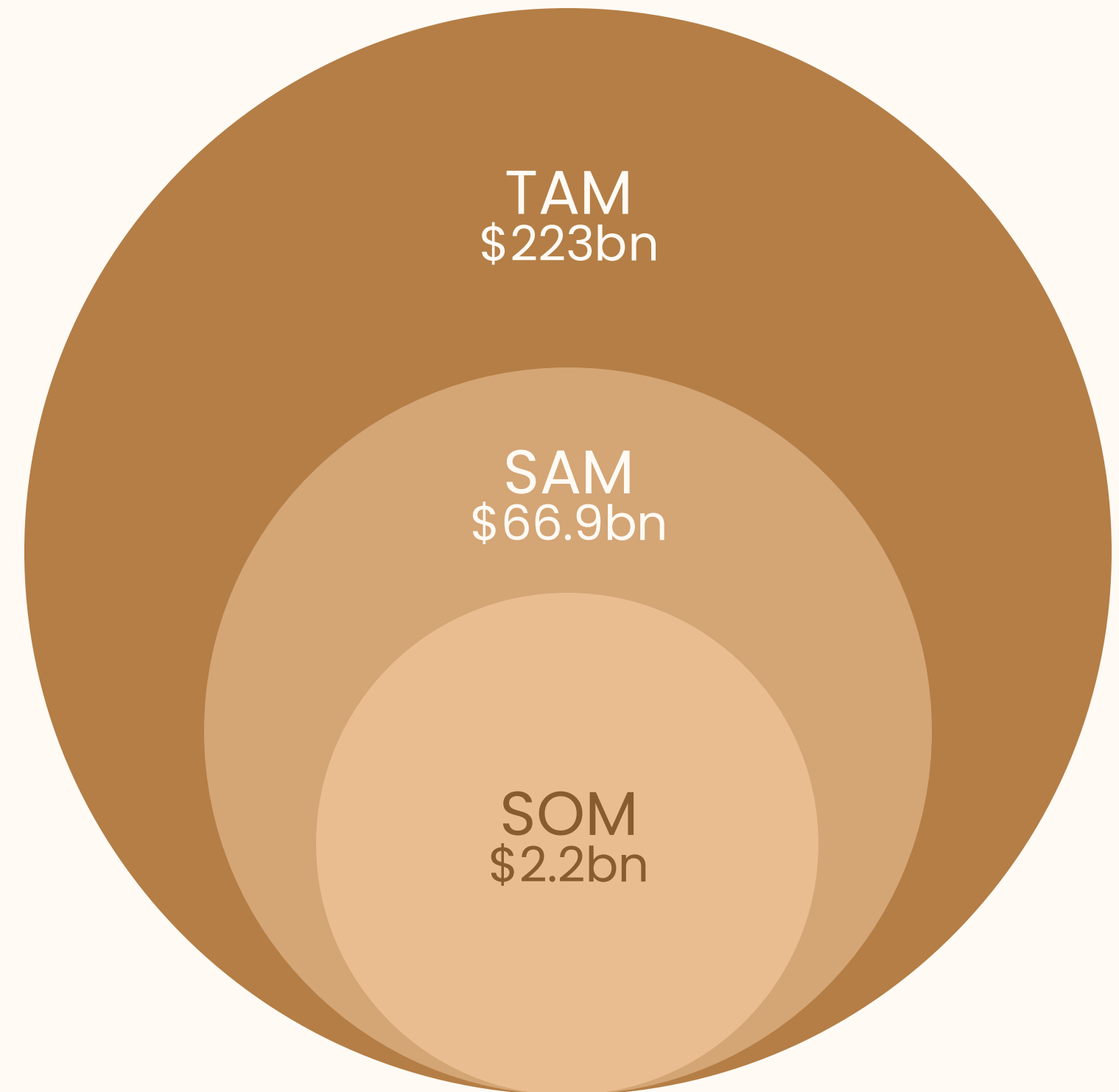
Growth Rate: Projected CAGR of 15.5%

SAM – Service Available Market

SAM = Projected UK and EUROPE (Pharmaceutical Packaging Market + Supplement Packaging Market) ~ \$66.9bn

SOM – Service Obtainable Market

If Papela captures 1% of this, it represents
~ \$2.2bn in annual revenue



Source: towardspackaging.

INTERNAL & ADVISORY TEAM



SANDER VOLDEN
– Founder & CEO

Background in entrepreneurship & business development.

Experience in retail, commercial diving, and supplement production.



MIKAEL NILSEN
– Sales Rep

Background in industrial mechanics & finance sales.

Currently pursuing a degree in entrepreneurship.



TEDDY DOLASH
– Finance & Accounting

BBA & pursuing a Master's in Sustainable Finance.

Experience in finance, economic analytics, and strategy



HÅKON VOLDEN
– Strategic Advisor

Serial entrepreneur with ventures in health & aquaculture.

Founder of Aarja Health, Aarja Production, & multiple investment firms

Former CEO of Grieg Seafood Finnmark & Volden Group.



SAMUEL MUREN
– Strategic Advisor

Serial entrepreneur & expert in health, oil & gas technology, and business growth.

Active in Aarja Health, Lancar Nutri, and KM Tech.

TARGET CUSTOMERS & DEMAND

Who Benefits from Papela's Eco Packaging?



CUSTOMERS

Health Supplement & Pharmaceutical Companies actively seeking to reduce their CO₂ footprint.

Companies prioritizing ESG/CSRD compliance and sustainability without overspending.



Aarja Health



Aarja Production

EARLY PARTNERS

MARKET DEMAND IS GROWING



Sustainability is a key priority for **80%** of global health & pharma companies.

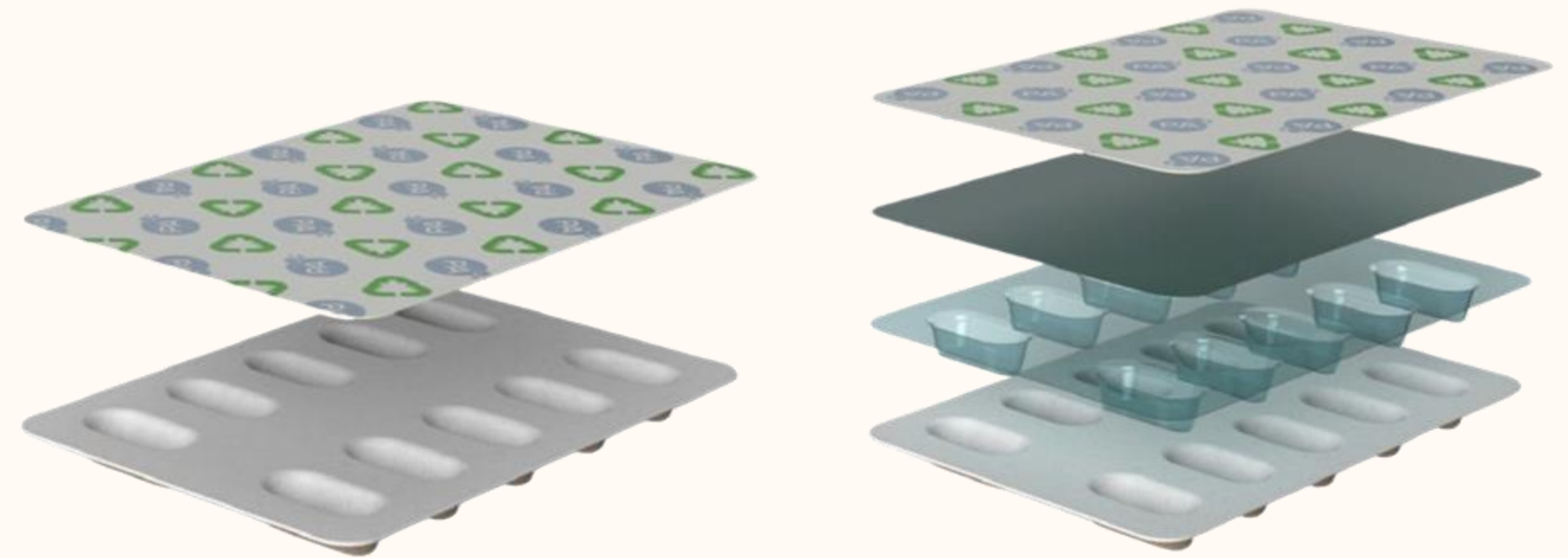


New EU regulations are forcing companies to switch to Sustainable packaging.

PRODUCT BREAKDOWN

DMF Blister Packs

Sustainable & Versatile Barrier Options



Exclusive Market Rights!

THE GREEN DREAM – Dust Barrier

Compostable/Bio-degradable

- Paper backed push through lid.
- Dry molded fiber blister pockets.

THE EQUILIBRIUM – High barrier

Recyclable as paper

- Paper backed aluminium push through lid barrier thin. (9 micron)
- Pocket barrier plastic liner BoPP with EVOH. (15-25 micron thick)
- Dry molded fiber blister pockets.

SEAMLESS INDUSTRIAL INTEGRATION

- Designed for existing blister filling lines with minor adjustments.
- Scalable production – 60M blisters per line.

PARTNERS



PRODUCT BREAKDOWN

FLATBOX PACKAGING

(Early-stage development – Goals & vision outlined below)



ECO-FRIENDLY & FULLY RECYCLABLE

Designed for a low CO₂ footprint.



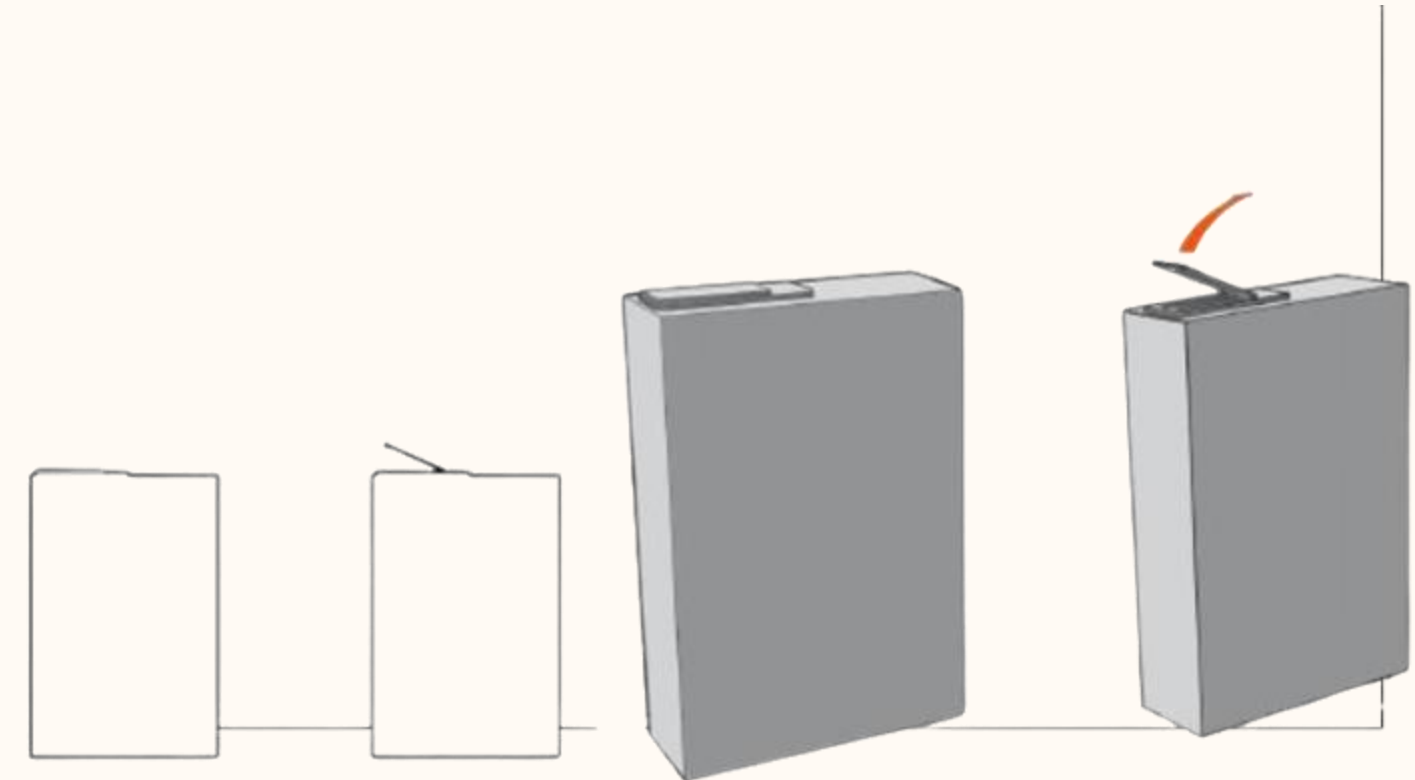
OPTIMIZED FOR SHIPPING & STORAGE

Flat-pack design reduces shipping costs.
Designed for EU mailboxes.



FACTORY-COMPATIBLE & SCALABLE

Designed to fit into existing production lines with minimal adjustments.
Strong & durable packaging.



A packaging for pharma & supplements, where the packaging is a vitamin for soil by end of life cycle.

BUSINESS MODEL

HOW PAPELA MAKES MONEY
Scalable & Profitable Business Model



REVENUE STREAMS

Direct Product Sales

DMF Blister & FlatBox Packaging sold to pharmaceutical & supplement brands.

Cost-competitive with plastic, high-margin & scalable production.

Technology Licensing (FlatBox Packaging)

Future licensing to industries for royalty revenue.

GREAT MARGINS

(one blister)

COST
\$0.01

SALES
\$0.03 – 0.05

DEVELOPING COMPETITORS

How Papela Stands Out In The Market

Papela's Competitive Advantage:



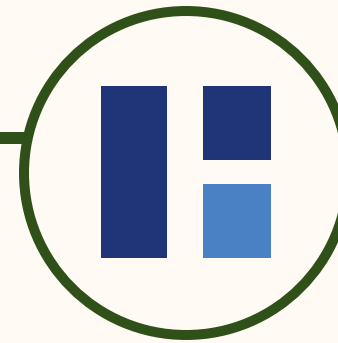
50-80% lower CO2 emissions vs on the market & developing competitors.



No waste water.



Cost competitive with plastics at scale.



HUHTAMAKI

Push Tab®

Paper-based blisters with PET liner (not fully plastic free).

Developed with Syntegon, but still in early market adoption.



ROMACO

Paper-Based Blisters

No aluminum or PVC, approved for pharma & nutraceuticals.

Max output: 600 blisters per minute, limiting scalability.



PAPACKS

Virgin Fiber Blisters

Food-safe & recyclable, but relies on custom machinery.

Still adapting to pharma applications.



PAPERFOAM

Starch – Based Blisters

Biodegradable & lightweight, but limited durability for pharma.

Used across electronics & medical industries, not a direct competitor.

STRATEGY & GROWTH PLAN

Who Needs Papela's Sustainable Packaging?

NORTH AMERICA 2029
Market Approach

Market Size: 39%

EUROPE/ UK 2025-2026
Pre-production approach

2027
Factory 1 location
Production launch

Market Size: 30%

ASIA 2030
Market Approach

Possible factory 2 to
minimize shipping

Market Size: 24%

AFRICA/ MIDDLE EAST
No planned approach

Market Size: 3%

SOUTH AMERICA 2035
Market Approach

Market Size: 4%

TIMELINE & MILESTONES

PAPELA'S ROADMAP

From development to market leadership

2025

Laying the Foundation

Seed funding initiated (USD 2.2M)

License secured with PA Consulting & Pulpac.

FlatBox R&D begins.

Early customer engagement & pre-production trials.

Sales & marketing campaign.

2026

Scaling Up

Series A funding round launched. (Factory lease, machinery etc.)

Factory lease secured & production lines installed.

FlatBox prototype testing completed.

Strategic partnerships with pharma & supplement brands.

2027

Commercial Rollout

Full scale DMF Blister production begins.

Exclusive licensing rights (2027-2029) for vitamins & nutritional supplements activated.

Market expansion across Europe/UK.

BEYOND 2027

Growth & Expansion

Technology licensing for global adoption.

Exploring IPO & strategic M&A opportunities.

FlatBox prototype testing completed.

Full-scale FlatBox production begins.

Market expansion across North & South America & Asia.

FINANCIAL OVERVIEW

Cost & Revenue Projections

Strong Financial Growth & Profitability

Projected based of one factory & four production lines in total → 2035

Projected Costs & Revenues (2027-2035)

OPTIMISTIC CASE

(Positive Growth Potential)

Revenue (2035): \$17m
Operating Profit (2035): \$11.4m

EXPECTED CASE

(Conservative Estimate)

Revenue (2035): \$9.3m
Operating Profit (2035): \$5.8m

PESSIMISTIC CASE

(Market Delays, Lower Adoption)

Revenue (2035): \$1.7m
Operating Profit (2035): \$44.9k

EXIT STRATEGY FOR INVESTORS

Flexible & Profitable Exit Strategies

SHORT-TERM (4+ Years)

PARTIAL EXIT & CAPITAL RAISE

Investors can exit through secondary funding rounds.

FULL EXIT FOR EARLY INVESTORS

Liquidity options as the company scales.

LONG-TERM (10+ Years)

IPO OR STRATEGIC ACQUISITION ROYALTIES FROM TECHNOLOGY

ROYALTIES FROM TECHNOLOGY LICENSING

Continuous revenue streams for long-term investors.

WHY THIS MATTERS?

A well-structured exit ensures investor liquidity & strong returns.

Papela's scalable business model supports multiple exit pathways.

The global shift towards sustainability increases M&A opportunities.

INVESTMENT ASK

SEED FUNDING ROUND

SEED TARGET:

**USD
1.44M**

USE OF FUNDS:

- R&D Flatbox: \$140k
- DMF Blister License: \$540k
- Marketing & sales: \$189k
- Technical team: \$189k
- Financial buffer: \$380k

WHY INVEST ?



Patent-backed technology & exclusive market rights for DMF Blisters (2027-2029).



First-mover advantage in sustainable pharma packaging.



Growing market demand & regulatory push for sustainable solutions.



Scalable revenue model (product sales, licensing, and royalties).



THANK YOU



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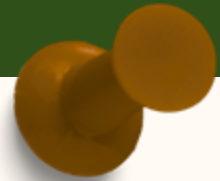


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Market risks, regulatory changes, development risks, and economic conditions may impact future performance.

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Financial projections are based on assumptions that may evolve.

Investors should conduct independent due diligence before making investment decisions.

Commercial rollout is an estimate for 2027, however it may be postponed.