

A Personal Carbon Accountability Card

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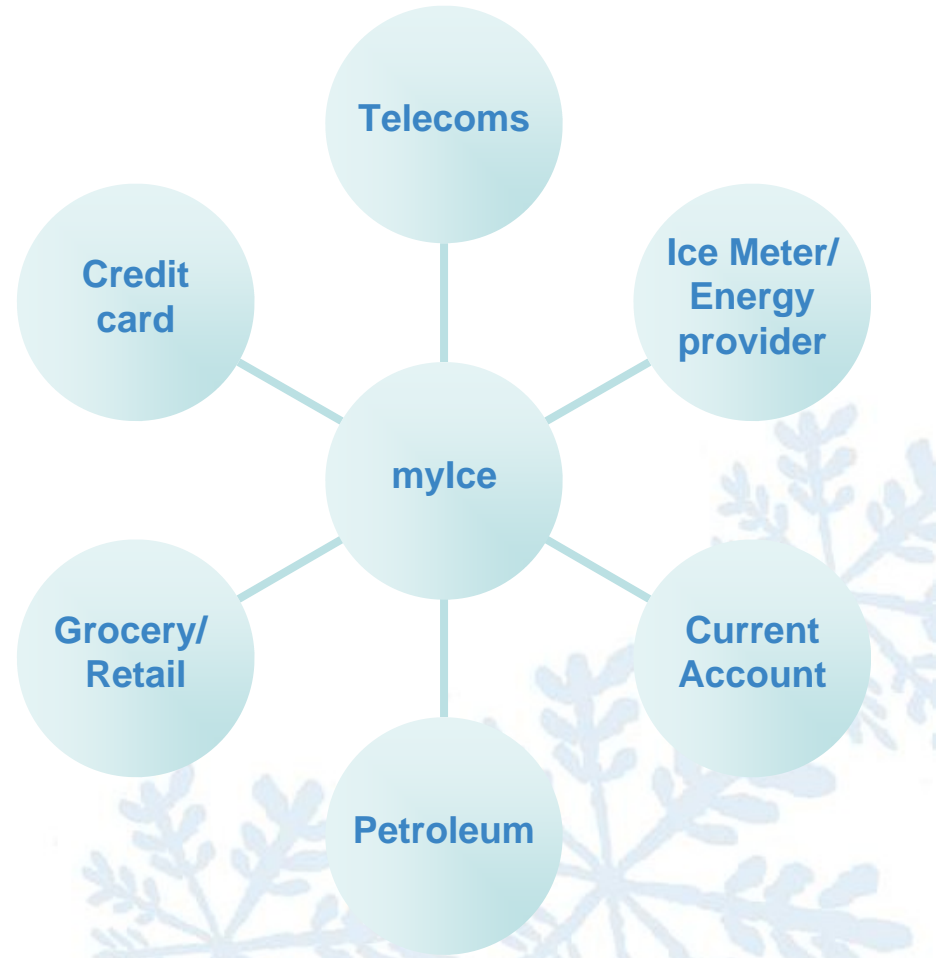
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Ice – Founder Shareholders



The fulcrum of a new Consumerism

- Climate Change affects us all, but will devastate life for our children – we must all understand the carbon impact of our lifestyle and purchase choices.
- *Ice* helps the customer build a detailed picture of their total personal carbon accountability via the analysis of transaction and consumption data.
- The *myIce* account becomes the core of a unique lifestyle audit for Ethical Consumers, attracting new customers and encouraging consolidation of spend with providers.
- Tips and advice are based on actual consumption patterns, thereby more relevant and personal.



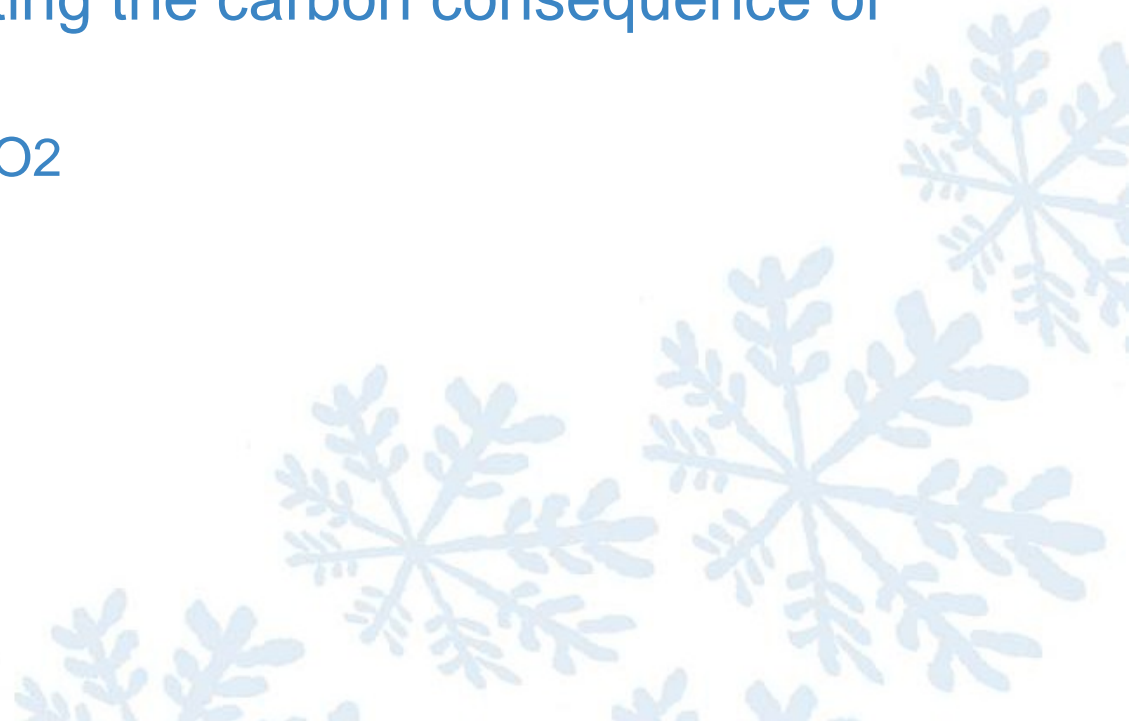
Are consumers ready for personal carbon accountability?

- Rewards programme model “sweetens the pill”
- Education over time
- Consumer trust is essential for success:
 - Convenience
 - Accuracy
 - Integrity

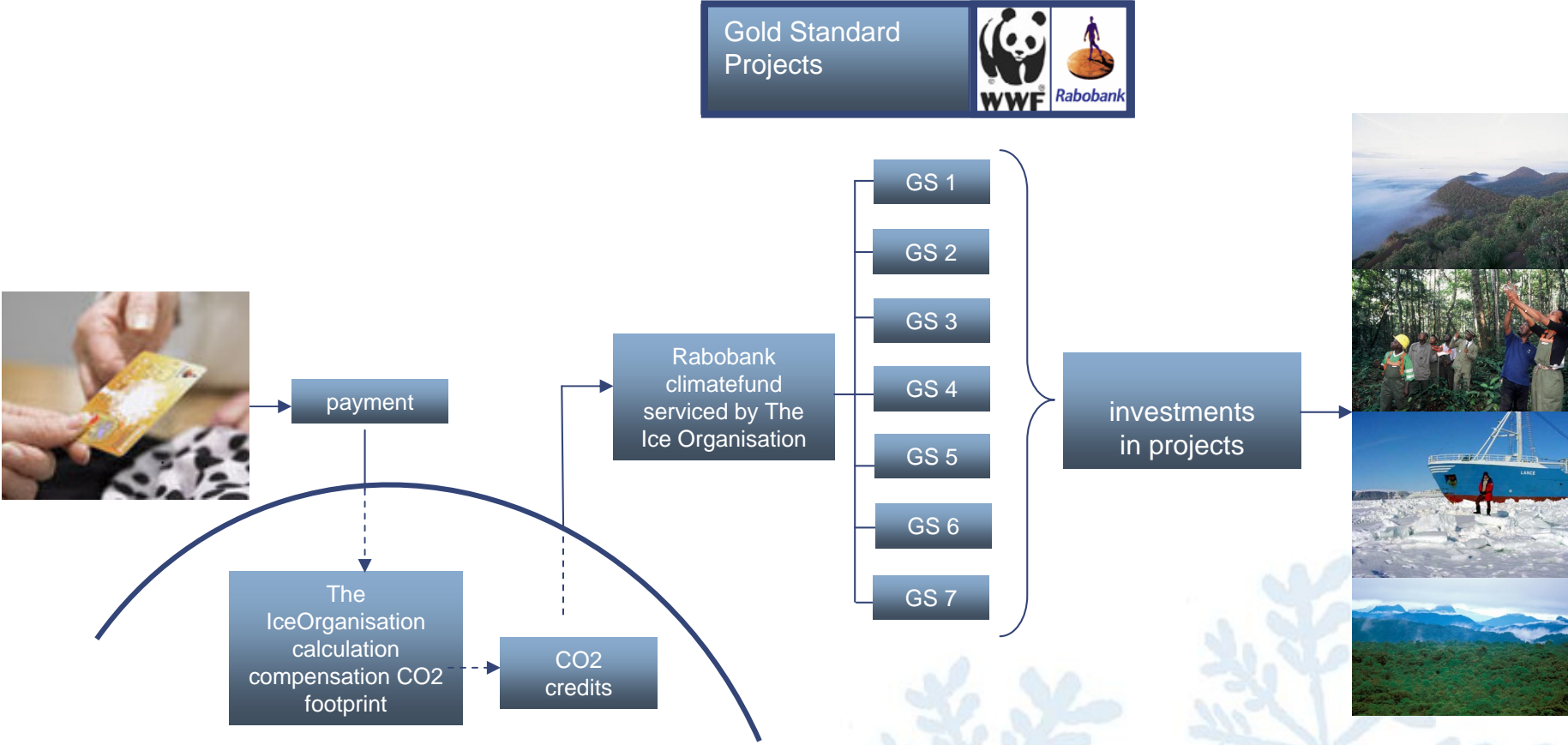


Convenience

- Ice's research shows that customers will not engage if they have to do all the work
- Our calculators make it easy for customers by automatically calculating the carbon consequence of purchases.
 - Transaction related CO2
 - Product specific CO2



Rabocard – Accuracy and Integrity



Ice Structure - designed for Integrity and Social Entrepreneurial Approach

- Independent Body**
 - ◆
 - ◆
 - ◆
 - ◆
- Mission**
 - ◆
- Integrated Social Purpose**
 - ◆
 - ◆

