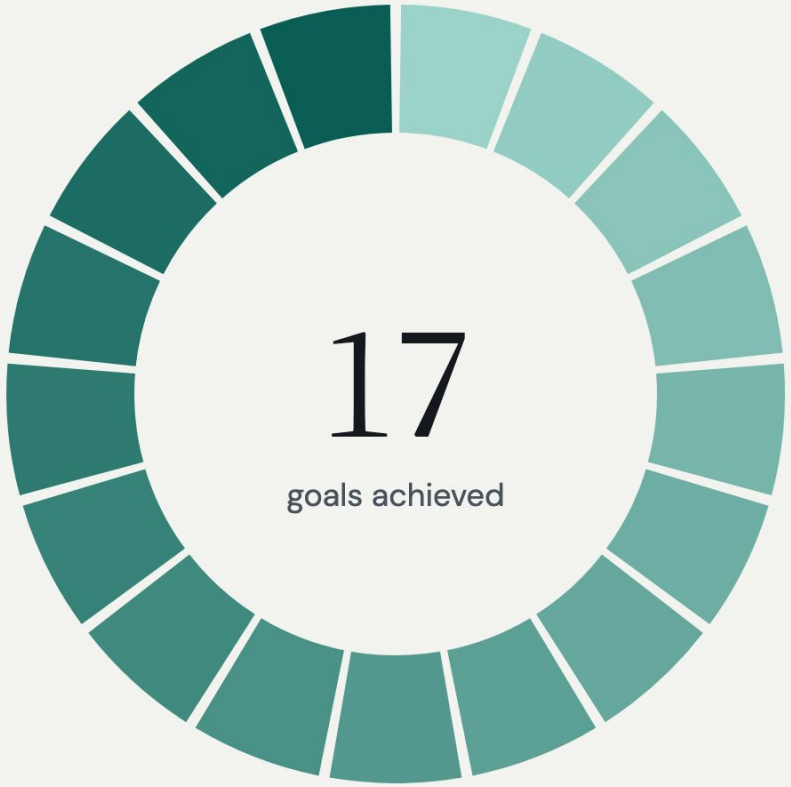


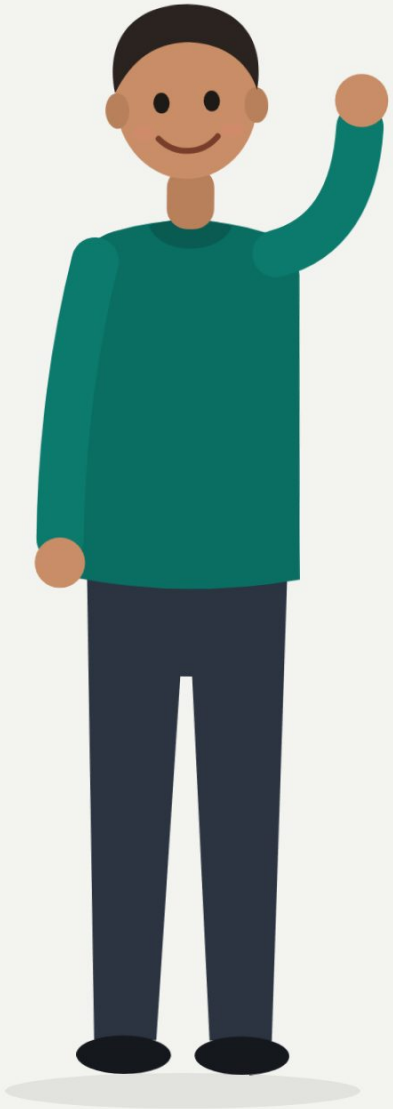
We believe it will be *sustainable.*



SO WE ASKED ONE QUESTION

In that world, how does the consumer market work?

POTENTIACTA





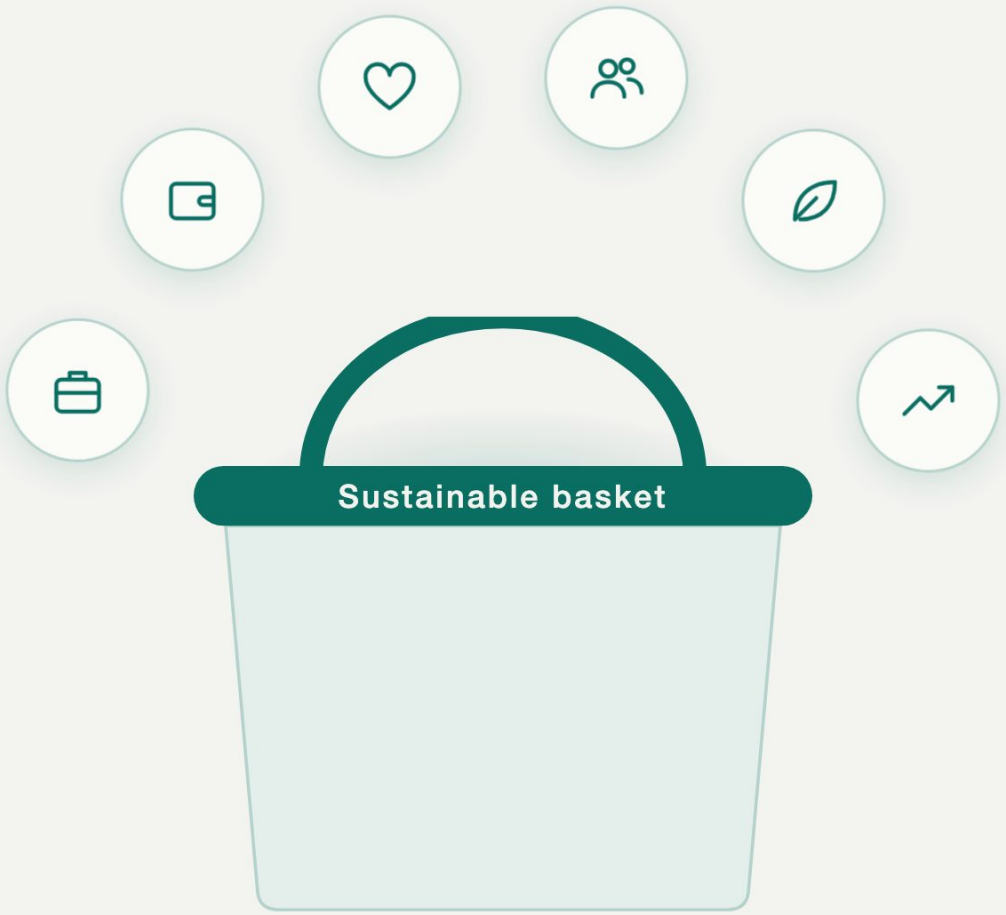
Every person's basket holds *sustainable* goods & services.

Every item carries a sustainable certificate: GOTS, FSC, USDA Organic, B Corp.

RECEIPT · PAID IN FULL

$10,000 / year

Our starting basket, per person. Paid by their right to be human. Article 25, UDHR.



Who pays?

OUTCOME UNITS

$18,000 / year

One basket and its verified impact, per person.

Whoever pays for the basket pays for its impact.

And owns it.

POTENTIACTA

We built the basket.
We measure its impact.
We stream it to the capital market, *in real time.*

1 OUTCOME UNIT

$1 of verified gross output

Measured with Leontief input–output. Each unit carries its verified employment, income, wellbeing, social, environmental and value-added results.



This is

POTENTIACTA

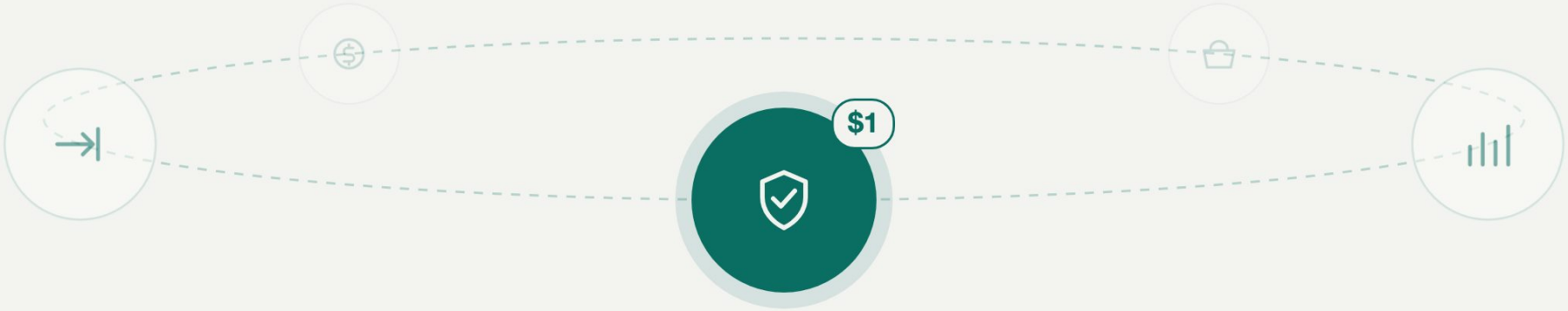
Verified outcome units, streamed in real time to the capital market.

"Shifting social bond issuers to a real-time stream of verified outcome units is a powerful concept that directly tackles reporting lag."

Greeshma Anil, Sustainable Management & Social Impact Expert

Potentiacta Inc., a Delaware Public Benefit Corporation

A very simple *production.*



3 Verify

By the Oracle, with access to independent third-party audits.

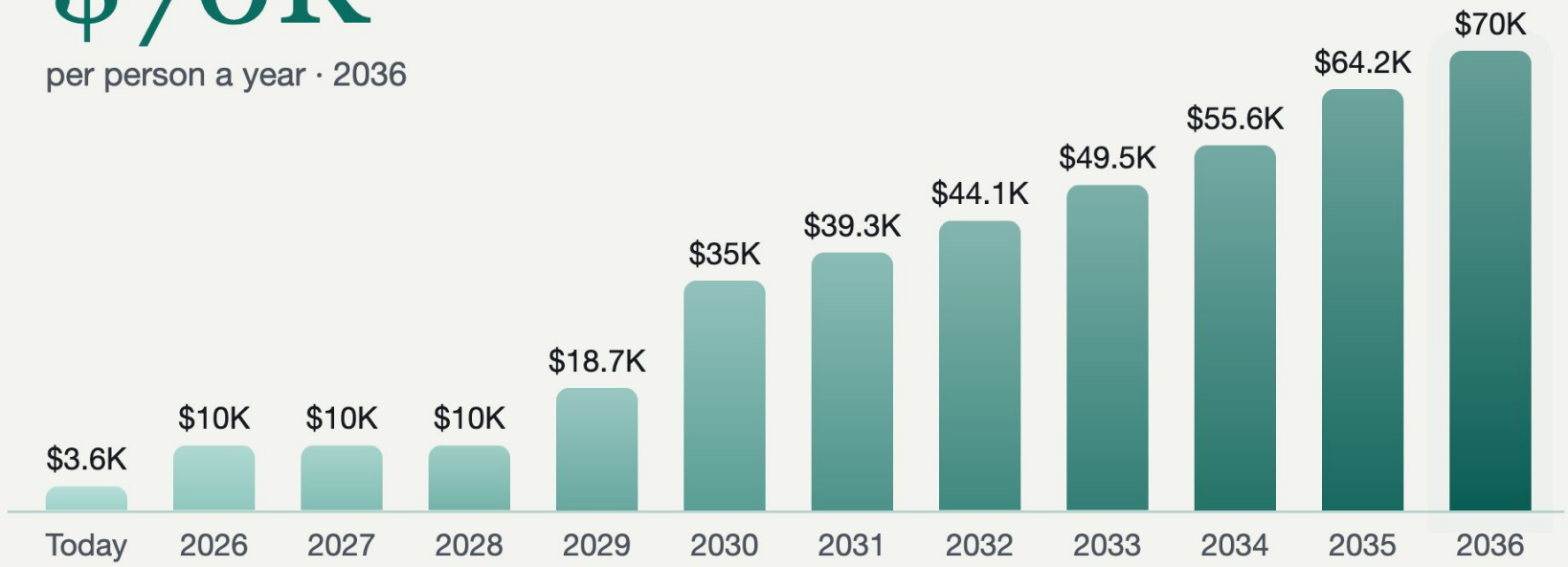
POTENTIACTA

A basket that covers *all basic needs.*

Every person gets it, regardless of their income today.

$70K

per person a year · 2036



GOODS

Food, home, health, fashion, beauty, kids, sport, electronics, stationery.

SERVICES

Digital and AI productivity services: an orchestra of AI models for each person's own and social tasks.

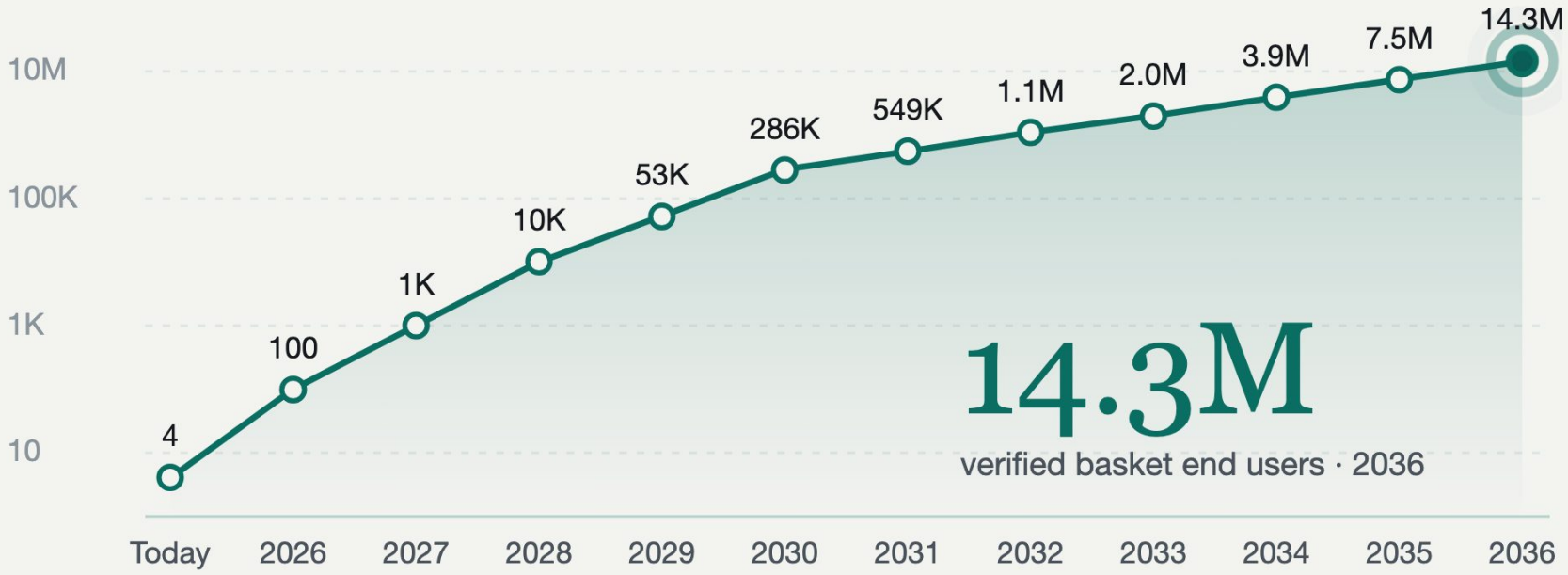
Every good holds a sustainable certificate: GOTS, FSC, USDA Organic and others.

Planned annual basket per user, in today's prices · Targets, not forecasts · Source: potentiacta.com/dashboard

POTENTIACTA

From 4 people to *14.3 million.*

Planned number of verified basket end users, log scale.



OUR GOAL BY 2036

Solve the problem of poverty for at least 1% of people living in poverty or at risk of falling into it.

Users on 1 January of the next year · Targets, not forecasts · Source: potentiacta.com/dashboard

POTENTIACTA

Business plan: *the numbers to 2036.*

Year	Verified users	User retention cost	Basket costs	Operations costs	Total costs	**Total outcome (revenue)**	Operating profit*	Investing (70%)	Value added (30%)	Valuation†
Today	4	$3.6K	$1K	$661K	$663K	**$1.2M**	$536K	$375K	$161K	$35.0M
2026	100	$10K	$89K	$222K	$312K	**$564K**	$253K	$177K	$76K	$35.0M
2027	1K	$10K	$2.8M	$3.6M	$6.4M	**$11.6M**	$5.2M	$3.6M	$1.6M	$267M
2028	10K	$10K	$39.1M	$27.6M	$66.7M	**$121M**	$54.0M	$37.8M	$16.2M	$2.58B
2029	53K	$18.7K	$482M	$162M	$644M	**$1.17B**	$522M	$365M	$156M	$22.7B†
2030	286K	$35K	$4.84B	$839M	$5.68B	**$10.3B**	$4.60B	$3.22B	$1.38B	$73.1B†
2031	549K	$39.3K	$15.9B	$2.43B	$18.3B	**$33.1B**	$14.8B	$10.4B	$4.44B	$159B†
2032	1.1M	$44.1K	$35.0B	$4.77B	$39.7B	**$71.9B**	$32.2B	$22.5B	$9.66B	$334B†
2033	2.0M	$49.5K	$74.5B	$9.05B	$83.6B	**$151B**	$67.7B	$47.4B	$20.3B	$701B†
2034	3.9M	$55.6K	$158B	$17.1B	$175B	**$317B**	$142B	$99.4B	$42.6B	$1.55T†
2035	7.5M	$64.2K	$353B	$33.0B	$386B	**$699B**	$313B	$219B	$93.9B	$3.20T†
2036	14.3M	$70K	$738B	$63.2B	$801B	**$1.45T**	$649B	$454B	$195B	—

* Before salaries, taxes and depreciation. † Every valuation after today's is arithmetic on Potentiacta's targets: 2.21 × the total outcome planned for the next twelve months, if the plan is met, not brought back to today. Total outcome = total costs × 1.81: Potentiacta's plan arithmetic (Verified Outcome Units Target), not the methodology's Δx. Today's valuation is post-money; 2026 covers 31 Oct – 31 Dec.

Source: potentiacta.com/dashboard · Sustainable Venture Capital, the numbers · Targets, not forecasts

POTENTIACTA

So this is our *business model.*

From a person's basket to verified outcome units for social bond arrangers and issuers, on one page.

B2C people and their basket

1 THE MARKET

An unlimited market of consumers. We solve their wellbeing problem.

Mission: give every person a sustainable basket of goods & services as a basic need.

Goal: stream outcome result units from baskets directly to the international capital market.

2 THE BASKET

A prepaid personal basket of sustainable goods & services.

Digital productivity services · Home Stuff · Fashion · Health · Beauty & Personal Care · Food · Sport & Outdoor · Electronics · Toys & Games · Stationery & Paper

Many categories of sustainable goods & services, everything for wellbeing. Every good holds a sustainable certificate (GOTS, FSC, USDA Organic, B Corp…).

3 WHO SHAPES IT

There are two ways to create the basket:

Modeled by Potentiacta · Shaped by capital market participants' filters ↔

Verification

← order with filters

✓ MEASURED AND VERIFIED · REAL TIME

When the basket is used, demand creates a measurable effect.

1 · OUTPUT EFFECT

The total economic effect, expressed in verified outcome units. One unit = US$1 of verified output.

2 · VERIFIED IMPACT RESULTS

Wellbeing · Social · Environmental · Employment · Income · Value added

Measured by Potentiacta, verified by the Oracle.

INDEPENDENT AUDITS

Access to independent third-party audits is also provided, ensuring data integrity and fostering trust.

verified outcome units, real time →

B2B capital market participants

1 THE CLIENTS

Issuers and arrangers of social bonds.

They improve people's lives and make the economy more stable, because they have **control & transparency via verified outcome units as a live stream.**

2 WHAT WE DELIVER

The issuer picks the metrics it needs: the main ones (input, output) and the verified impact results that come with them (value added, employment, income, social, wellbeing and environmental results).

It can filter by goods and services and by region, and it sees verified results in real time, not a yearly count of people reached.

3 HOW THEY BUY

Packages we are creating

$12.149M for 2026–2027

$121M for 2028

verified outcome units

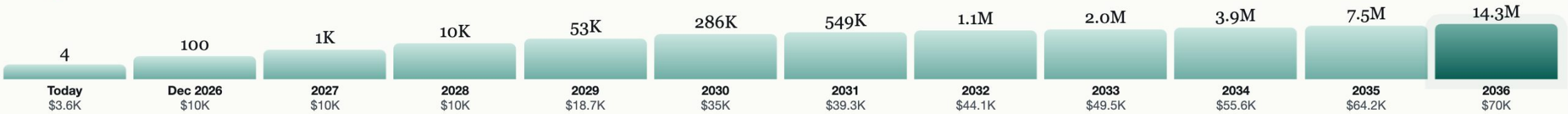
Or order for a term, filtered by:

Region · Categories of goods and services · Producers · Personal basket size · Number of personal baskets

Verified impact results added: value added, employment, income, social, wellbeing, environmental.

Our plan users and the basket per person a year

today: Live · 3 Nov 2026, 21:54:42 UTC



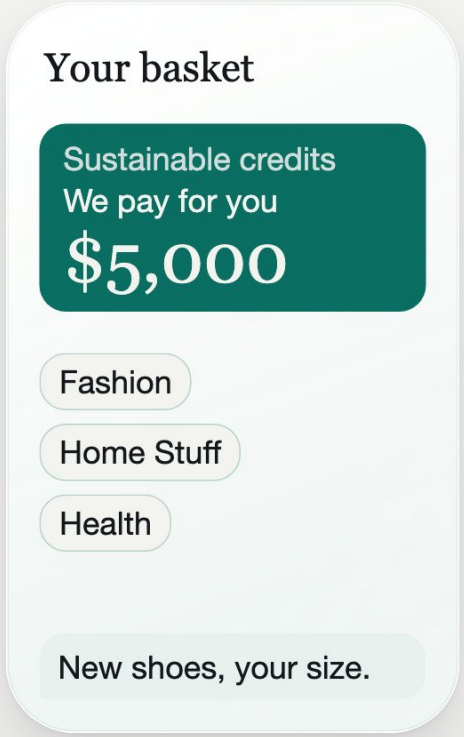
This is how Potentiacta contributes to the Sustainable Development Goals and to Article 25 of the Universal Declaration of Human Rights: a basic basket available to every person.

Everything is calculated with the Leontief input–output framework and verified formulas; every result is checked by an independent verifier, the Oracle, in real time. Not an offer of securities.

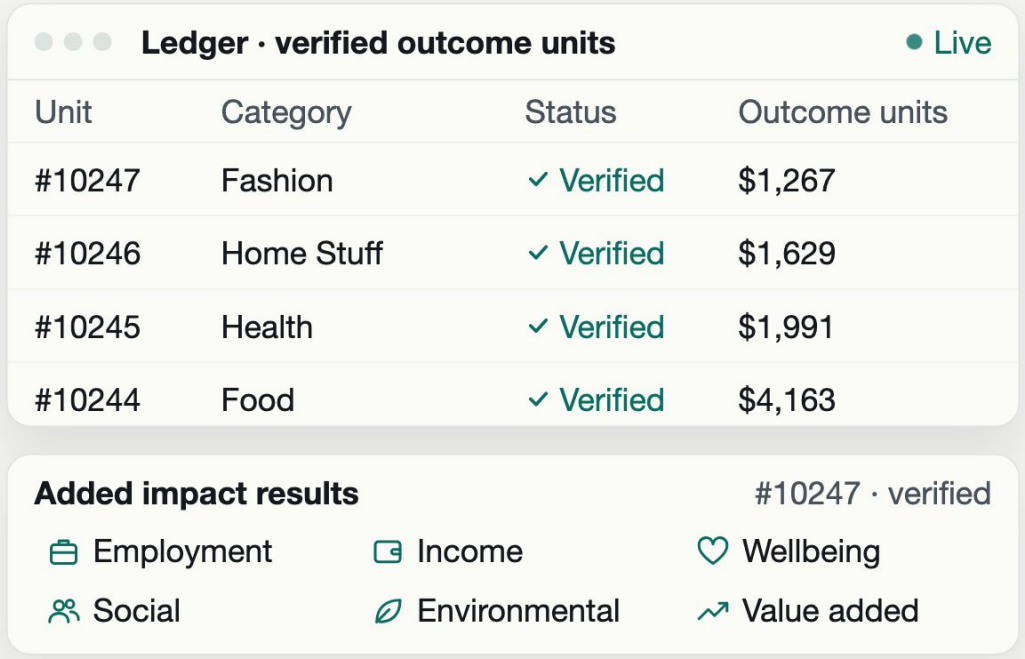
POTENTIACTA

Outcome Units *Marketplace.*

Two interfaces, directly connected.



Basket app. An AI orchestra app for each person's sustainable goods & services.



Ledger. A registry of verified outcome units for arrangers and issuers of social bonds.

POTENTIACTA

Principles.

FOR ARRANGERS & ISSUERS · ORDER WITH FILTERS

1 Country ✓ Japan

2 Producers

3 Categories

4 People

5 Impact results

Order outcome units

FOR BASKET END USERS

Verified users do not pay for the basket. The AI orchestra provides it to them *personally and unconditionally.*

FRAMEWORK · ICMA SBP

The Potentiacta Standard aims to follow the framework of the International Capital Market Association and its Social Bond Principles, so buyers receive outcome units with impact results ready for the instruments they issue to their investors.

ARTICLE 25 · UDHR

By reaching this goal, Potentiacta fulfills its mission: every person is provided with everything they need, in a way that supports the Sustainable Development Goals. Together, we achieve them.

POTENTIACTA

The market already pays for *verified outcomes.*

World Bank outcome bonds: investors forgo part of the coupon to fund projects, and outcome payers reward the verified result.

2022 · Wildlife Conservation Bond

$150M

Rhino bond. The Global Environment Facility pays up to $13.76M, based on the verified growth of black rhino populations.

2024 · Plastic Waste Reduction-Linked Bond

$100M

Returns linked to verified plastic collection and recycling.

2024 · Amazon Reforestation-Linked Bond

$225M

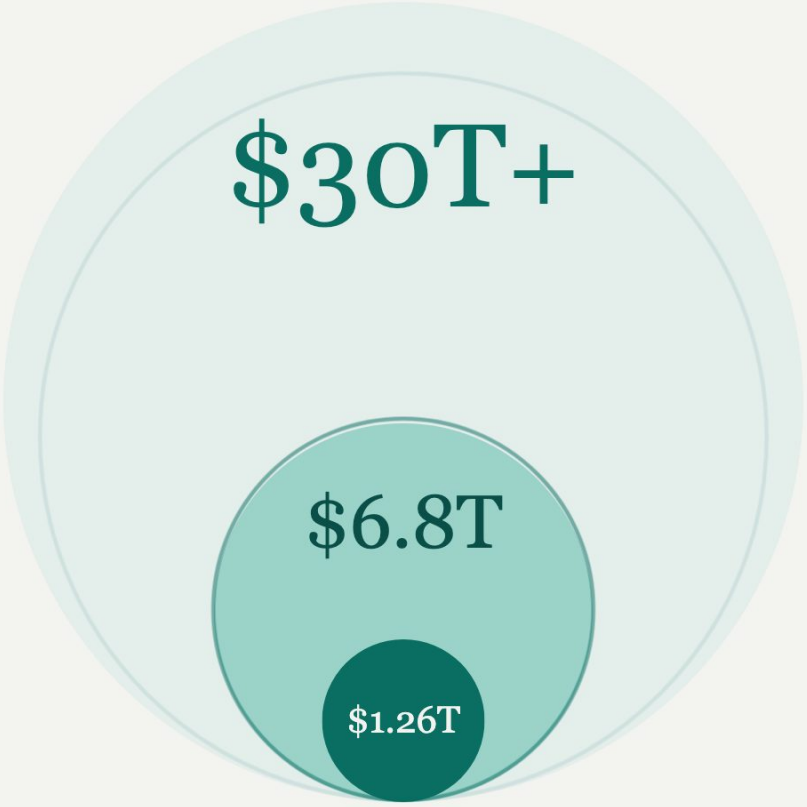
Returns linked to Carbon Removal Units from verified reforestation in the Amazon.

We make them *real-time.*

Source: World Bank (IBRD) outcome bonds, 2022–2024 · Bond sizes as issued

POTENTIACTA

Social bonds: a *trillion-dollar* part of ESG capital.



Social bonds
$1.26T in total; $141B issued in 2025 alone
Climate Bonds Initiative

Green, social & sustainability debt
$6.8T issued in total, to the end of 2025
Climate Bonds Initiative

ESG assets under management
$30T+ in 2022, heading for $40T+ by 2030
Bloomberg Intelligence

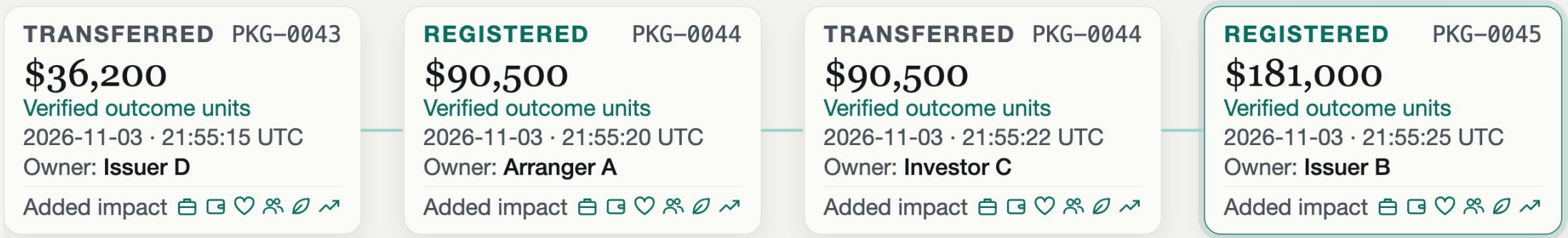
A real-time stream of outcome units, filtered by each arranger and issuer, can serve not only social bonds, but *the whole sustainable & ESG capital market.*

Sources: Climate Bonds Initiative, Sustainable Debt Global State of the Market 2025 (aligned volumes, cumulative since 2006) · Bloomberg Intelligence, Feb 2024 · Circle areas to scale

POTENTIACTA

One ledger. *One owner per unit.*

Packages of verified outcome units are registered and exchanged on a distributed ledger (DLT).



Transparency

Every package, its origin and its owner, visible to every participant.

Immutability

A record cannot be replaced or rewritten after the fact.

One owner

No double sale and no double counting of the same outcome.

POTENTIACTA

A sustainable company, *from the inside.*

The people we bring together generate the metrics, and build the platform with us.



Sustainable Citizens

People who live on the sustainable basket every day.

Communities for the SDGs and sustainable cities: Global Citizen · MIT City Science Network · C40 Cities · ICLEI · Global Covenant of Mayors · UN-Habitat SDG Cities · UN SDSN

Wellbeing

People moving out of poverty, with a basket that covers their basic needs.

811M live below $3 a day · World Bank, 2026

2.1B informal workers, without job security · ILO (UN), 2026

408M want a job but have none · ILO jobs gap, 2026

Team

Building a sustainable platform for a sustainable world.

L.Q' · Vision

Olexander · Chief Operations & Tech Officer

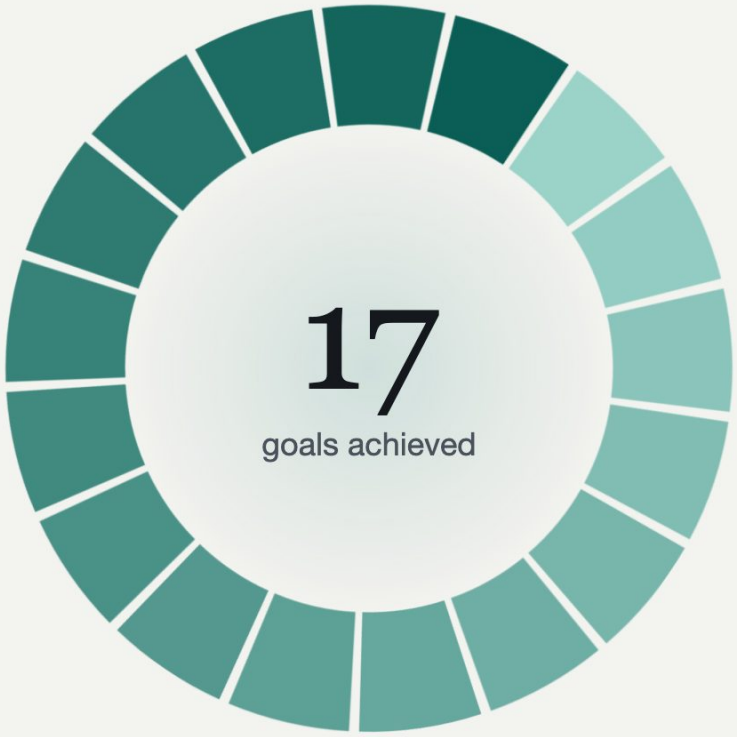
Timur · CEO Deputy, BD / Partner Relationships

Kristina · CEO Deputy, BD / Customer Relationships

Alex · Chief Market Research

Maria · Sustainable Basket & Packages Designer

POTENTIACTA



Let's *meet.*

We would be glad to talk: online or in person.

IN PERSON · 25 NOVEMBER 2026

Tokyo, Japan

9th Annual ICMA & JSDA Sustainable Bond Conference

ONLINE CALL

Any time

At any time that suits you.

L. Q'ocharyan, CEO · lq@potentiacta.com · potentiacta.com

The conference is organized by ICMA together with JSDA. Potentiacta has applied for ICMA membership as an Observer and requested to take part in the conference. · Potentiacta Inc., a Delaware Public Benefit Corporation