# A Better Way, A Better Bag.

Heavy duty bags made from compostable resins that are designed to replace single-use plastic shopping bags.

- **EASY ON THE EYES**
- **EASY ON THE WALLET**
- **COMPOSTABLE**
- **EASY ON THE ENVIRONMENT**

INVEST IN HOLDON BAG INC

## A home-world goods company that sells heavy duty, compostable bags to help reduce traditional plastic

TESTIMONIALS | MATERIALS | ⊞ | ⊟ | ⊠

## Highlights

- 8,000+ revenue run rate in second full year in market
- Winner of Fast Company's 2022 Innovation by Design Awards in the Materials category
- Backed by industry leaders and proven operators from Hippeas, Red, Method & Grove Collaborative
- 90% 4 and 5-star reviews with over 40,000 happy customers
- Strong 50%+ gross margins at present with improvements expected as business grows
- Amazon.com sales are growing 50% per month in 2024 and projected to 3x in 2025
- Launched at Target with fantastic early results and expanded into Kroger stores in October 2023
- Featured in Forbes, Vice, BuzzFeed, CNN Underscored, Domino, Real Simple, NPR, Variety & The Skimm

## Our Team

**Lisa Bolotsos** - Founder

Lisa is a seasoned entrepreneur who founded Grove Bar with a mission to create healthy and delicious snacks CPG brands where strong gross/net margins means doing more good by consumers and for the planet. Includes HIPPEAS, Red, Method & Grove Bar.

**Justin Fennell** - President & CFO

Justin has experience in consumer-focused products, outside has had sales organizations at Method, Grove Collaborative, and other successful household brands.

**Andrew Sylvester** - VP of Finance

Investor and advisor to consumer goods.

**Jennifer Kanyamibwa** - Director of Marketing

Jenny is a marketer leader with over a decade of experience in building mission-driven brands, specializing in data-driven marketing strategies for growth and brand awareness. Includes Hippeas and Grove Collaborative.

**Esther Hong** - Advisor

Esther is a seasoned professional in Supply Chain Management & Operations, and has worked with renowned brands and companies such as Walmart & Amazon.

## Join our mission to leave the world cleaner than we found it.

## THERE HAS TO BE A BETTER WAY

*Traditional Plastic - It's Everywhere*

Some of it we need. Lots of it we don't. And according to most experts, traditional single-use plastic is the lowest form of plastic at every stage: production, disposal, and decomposition.

These traditional plastics are high up in landfills, clog waterways, and strangle wildlife.

And they take centuries to decompose. If thrown away today, these traditional plastic bags will still be sustaining harmful toxins into our environment when our great, great, great, great grandchildren are born.

**$5 MILLION FINES** — Fines for violations of plastic bag bans in California alone.

**TRIPLE CONSUMERS** — Triple the consumers who are purchasing reusable bags.

**$1 TRILLION** — Value of plastic bags that are produced annually worldwide.

**1 MILLION BIRDS DIE EACH YEAR** — Birds and other wildlife are killed by plastic bags each year.

**IN THE CURRENT ADD, SHOPPERS DON'T HAVE A BETTER OPTION**

Household bags are a commoditized category lacking innovation & freshness. Most are made of low quality, low performance, cheap plastic. *Shoppers want options that are plant friendly and make traditional plastic obsolete.*

## A MASSIVE CATEGORY TRAILING IN SUSTAINABILITY

**TRASH BAGS/RETAIL** — $22B Annual Sales

**ALL OTHER CLEAN/HOUSEHOLD** — $22B Annual Sales

**ALL OTHER CLEAN/HOUSEHOLD WITH SUSTAINABLE ALTERNATIVES** — $2B Annual Sales

**Compostable Bags Are A $10 Billion Opportunity**

Traditional single-use plastic incumbents have no competition. Across other Consumer Packaged Goods, *eco-friendly brands are growing 2x faster* than their conventional competitors.

**GROWING PRODUCTS** — Sustainable Product Sales Growth

**PERSONAL CARE** — 2.4x

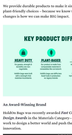
**SUSTAINABLE BABY** — 2.1x

**White Space Fact & Premium Eco-Friendly Brand**

Traditional plastic incumbents provide little to no investment in eco-friendly alternatives. Other eco-friendly brands offer alternatives to traditional single-use plastics but miss the mark on the durability and strength that the modern consumer expects.

HoldOn is primed to fill this white space by a premium brand that delivers on both eco-friendly material and durability.

## CONVENIENCE WITHOUT COMPROMISE




**HoldOn Bags Launched In May 2022**

We focused our efforts in kitchen bags and trash bags with a strong emphasis on traditional single-use plastic bags, but also with compostable materials and plant based reusables like certificated.

**In 2023:**

HoldOn launched a product innovation to reduce our environmental impact even further. For all aligned subscriptions, the bags are packed flat to an eco-friendly outer, reducing the amount of packaging required while doubling as a mailer for the aligned products.

**In 2024:**

HoldOn launched a snack size bag to expand the aligned bag line up and continue product innovation with the consumer in mind.

**Designed With Convenience In Mind**

HoldOn Bags are super strong, made with compostable materials and plant based resin additives, all without harsh chemicals like BPA or BPS and are perfect for helping to reduce the use of traditional plastic bags in our daily lives.

We provide durable products to make it simple and easy for people to make plant-friendly choices – because we know that for most people small changes is how we can make BIG impact.

## KEY PRODUCT DIFFERENTIATORS

**Sturdy.**
Holds up to 25 lbs. Tested to 50 lbs. Stronger than other eco-friendly options.

**Easy Duty.**
Easy on the eyes, easy on the wallet, easy on the environment.

**Reusable.**
Reusable for other purposes, such as pet waste, garbage, or storage.

**Convenient.**
Easy to open, easy to use, easy to dispose.

**Compostable.**
Made from plant based resins and additives, not harsh chemicals.

**An Award-Winning Brand**

HoldOn Bags was recently awarded *Fast Company's 2023 Innovation by Design Awards* in the Materials Category, this award recognizes brands that work to design a better world and push the boundaries of material innovation.

**These compostable trash bags break down in weeks, not years**

Fast Company | Jesse Dorogusker | Wed, 11/16/22 - 8:00am

**Drew Ellison**
hellobrigham.com

**60%+ of subscribers**

*Note: Estimated sales for full year 2024 current to quarterly.*

**Early Success On Amazon Highlights The Size Of Opportunity**

Launched in January 2022 - HoldOn product successfully established in the top 10 in the Amazon Trash Bags category. Sales have grown 50% month over month. Increasing to the first week, we scaled to $5000, to sales within the first three months.

Today, we have averaged 20% monthly sales growth on the platform and are approaching $1000/wk run rate sales. Amazon represents a massive opportunity for our business.

**Retail Launch & Continued Momentum Into 2024**

Following our DTC proof of concept, HoldOn Bags launched at Target, in store and online, in April of 2023 to prove our east coast footprint.

We introduced 2 of our best selling products at Target - our 13 gallon large kitchen bag and our 13 gallon trash bag. Our product performed well with both Brands activations and we are participating in the Target Eco-corporate sustainability initiative.

**In 2024:**

**TARGET:** HoldOn's shelf presence was expanded by ~25% stores - a strong, positive signal from this important household essential retailer!

**KROGER:** HoldOn launched in over 400 stores, including: King Soopers, Fry's, Smith's, Ralphs, Harris Teeter, and City Market.

**AMONDSON:** HoldOn launched with an expanded product line (2x Kitchen bag, 4x small bin bag, 4x medium bin bag, and 4x large plant based bag) at all 26 locations

**DISTRIBUTION:** Has demonstrating retailer brought HoldOn's line up of four core products on shelf at all six locations.




**Bringing Furthermost To A Mass Category**

People LOVE our product because it doesn't require them to make any sacrifices in their lives. We are bringing the furthermost plant-friendly option that can make a big impact on our environment.

With over **400 happy customers and 4.9 and 5 star reviews**, HoldOn bags outperform other eco-friendly brands with far more high-end consumers than traditional plastic incumbents.

**40,000+ HAPPY CUSTOMERS**
**90% 4 OR 5 STAR REVIEWS**

**HoldOn . THIS IS GOING TO GET GOOD**

**Raising Capital To Enter 3rd Phase of Growth**

HoldOn is successful launch in our Direct To Consumer channel (in 2022, we have successfully expanded into marketplace and retail channels in 2023 & 2024 with our Amazon.com and Target.com sales growing 50% month over month. Amazon.com and Target.com are expanding our retail sales channels across Grocery and Club Markets.

*Note future references cannot be guaranteed.*

**Use Of Funds**

As a community-driven brand, we will continue to invest in affiliate sales, micro influencers and strategic partnerships to extend our reach, activate our brands at a community level, and to build brand awareness as well.

Lastly, we believe our strategic mix of direct subscription sales, expansion of retail assortment and retail launches will drive revenue growth into 2025 and beyond.

## PRESS & AWARDS

**Press Features & Reviews**

Mashable — BuzzFeed — CNN Underscored — Forbes — Insider — Fast Company

**Fast Company's 2023 Innovation By Design Awards | Winner in the Materials Category**

The Materials category of Fast Company's Innovation by Design Awards honors projects that push the boundaries of material innovation. This year's winners include a biodegradable sneaker made from algae, a bike helmet made from crab and orange shells that will compost within weeks, rather than centuries.

**Fast Company's 2024 World Changing Ideas Awards | Finalist in the Small & Mighty Category**

This annual award from Fast Company honors the businesses and organizations that are developing creative solutions to the most pressing issues of our time. HoldOn Bags was selected as one of these finalists in the Small & Mighty category, which recognizes projects from companies that have fewer than 50 employees.