

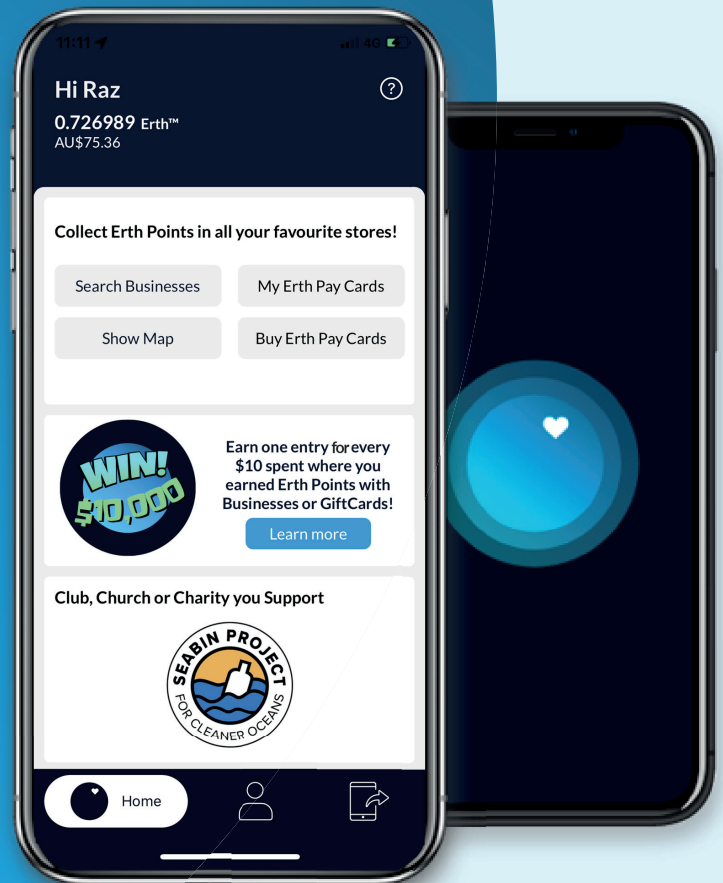
Erth™ Points

Erth™ Blue Paper

The Economic Solution to Your
Environmental and Social Obligations



Who benefits
Businesses
Customers
Communities
Environment





Disclaimer

This Bluepaper outlines **Erth** system's current status and capability. Any future capability or direction may change entirely at the discretion of the **Erth** team.

The success of the **Erth** System and the **Erth** Point depends on many factors outside the **Erth** team's control in the marketing, finance, government laws and legislation changes not limited to charities, security or cryptocurrency industries in countries where it may operate or be traded.

Any statements about future events are based solely on the **Erth** team's analysis of the use cases described in this Blue Paper. That analysis may prove to be incorrect, and we make no guarantees or warranties as to any future value, benefits or uses of the **Erth** System or **Erth** Points.

Only registered businesses can purchase **Erth** points from within the **Erth** system. All participants using **Erth** points need to seek advice from their respective advisors including taxation and regulatory authorities to ensure compliance with all local and/or international legislation for their own circumstances. We do not offer any advice in this regard whatsoever and make no comment as to the future value of **Erth** points.

The Company reserves the right to amend this disclaimer, all terms and conditions or any other part of this Bluepaper or anything to do with **Erth** points or the **Erth** System.



Introducing **Erth**, the Profitable Solution for-

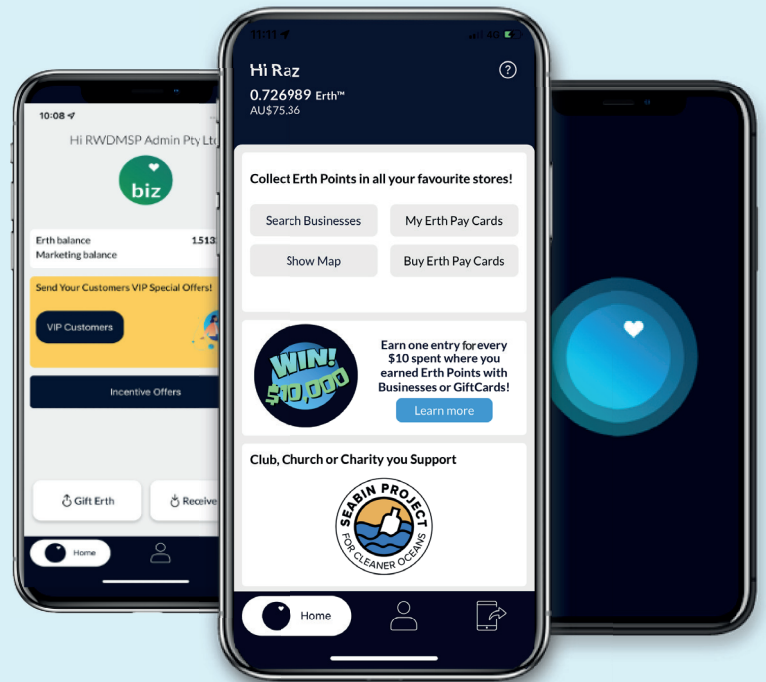
Attracting new and retaining Customers drives the entire program.

Helping Businesses to increase Sales funds the program.

Funding Charities, Churches and Clubs (CCC's) obtains the social tick in ESG.

Funding environmental repairs obtain the environmental tick in ESG.

Funds Residual income to **Erth** Ambassadors who promote **Erth**.



Erth is the Solution to profitably fulfilling your Environmental, Social and Governance (ESG) obligations while satisfying stakeholder objectives.

The only way to solve ESG problems, is to pay to have them fixed and this was the biggest problem before **Erth**.

If businesses fail to meet their obligations for ESG under SASB, IFRS and other regulatory codes, governments will impose Environmental or Carbon taxes on businesses. This will increase government revenue and raise prices for everyone, but may not fix anything, as government intervention in economic markets rarely fixes anything.

Rather than being taxed, most businesses would prefer an economic solution, where the business can turn its ESG obligations into a Profit Centre. The **Erth** solution.

How?

Businesses annual world spend on marketing is expected to hit US\$4.7 Trillion by 2025 according to Marketing Tech News¹. Marketing by businesses is all about making more sales, to get more revenue, to get more profit, and now it solves ESG obligations.

Erth works hand in glove with Advertising and Marketing (A&M) companies as they attract new Customers. **Erth** enables those A&M companies to earn a small percentage from every sale made where customers earn **Erth** as a Reward Point.

Residual Income is something that has always eluded A&M companies since the first newspaper, and now **Erth** delivers it as part of its ESG Solution package. Now by working with **Erth** and our partner Oracle Corporation Inc., all transactions are tracked and auditable.

<https://www.marketingtechnews.net/news/2022/apr/07/global-annual-marketing-spend-to-reach-4-7-trillion-by-2025/>

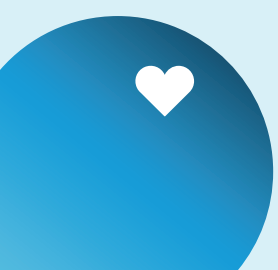
Erth™ Points Blue Paper

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Summary - Erth Benefits

- ✓ Erth software and all data operate from Oracle databases. Erth has a Customer App, a Business or BIZ App
- ✓ Erth creates value for customers by rewarding them with Erth Points that they can spend with any business that accepts Erth
- ✓ The Erth System is fully operational as an ESG, loyalty marketing system for businesses
- ✓ Erth operates as a passive revenue-generating system for approved Clubs, Churches and Charities (CCC's) and not-for-profits
- ✓ Erth payments may be tax deductible
- ✓ Erth can create value for businesses by incentivising customers to buy
- ✓ Erth is the lifeblood of a new marketing, loyalty system, Marketing as a Software (MaaS)
- ✓ Erth creates value for nominated CCC's through residual income as supporters buy
- ✓ Erth operates with data from the Visa/MasterCard/EFTPOS payment network
- ✓ Erth can be used in any business, with any currency alongside any other loyalty point system
- ✓ Erth customers can collect, save and spend their Erth points at any business in the world that accepts Erth points
- ✓ Erth Value is determined by Supply and Demand
- ✓ According to a KPMG study on loyalty, 60% of customers are happy to pay a little more if they can earn loyalty points
<https://assets.kpmg.com/content/dam/kpmg/be/pdf/Markets/is-it-time-to-rethink-your-loyalty-program.pdf>
- ✓ Erth can be gifted from every business sale and/or customer purchase globally
- ✓ Erth can create value for businesses by incentivising environmental and/or social-minded customers to purchase
- ✓ There has never been a product with demand potential like Erth, possibly from every transaction in the world.
- ✓ Erth can fulfil ESG obligations using marketing and loyalty to send customers to a business enabling ESG to be a profit centre rather than an expense.
- ✓ Erth creates value for Planet Earth by enabling part of every transaction to go toward repairing environmental damage
- ✓ Erth creates a viable solution to environmental problems caused by people and global commerce



Overview

Some of the world's largest investment entities such as BlackRock are not prepared to invest in companies that do not have a strong operational ESG policy which may eventually effect the companies enterprise value (EV). Governments are actively legislating to force large businesses to pay money towards environmental repair and support their communities. Although this is better than a carbon or an ESG tax, it does leave businesses with a large dilemma of effective compliance.

Erth acts like an old style loyalty point system rewarding customers as they purchase, but **Erth** does a lot more. Firstly, the gifting of **Erth** points to the Customer is automatically done via REACTS (Rewards4Earth™ Automated Card Transaction System). Occurring when customers purchase through the Visa/MasterCard/EFTPOS payment gateway, so cashiers do not have any extra tasks to perform.

Simultaneously REACTS distributes micropayments of **Erth** to the Customer's nominated CCC, to the planet and also to the **Erth** Ambassador Network enabling the business to comply with its ESG policy obligations.

The community or social gifting is determined by the customers but must be pre-substantiated by the recipient community organization.

The money going to the Environment is sent to the Rewards4Earth Foundation Ltd, then donated to specialist environmental organizations under the Foundation's POLECER mandate –

- Plastic Reclamation & Recycling
- Ocean Cleanup & Rejuvenation
- Local Causes
- Endangered Species Preservation
- Clean Energy Technology
- Education on Sustainability
- Reforestation & Tree Planting

HOW REWARDS4EARTH™ ENABLES CLUBS, CHURCHES, CHARITIES MONETIZE THEIR SUPPORTER LOYALTY THE EARTH™ POINT ECOSYSTEM



*Erth™ points are bought and sold on an exchange providing liquidity, convenience and a market price for all businesses, clubs, charities, supporters and the Rewards4Earth™ Foundation.

Giant Leaps in Technology

Giant leaps in Technology have always brought benefits to mankind, fire brought us the ability to cook food and the wheel brought us the ability to move heavy loads more easily.

Every technology leap since the wheel has always been accompanied by businesses, companies or systems that have changed the way people conduct their lives. Mainly because of the benefits they brought with them, or the value the technology added.



Sailing ships brought the ability to carry heavy loads over the sea, bringing travel and international trade. This technology also brought us the first of the great corporations, The East India Trading Company, along with the invention of publicly traded companies.

The motor car changed travel, which brought us Ford, Mercedes and many other household names.

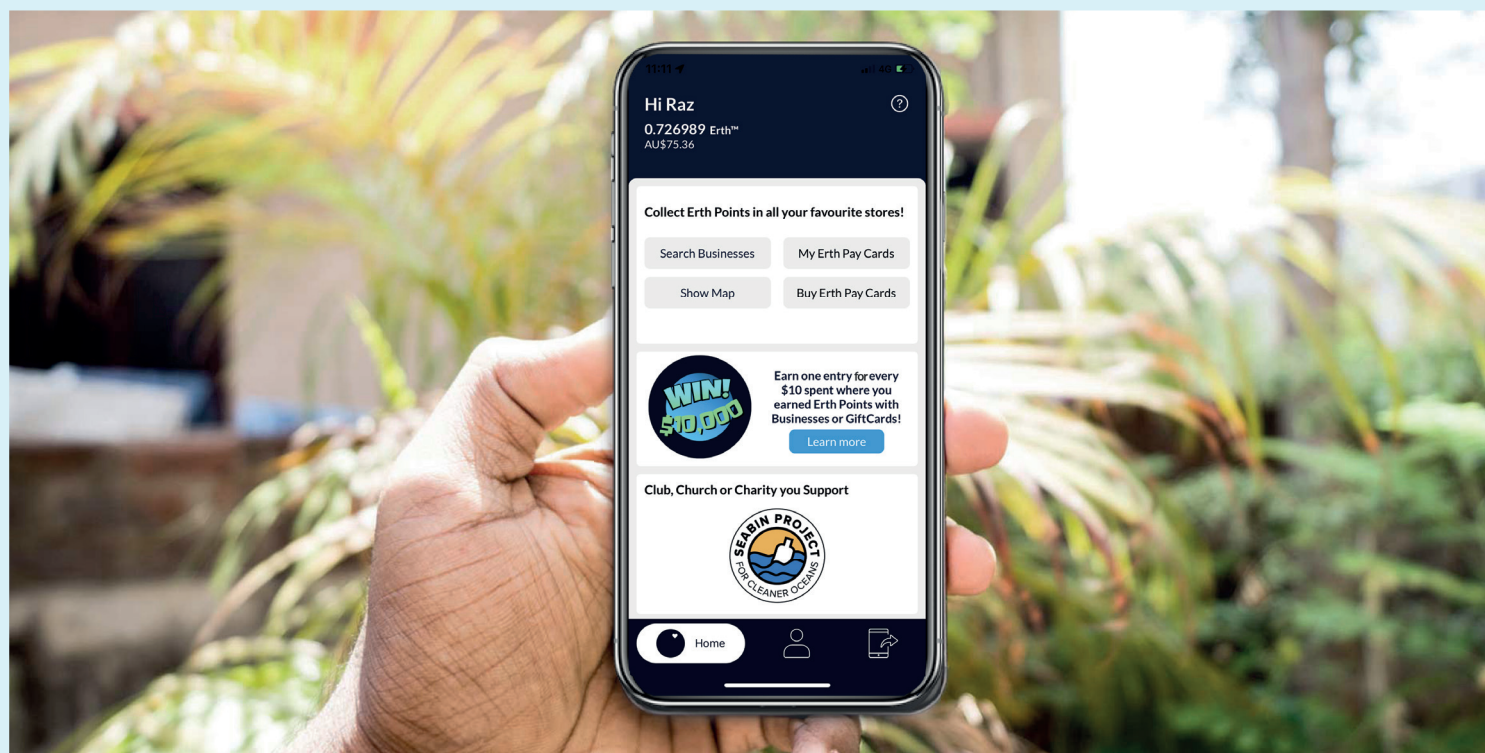
Moving forward to the Computer, from this Technology leap we ended up with Apple, Microsoft, Oracle and others.

The Internet Technology leap brought us the internet companies and left us with some big names, Google, Amazon and others.

The **Erth** System is part of the next wave of technology bringing with it some massive changes enabling customers to choose where they spend their money. By enlightening customers as to which businesses support their favourite CCC and the environment and which ones do not, customers can now make a fully informed decision where to spend their money.

The **Erth** System also changes the way Traditional Media and even Internet advertising companies earn their revenue. Enabling them to earn residual income from potentially every sale a business they enlist makes where **Erth** is earned. Or they can earn from potentially every purchase a user they enlists make where **Erth** is earned. Enabling businesses, CCC's, Customers and the advertising world to work together in a fairer way so all parties benefit, including planet Earth. **Erth** is a huge leap in technology.





How Erth Points Add Value

1. Although Erth is the lifeblood of the system, the Customer must have incentive to want to collect Erth points. That value is delivered three-fold,
 - A- Customers support their favourite CCC,
 - B- The Planet with every purchase bringing Super loyalty into the equation, and
 - C- The customer earns a reward point that they own, can use with any world business, plus the reward point can increase/decrease in value.
2. The Erth system delivers value to businesses in the form of paying customers while the business only pays when a new sale occurs. Businesses can do cross promotions with CCC's, think the AFL/NRL so the Business, the customer and the CCC benefit.
3. CCC's benefit as a Supporter's nominated CCC. The CCC can use its Erth points at Erth businesses or can sell them back into the system.
4. Planet Earth and the Environment also benefits from every transaction via the Rewards4Earth Foundation Ltd.
5. It can enable the poorest people in the world to become part of the global digital financial system. The Erth System enables micropayment transfers from the payment of a restaurant bill in Sydney or New York to immediately fund a child's food in Somalia, without any expensive administration or currency exchange costs. Similarly, a micropayment from coffee shops of just \$0.001 could double the price per kg of coffee subsistence coffee growers in Bangladesh would receive, changing lives.
6. The Erth Ambassadors who bring small to medium sized businesses and CCC's into the Erth System can also benefit from every sale a business they enlisted makes, and/or from every purchase a customer they enlisted makes where Erth is earned.
7. The Erth Super Ambassador or Media organisation can enlist large businesses and CCC's into the system and benefit from Erth. The Super Ambassador can earn residual income from every sale a supermarket chain made that they enlisted, and/or from every purchase customers make, that they enlisted, in any business in the world where Erth is earned.

Where Erth can be Earned & Redeemed

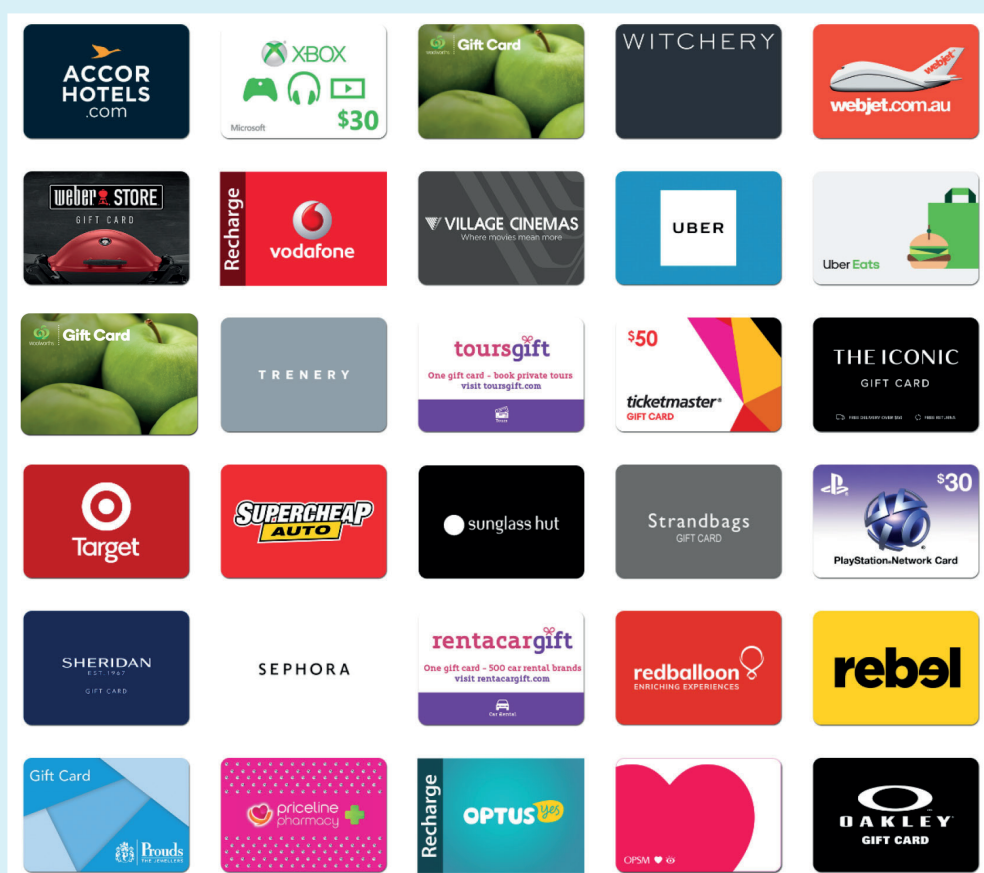
These are just some of the major retailers where Erth can be earned and redeemed using the ErthPay gift card system. This leaves a huge opportunity for all Erth Ambassadors to enlist these businesses into the Erth System. This will enable the Ambassador that enlists these Businesses to earn from every sale one of these businesses makes.

Small businesses are also joining and using the System so Erth can be automatically gifted to the customer, the customer's nominated CCC, the Rewards4Earth™ Foundation and the Erth Ambassador network. This occurs instantaneously whenever a purchase is made using a registered card at a registered terminal.

Customers could have nominated Bono's feed the homeless children as their nominated CCC and Erth points are sent to a child in Somalia so the customers restaurant meal or their grocery shopping also fed a hungry child that week.

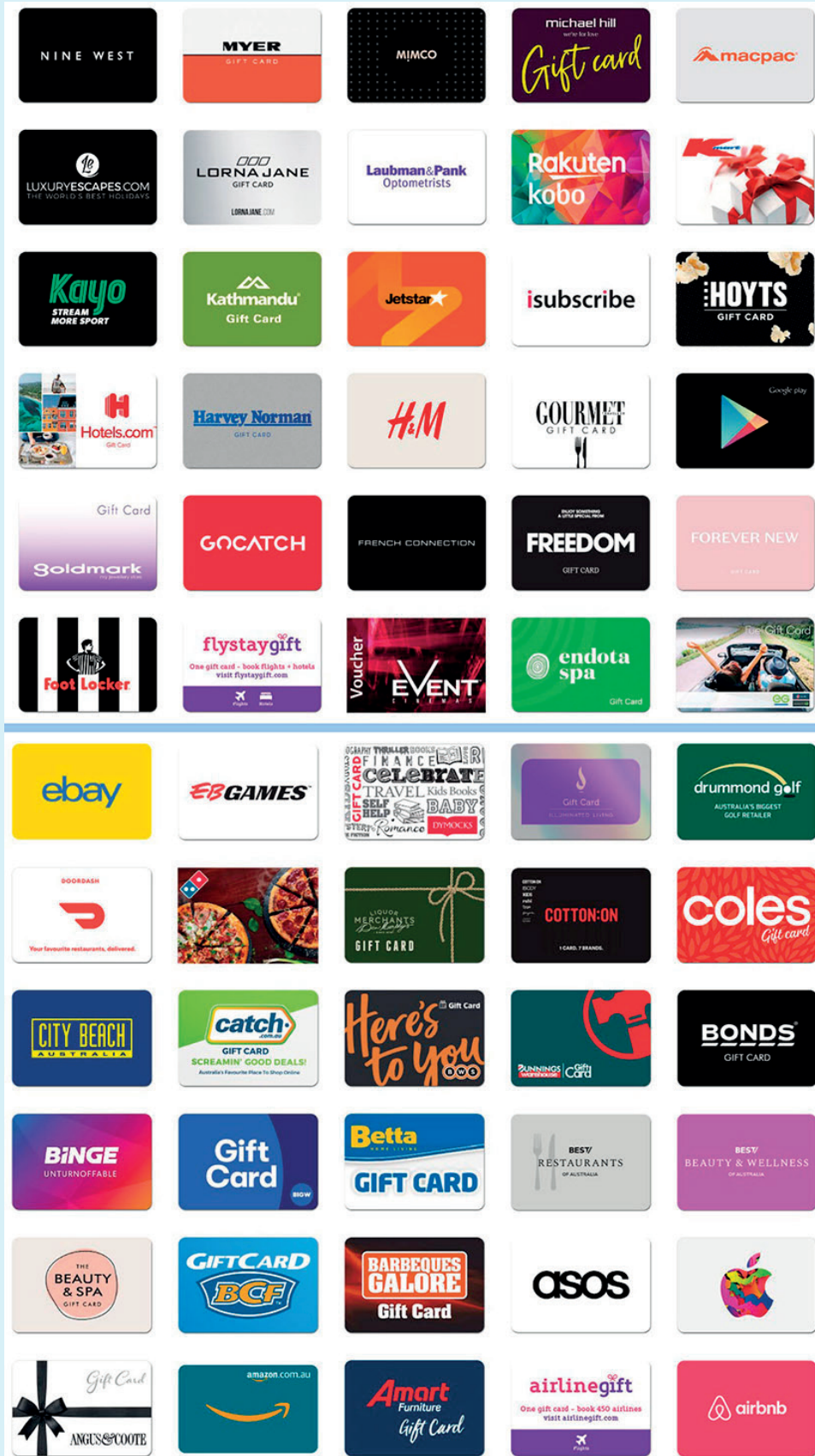
Erth points can be earned where the average person spends most of their money every week using ErthPay gift cards, fuel, food and groceries. Many more businesses below now help save the planet through Erth with every purchase.

The following cards are current as a 28th February 2023.

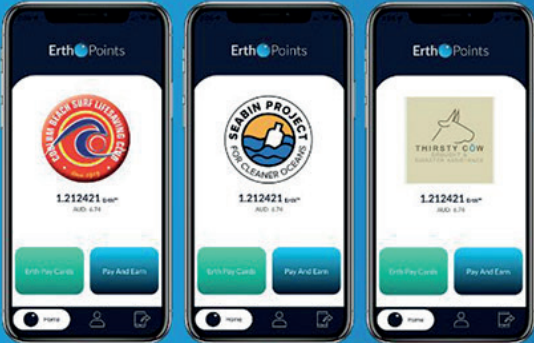


See NEXT PAGE for MORE BUSINESSES

Where Erth can be Earned & Redeemed



Ensure your Business Complies with its ESG Obligations & Please Enlist your Favorite CCC so it is also Benefitting from **Erth**



GET YOUR CHARITY, CHURCH OR CLUB TO BENEFIT FROM THE EARTH POINT SYSTEM

Rebadge the App as your CCC's App

The App is badged as your CCC and part of every transaction from your Supporters goes to benefit your CCC. As your Supporters shop at participating Businesses, part of the proceeds will go to their favourite CCC, it is that simple.

JOIN NOW

Erth Making ESG Profitable

There are a lot of reasons to have a strong ESG policy, firstly there is reputational benefits enabling your business to appeal to Environmental and CCC supporters which was almost impossible to track but is now part of the **Erth** system. Reports can show if you received an increase from a local netball club compared to customers from the local soccer club enabling you to concentrate on targeted marketing. While we look after the compliance, privacy and security issues.

There is also appealing to Investment companies such as Blackrock which only invests in companies with strong ESG credentials.

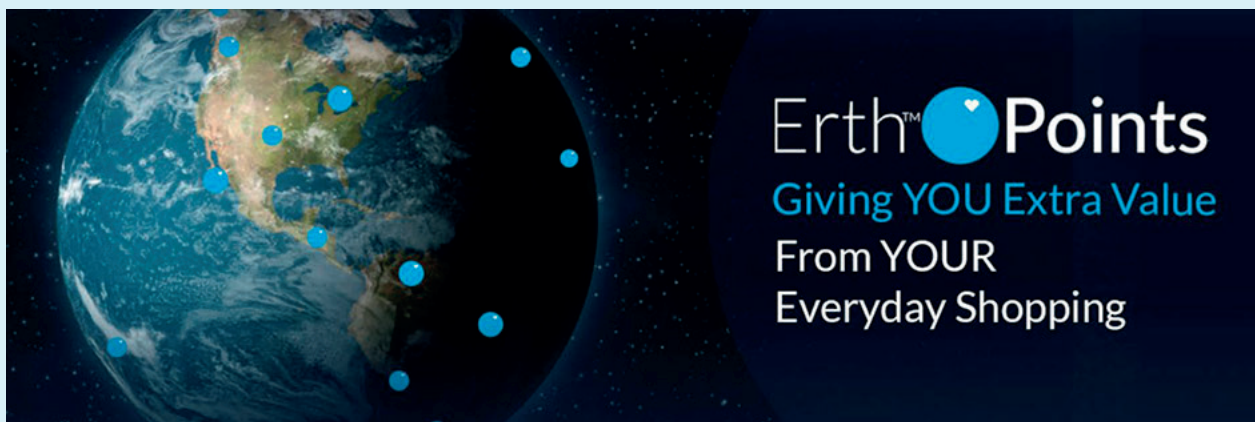
Plus there is also legislation being enacted in most countries forcing companies to contribute to the environment and the community, starting with SASB under IFRS. With similar legislation currently being for Australian businesses, which could force businesses into contributing.

Obviously this is better than an environmental or carbon tax, but is still difficult for most businesses to comply with and the team needed for compliance may end up costing more than the contributions.

We should not leave out, there is your business' and your director's personal desire to contribute to the environment and the community, which makes us all feel good.

Making it possible to turn your ESG contributions into a profit centre where you can track the increased sales and their origin, is what **Erth** brings to the table.

ESG Your Customers & Their Super Loyalty



Customers may be loyal to a business, but that loyalty is minute compared to the SUPER loyalty they have towards their favorite CCC or the environment. Football club loyalty can be fanatical, which is still less than the loyalty environmentalists can garner for their cause.

Erth shares revenue with the customer's favourite CCC and the environment. It is free for the CCC to join and the CCC can be nominated by the customer so that their favourite CCC benefits from the Customer's spending at any business where **Erth** is earned.

By providing funding to CCC organisations, that gives the CCC the incentive to enlist as many of their members and local businesses into the system as possible. This will give the CCC the highest possible residual income.

The more customers that earn **Erth** points, the happier the customers are. The happier the business is as it is contributing more to its ESG obligations and making more sales. This also leads to happier CCC's, happier **Erth** Ambassadors and Super Ambassadors, and happier environmentalists as all parties benefit from **Erth** points.

Erth, POLCER and Profitably Solving Environmental Problems

If just 1% of all sales from every business on the planet went towards repairing the damage which modern life causes, the amount of money received daily could produce massive results. This would fund an army repairing the environment, all funded by the combined contributions, of customers, businesses and CCC's into the **Erth** system.

The Rewards4Earth™ Foundation funds environmental organisations to ensure all money received for the environment funds the POLECER mandate, which is for –

- Plastic collection from the Environment and Recycling,
- Ocean Clean-up and Rejuvenation,
- Local Causes such as Drought, Bushfire and Flood relief in Australia,
- Endangered Species Protection and re-establishment,
- Clean Energy Technology,
- Education on Sustainable Living and Technology, and
- Reforestation and Tree Planting.

Imagine a world where part of every purchase from every business went to repair the environment and fund community organisations, welcome to the **Erth** system.



The **Erth** Point System has been designed to be the solution rather than a pointless protest or something to argue about. **Erth** Points are designed to drive actions with results. Humankind causes a lot of environmental problems, **Erth** Points are about fixing those problems.



Erth, POLCER and Profitably Solving Environmental Problems

We do not argue about climate change, as the climate has always changed since the earth was formed. We do not argue about who causes, or how much mankind contributes to climate change, or support any protests, as none of this solves any problems.

What cannot be argued is that mankind, destroys rainforests and habitats, killing many of our loved varieties of flora and fauna, and mankind needs to repair that damage.

The best a protest or argument can do is bring attention to the problem in the hope someone finds the solution. Guess what? **Erth** is the SOLUTION.

If everyone in the world to started collecting **Erth** points, we could repair a lot of the damage mankind causes.



There is no argument that mankind pollutes the oceans and ecosystems with plastics doing massive damage, and mankind needs to repair that damage.

Erth is a user pays system, then the more transactions a business or person does, the more **Erth** puts resources towards repairing the environment, and everyone benefits.



Erth, POLCER and Profitably Solving Environmental Problems

It cannot be argued that mankind has used and continues to use a lot of energy, and we need a better way to produce energy 24 hours a day, 365 days per year, and all aspects of that needs to be considered.

What do we mean? Every aspect of producing an energy production device needs to be taken into consideration. Every tree that is chopped down for every mine, and every bit of energy that is used to produce the item must be taken into consideration.



We need to look at Clean Energy Generation in a much more detailed manner?

Not just focus on the good bits, but every part of the process and all mining involved, so that we can have a cleaner solution for our planet and every living thing on it.

Mankind uses a lot of energy, and nobody is going to stop that.

The planet needs a system that repairs the damage mankind does. We need to stop the greenwashing and pretending we are solving the issues, when all we are doing is making things worse in the long term.



Erth Partners - Oracle Corp

As part of the Oracle Partner Network, Rewards4Earth takes security very seriously and uses Oracle Corp databases, servers and security.

If you have a bank account or are registered somewhere with the government, you are already on an Oracle database and relying on their security to keep your personal information safe and secure.

By working with Oracle Corp, their expertise enables **Erth** to scale up instantly to in any country in the world.

By enabling part of every sale to go towards the Environment and Social organisations, this goes a long way towards fulfilling a business's obligations on not only a moral standing but also a business standing.

BlackRock, the world's largest investment house and asset manager with over \$US10 Trillion in assets. Other major investors are also forcing companies to have strong ESG policies, or they will not invest in those businesses. This is a forceful influence that will impact Enterprise Values (EV).



Oracle Corp Headquarters.

The **Erth** Supporter (Customer) App and BIZ (Business) App are currently available from the Apple App Store and the Google Play store in Australia.

The **Erth** System as of February 2023, is currently testing in New Zealand, Singapore, and the United Kingdom. Preliminary work is being done in the USA, and once that has been established the system will expand globally.

BlackRock
Investment strategies
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Our clients
About us

SUSTAINABLE INVESTING

ESG Integration

What is ESG integration?

Environmental, social and governance (ESG) integration is the practice of incorporating ESG information into investment decisions to help enhance risk-adjusted returns, regardless of whether a strategy has a sustainable mandate. There is no one-size-fits-all approach, but at BlackRock we see it as being about making research, data and insights available to all our portfolio managers and working with them to identify potential process enhancements across all investment activities.

ESG is often used interchangeably with the term "sustainable investing." We see sustainable investing as the umbrella and ESG as a data toolkit for identifying and informing our solutions.

ESG data is most often categorized as "non-accounting" information because it captures components important for valuations that are not traditionally reported. Company valuation has become more complex, with a growing portion tied up in intangible assets. ESG metrics provide insights into these intangibles, such as brand value and reputation, by measuring decisions taken by company management that affect operational efficiency and future strategic directions.

Environmental (E)
Covers themes such as climate risks, natural resource scarcity, pollution and waste, and environmental opportunities

Social (S)
Includes labour issues and product liability, risks such as data security, and stakeholder opposition

⁽²⁾ <https://www.blackrock.com/institutions/en-gb/solutions/sustainable>

Erth Ambassador Sales Network



The **Erth** Ambassador Network is part of the Company's global sales force based on affiliate marketing.

Erth Ambassadors are not restricted by location, this is to enable the **Erth** Ambassadors to get more customers, businesses and CCC's into the system. To incentivise the growth of **Erth** the system enables Ambassadors to earn income whenever a business they or their network Enlists gifts **Erth** points. Also when a customer they or their network enlists earns **Erth** points.

The Company requires **Erth** Ambassadors to have the same objectives as the Company. The only restriction that **Erth** Ambassadors have is a ceiling on their income. All proceeds above the maximum amount will go to ESG via POLECER of which the Ambassador can make recommendations as to what part of POLECER the funds are used.

Erth Ambassadors are only approved at the company's discretion.

If an **Erth** Ambassador or their network enlists a Business, the **Erth** Ambassador earns from every sale that business makes where **Erth** points are earned.

If an **Erth** Ambassador or their network enlists a user directly, then the **Erth** Ambassador earns whenever those users earn **Erth** points anywhere in the world.

THE SUPER AMBASSADOR NETWORK

The **Erth** Super Ambassador Network is location unrestricted and only available to approved large media, advertising or marketing businesses that can also enlist large organisations with a large number of customers or supporters.

If the **Erth** Super Ambassador has enlisted both the Supporter and Business, they will earn from both sides of the transaction.

It is important to realise that all remuneration comes from what the business pays and the **Erth** system tracks the network relationship to encourage **Erth** Ambassadors to enlist more businesses, CCC's and users into the system.

An **Erth** Super Ambassadors could earn from 200,000 customers visiting one business in a day, or from 2,000,000 users visiting 1,000 businesses in a day.



Support:

- Local Community
- Your CCC
- Your Planet
- Local Business

Australian Businesses currently send \$200Million every week to digital marketing giants for CLICKS. Become an **Erth** Ambassador and help Your Local Community.

Supercharged Loyalty Supported by KPMG

Most Businesses realise that the cost to acquire a “NEW” or make a first sale to a customer is all about marketing and research. It has been proven that it is significantly more expensive than getting a customer to keep coming back. Getting a NEW customer maybe 5 or 25 times more expensive to get than the first sale than subsequent sales for most businesses.

According to KPMG 85% of a Business' growth comes from loyal customers. **Erth** brings Supercharged Loyalty to Businesses.

Being loyal to a business has nowhere near the loyalty power of a customer's Club, Church, Charity or their loyalty to the environment.

Think of the sports parent running a cake stall, where they have spent money baking cakes so they can raise money for the child's team.

Even that is not proportional in comparison to the passion of environmentalists standing in front of bulldozers or harpoons trying to save the planet.

Do you think those people will go out of their way to earn **Erth** for themselves, their favourite CCC, or the planet. KPMG's research (below) supports they definitely will. They already do ONLY just for old-fashioned loyalty points.

Paving a new path to growth with loyalty

Millennials, showrooming, and ever-changing technology platforms all lead to a landscape where U.S. retailers find themselves in a low-growth world. Annual growth rates in retail sales appear stuck under 3 percent—well below the 5 percent+ levels that used to be common.¹ Cost-cutting can be part of the response, but retailers cannot prosper unless they keep winning and satisfying customers.

Customer loyalty is a proven way to not just sustain market share, but to grow it. In most mature brands, over 85 percent of *growth* comes from their most loyal customers.¹ People who are already enthusiastic about buying a particular brand are a prime market for that brand's new products. After all, who is more likely to buy a new breakfast cereal or moisturizing cream than consumers who already prefer other food and skincare products from the same brands?

Most retail executives know they have to focus on customer loyalty as they transform their companies to face new technologies, customer behavior, and competitors. But few companies are actually taking action. In KPMG's 2016 Global Consumer Executive Top of Mind survey, 90 percent of respondents said they are worried about customer loyalty, but only 24 percent said building and sustaining customer loyalty was in fact a top ten priority.

That disconnect leaves room for opportunity—and for many companies, optimizing loyalty programs can provide a way forward. KPMG recently conducted a survey of 700 consumers to understand how they currently view loyalty programs and where the opportunities exist for improvement. The results show that loyalty programs are still a major influencer on consumer purchase decisions and can be a useful tool for growth, but they must be kept current.



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(3) <https://assets.kpmg/content/dam/kpmg/be/pdf/Markets/is-it->

Supercharged Loyalty Supported by KPMG

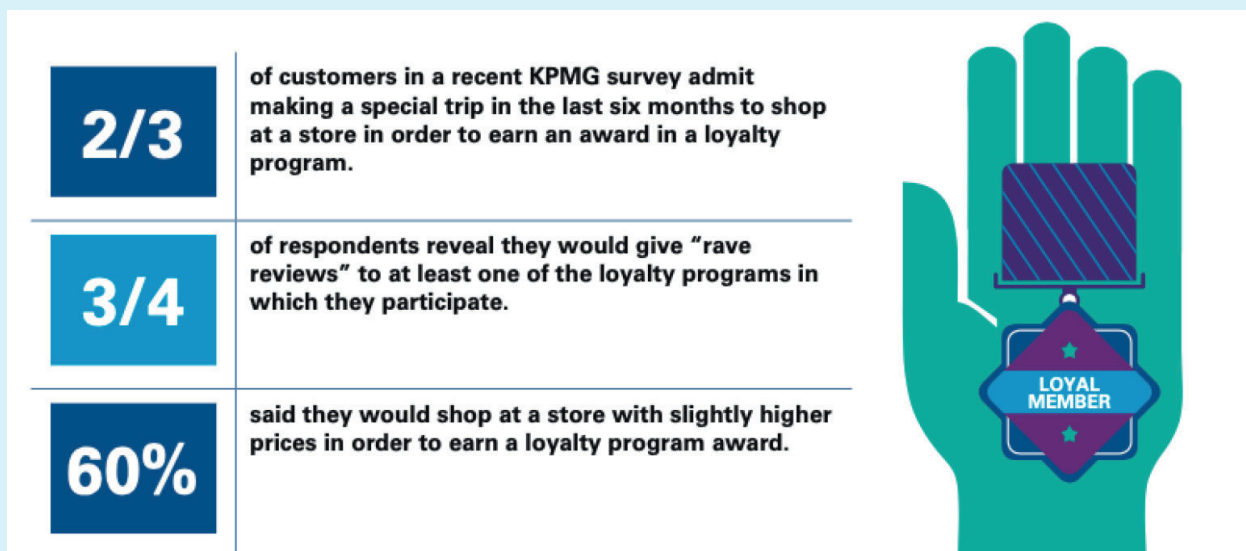
If an under 12 soccer or netball team has 15 players, that could easily lead to 100 Supporters all earning \$2 per week in **Erth** points for the team. That's \$200pw which is \$10,400 for the year, that's a lot of cake stalls.

With **Erth** the supporters didn't need to bake cakes, man stalls or do anything other than earn **Erth** points for themselves and their club. This enables the club, the customer and the local businesses to all benefit from Super Loyalty.

A large club or environmental organisation with 1 Million Supporters could all earn \$2pw of **Erth** for themselves and their favourite CCC. That's \$2 Million pw or \$104 million per year going to that CCC.

Consequently, smart businesses are happy to pay up to a year's profit to acquire a new customer based on the lifetime value of that customer.

The **Erth** system should be looked at as a very efficient way to acquire new customers using Marketing as a Software (MaaS) from CCC's. As well as a very good way to stop those customers being poached away to another business, all using Super Loyalty.



(4) <https://assets.kpmg/content/dam/kpmg/be/pdf/Markets/is-it-time-t>

Supercharged Loyalty Supported by KPMG



<https://assets.kpmg/content/dam/kpmg/be/pdf/Markets/is-it-time-to-rethink-your-loyalty-program.pdf>

KPMG's research has determined that 74% of consumers will go out of their way to earn loyalty points. Eighty percent get excited about a new way to earn loyalty points while 60% say they are happy to pay a little more for loyalty points. It begs the argument as what consumers will do for **Erth** Points that not only benefit themselves. While they can also increase in value and benefit their CCC, the community plus the environment. Of course these points may also decrease in value like normal reward points.

The cost is also minimal as marketing and loyalty system expenses are tax deductible to businesses in most countries, plus **Erth** also can help businesses to cover their ESG obligations. It should also be emphasised that according to KPMG's research 60% of customers are happy to pay a slightly higher price for additional rewards such as the **Erth** System. Accordingly it should be extremely profitable for business's to gift **Erth** Points.

Customers Happy to Pay More to Help the Environment

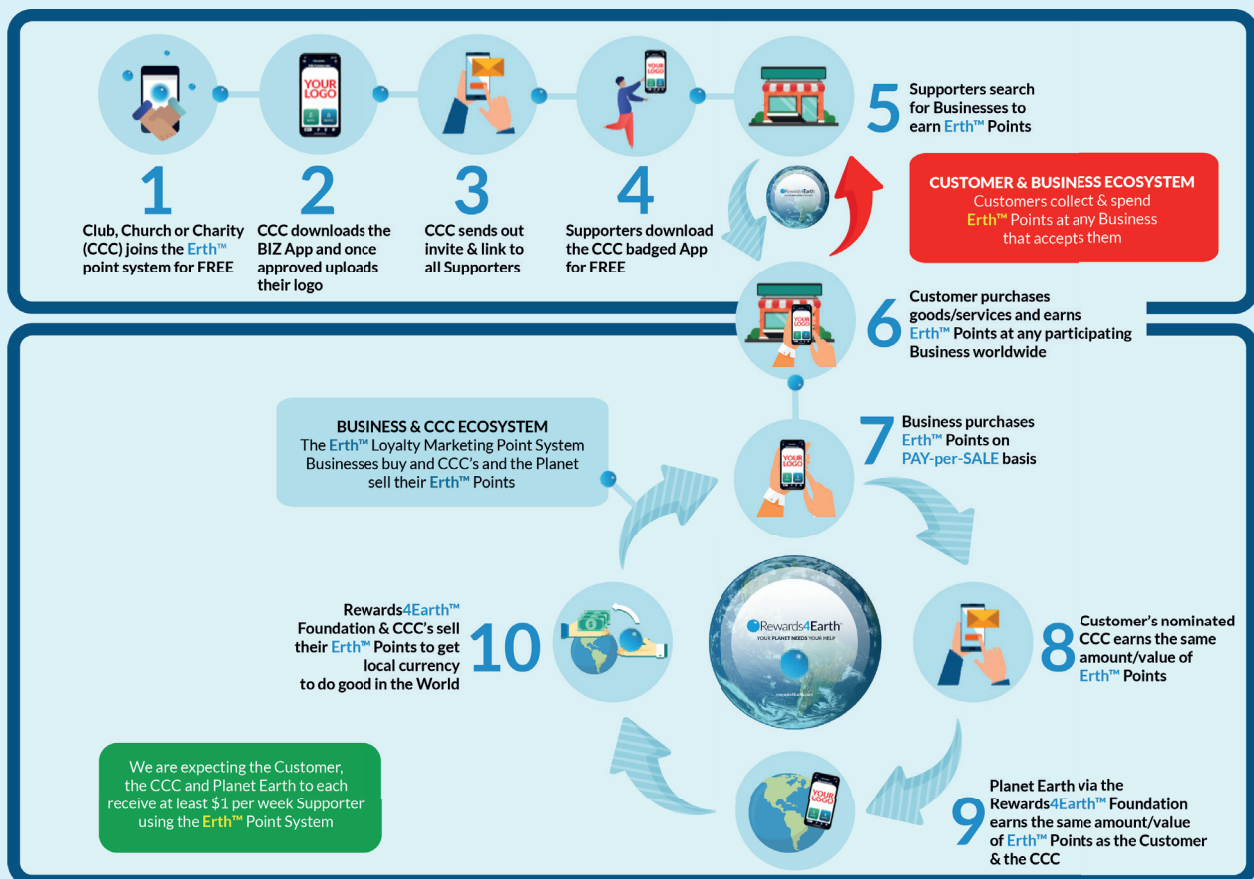
According to research by BusinessEdit.com 66% of customers are willing to pay more for sustainable brands and 73% of Millennials are willing to pay more for sustainable offerings. Plus, there are many more benefits to looking after the environment, especially when businesses can also make their ESG commitments profitable and tax deductible through the **Erth** system. A summary of key consumer studies supporting the **Erth** system operations are as follows:

Key Environmentally Conscious Consumers Statistics have indicated:

- **22% of consumers** say they have made major changes to be more environmentally friendly,
- **57% of consumers are willing to change** their buying habits to help the environment according to an IMB Consumer survey,
- **66% of consumers worldwide** say they're willing to pay more for sustainable brands,
- **73% of Millennials** are willing to pay more for sustainable offerings,
- **45% of consumers are willing** to buy more from companies that they believe care about the environment... (Global Sustainability Reports by Nielsen),
- **92% of consumers are more likely to trust** a brand that is environmentally or socially conscious,
- **53% of consumers are prepared** to spend extra for product packaging that is environmentally friendly, according to a recent survey,
- **81% of people throughout the world expect** businesses to be environmentally conscious in all of their advertising and marketing activities,
- **85% of respondents now are concerned about air pollution**, compared to 84% of those who responded to a survey conducted in July of this year,
- **69% percent of respondents** do everything they can to limit their carbon footprint,
- **52% of consumers** want brands to create products with less packaging, and
- **45% of consumers' primary purchasing motivator** are companies with a reputation for being environmentally responsible.

Legal Opinion - Not a Security

As **Erth** operates as a loyalty point and is a method of redeeming goods and services from different businesses operating in different countries and is exchange traded. We have legal opinion that allows consumers to operate in the reward point ecosystem but cannot purchase **Erth** points via the company's App's or websites (Ecosystem). Only businesses or CCC's can operate in the company's exchange ecosystem.



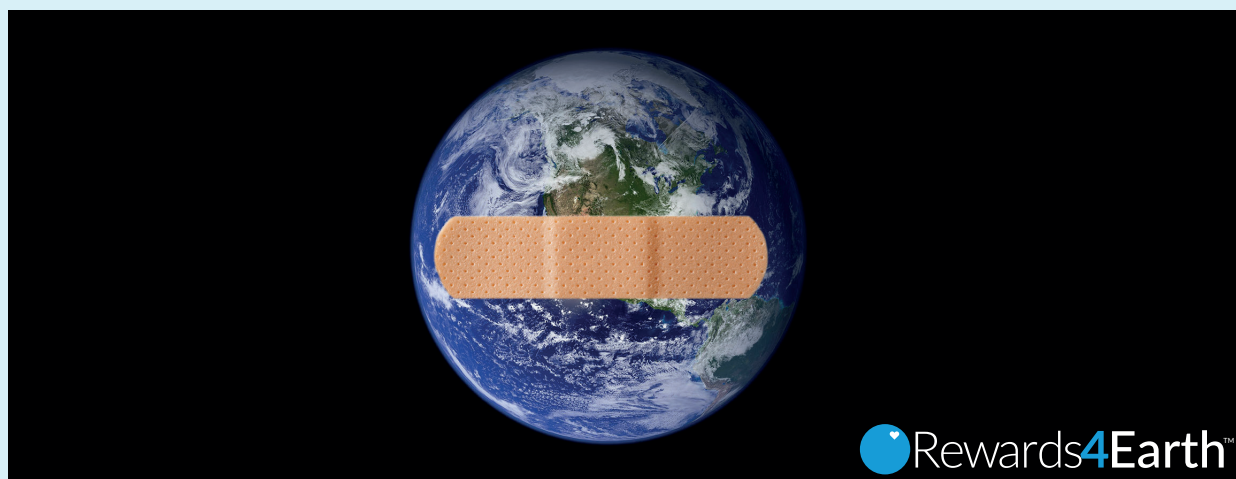
Global Expansion to Save the World

The **Erth** System is rolling out in Australia with initial testing happening in New Zealand, Singapore and the UK. Once those countries are operational **Erth** will expand throughout Asia, Europe, South America, and to the USA.

The system is all about utility, flexibility and ease of use. As such operates on smart phones or even with debit cards for poorer nations.

All a participating business requires is an internet connection for the business, which StarLink can do from satellites if needed.

Erth points can be gifted from a restaurant bill payment made in either London or New York via a Smartphone and simultaneously to a debit card to a homeless child in Bangladesh, enabling that child to eat immediately.



Erth can be used in any transaction from a cup of coffee to a home purchase or even a ship load of Iron Ore to offset the environmental damage it may cause.

The Mission of the **Erth** team is to have **Erth** used in every transaction from every business to every customer in the world, including every business-to-business transaction in the world.

If 5 Billion people earned \$2 per week worth of **Erth** points–

- that would be \$10 Billion pw going to customers, that they can spend back with **Erth** Businesses.
- A further \$10 Billion pw would go to the Customer's nominated CCC's, can be spent at **Erth** Businesses.
- A further \$10 Billion pw would also go to fund the repair of environmental damage every single week.

This would fund a worldwide army of people planting trees, recycling plastic out of the oceans and environment, saving precious animals from extinction, building clean energy powerhouses, and generally saving the world. At least that's the **Erth** Team's dream.

Summary

Every person and every business in the world, by merely being part of the world, damages our environment either directly or indirectly every single day. The more a person spends, or a business earns, the more damage is being done, from electricity, transport, buildings and in many other ways.

The **Erth** System can fund the repair of environmental damage caused, while simultaneously funding community organisations via a profitable and tax-deductible loyalty marketing system.

Self Interest and/or human greed has been one of the driving forces behind every major technical advance the world has seen, from the wheel to the Internet. That force is what will drive businesses to drive the **Erth** System.

Businesses already spend Trillions of dollars every year on loyalty, marketing and advertising to make more sales and money. The **Erth** System delivers sales and revenue from potentially every Supporter of every CCC in the world to businesses. Our guarantee is the business only pays when it makes a sale. Thereby taking the risk out of the system for businesses and CCC's while enabling them to benefit from the system and assist with their ESG obligations.

The Stakeholder Benefits from the **Erth** System are: -

- ✓ **Erth** Customers earn **Erth** points that they can spend at any business in the world that accepts them as payment. **Erth** can increase in value unlike other loyalty points, most only decrease in value.
- ✓ Our guarantee is **Erth** Businesses only PAY-per-SALE, when the customer pays them. This can attract CCC and environmental Supporters to get more sales, more revenue and more profit.
- ✓ CCC's (Nominated) earn whenever their Supporters earn **Erth** giving them residual income!
- ✓ Planet **Erth** and the Environment earn whenever **Erth** is earned potentially from every purchase from every business in the world!
- ✓ **Erth** Ambassadors earn whenever businesses or customers in their network either gift and/or earn **Erth** points.

Every person, business and CCC in the world can now easily contribute to meeting their ESG obligations to the community and to the environment from their everyday spending!

The **Erth** ESG loyalty marketing solution benefits all parties, is fuelled by customers wanting to benefit themselves, their CCC and the environment.

The **Erth** ESG loyalty marketing solution is funded by businesses that need to fulfill their ESG obligations in a profitable and tax deductible manner.

Please help us to fund community and environmental projects so that all parties benefit. Thanks from the **Erth** Team.