



tree-nation

Quarterly Report Q1 - 2023

April 2023





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Highlights & Summary

In Q1 2023:

Hiring 4 new team members

**2,2 million trees planted.
(29,5 Million trees planted since inception)**

Launching the Tree Hashtag feature

**Fast improvements in our “root system”
software (see p5)**

1 new project in Tanzania

**Participating in the IOT Solutions World
Congress**

Executive Summary

by Maxime and Olivier co-CEOs

Despite the ongoing crisis that has impacted many companies worldwide, we are grateful to have sponsors who have shown incredible courage and resilience in supporting our efforts. Their unwavering commitment to sustainability and innovation is an inspiration to us all, and we look forward to continuing to work together to create a better future for all.

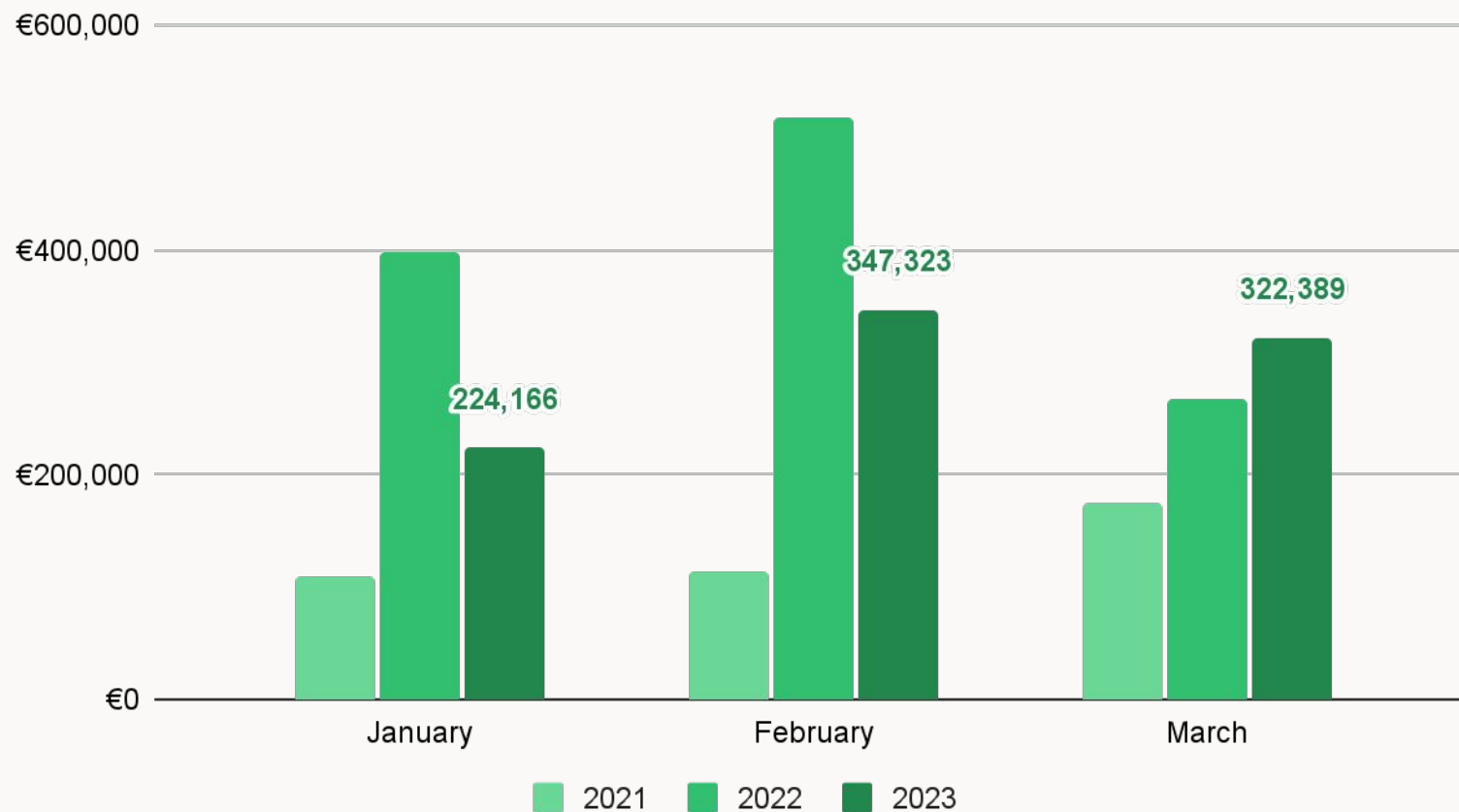
This quarter, we have focused on solidifying each department by completing our teams with six new members and improving our processes. We have established two new sub-departments, a Product Owner and a Designer, to complement our Product team and a responsible of the HR sub-department to manage the large volume of resumes and curriculum we receive. Additionally, we have improved our onboarding and follow-up processes for our 135 work projects, as part of our efforts to operate in ideal conditions at each level of our organizational structure.

As a small team with a big mission, we recognize the importance of managing our resources well and achieving great quality and attention to detail for every task. The next quarters will focus on execution, and we are excited to see the passionate and dedicated developments that lie ahead as we continue to grow and advance towards our mission. Once again, we thank our sponsors for their continued support and look forward to working together to make a positive impact on the environment and the world.



Financial Summary

Funds generated: Monthly comparison YoY



Total funds generated

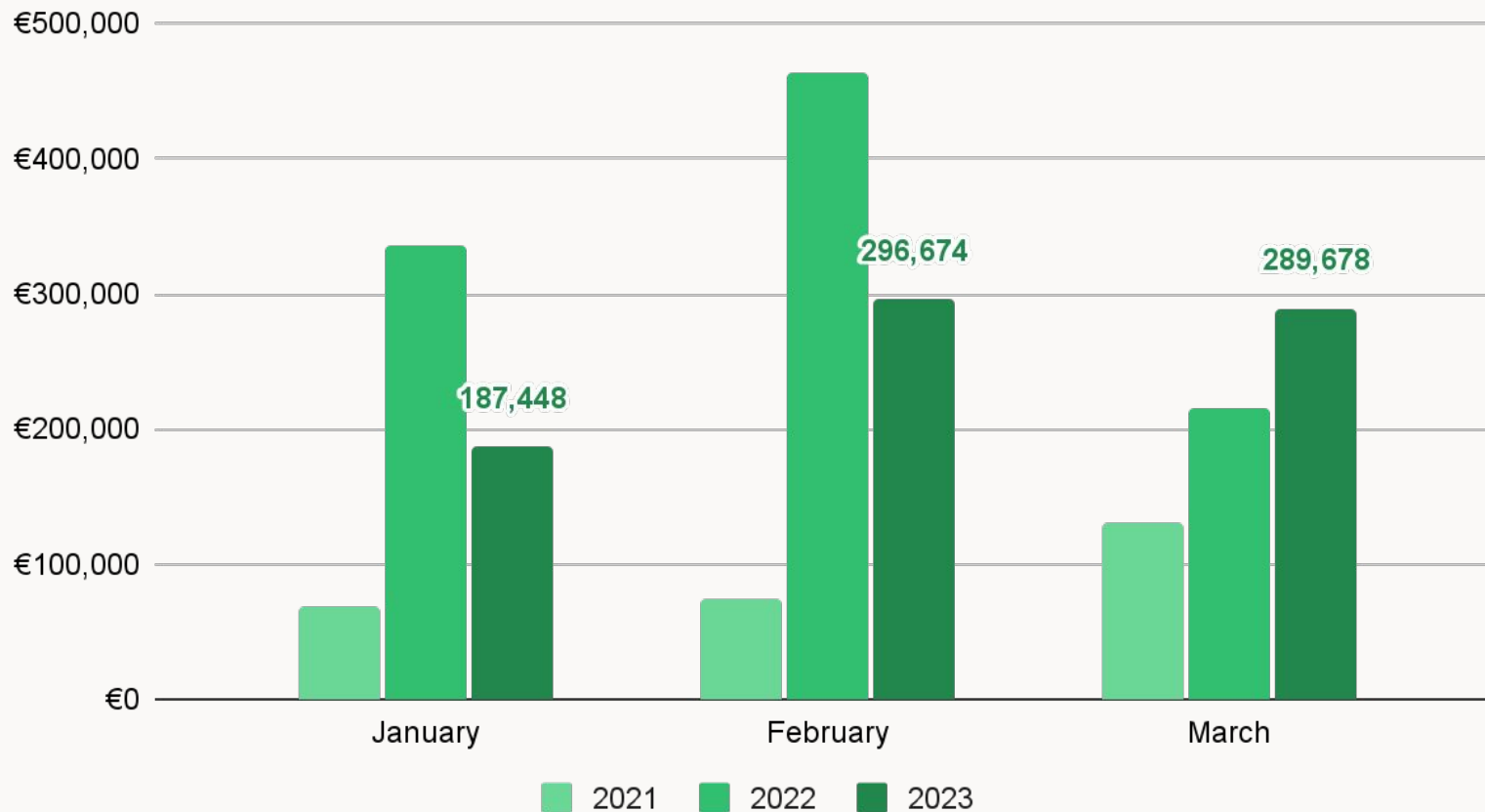
Q1 2023: €893,879

- **24%** vs Q1 2022
- + **125%** vs Q1 2021



Figures meaning

Enterprise (B2B)



Total funds generated

Q1 2023: €773,800

- **24%** vs Q1 2022
- + **182%** vs Q1 2021

B2B Self-service

Q1 2023: €126,853

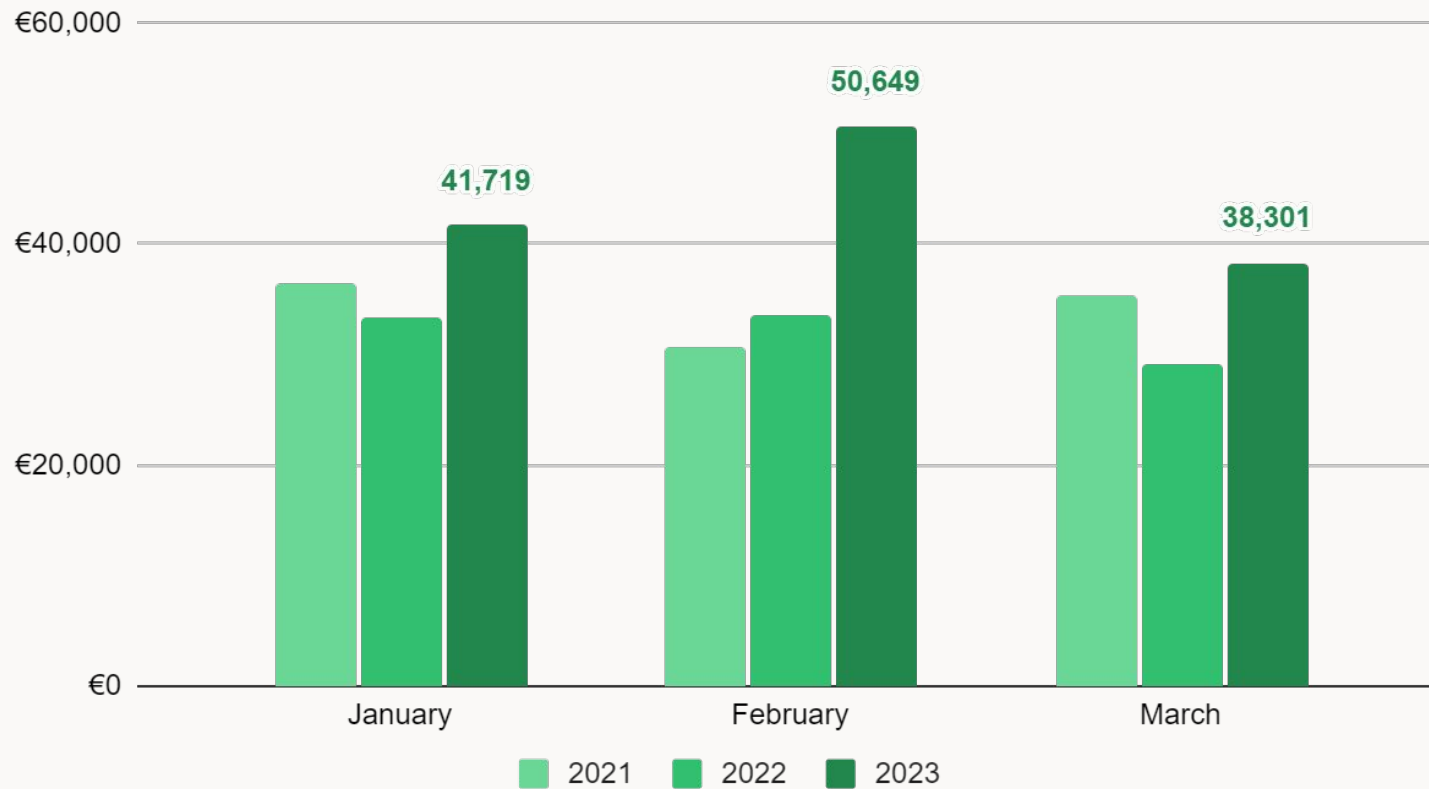
- + **72%** vs Q1 2022
- + **544%** vs Q1 2021

Although total sales have decreased due to the absence of a major client's repeat purchase, our self-service sales have significantly increased. This growth can be attributed to our dedicated efforts in automating the purchasing process, resulting in improved user experience and driving sales in this specific area.



Figures meaning

Tree-Nation's community (B2C)



Total funds generated

Q1 2023: €130,669

+ **36%** vs Q1 2022

+ **27%** vs Q1 2021



Reforestation Operational Summary

One new project in Tanzania

- Replanting the burnt Mkusu Forest

Check-out the project in Tanzania [here](#).

Incorporation of Oriana Medina and John Bett in the Projects Department

Oriana has joined the team in Barcelona as the Junior Project Manager to support the Projects Department, and John Bett, based in Nairobi (Kenya), as our Regional Manager Africa to further support our partners in the development and monitoring of their projects.

Accelerating onsite visits planning for 2023:

Due to Covid-19, many on-site visits of our projects were postponed, and we are now accelerating the scheduling of these visits.

- A big focus will be put on our projects in Africa for Q2 2023.
- Our projects in Portugal and Argentina are also planned for Q2 2023.

Part of this action plan is to reward TN employees for visiting our projects during their holidays.





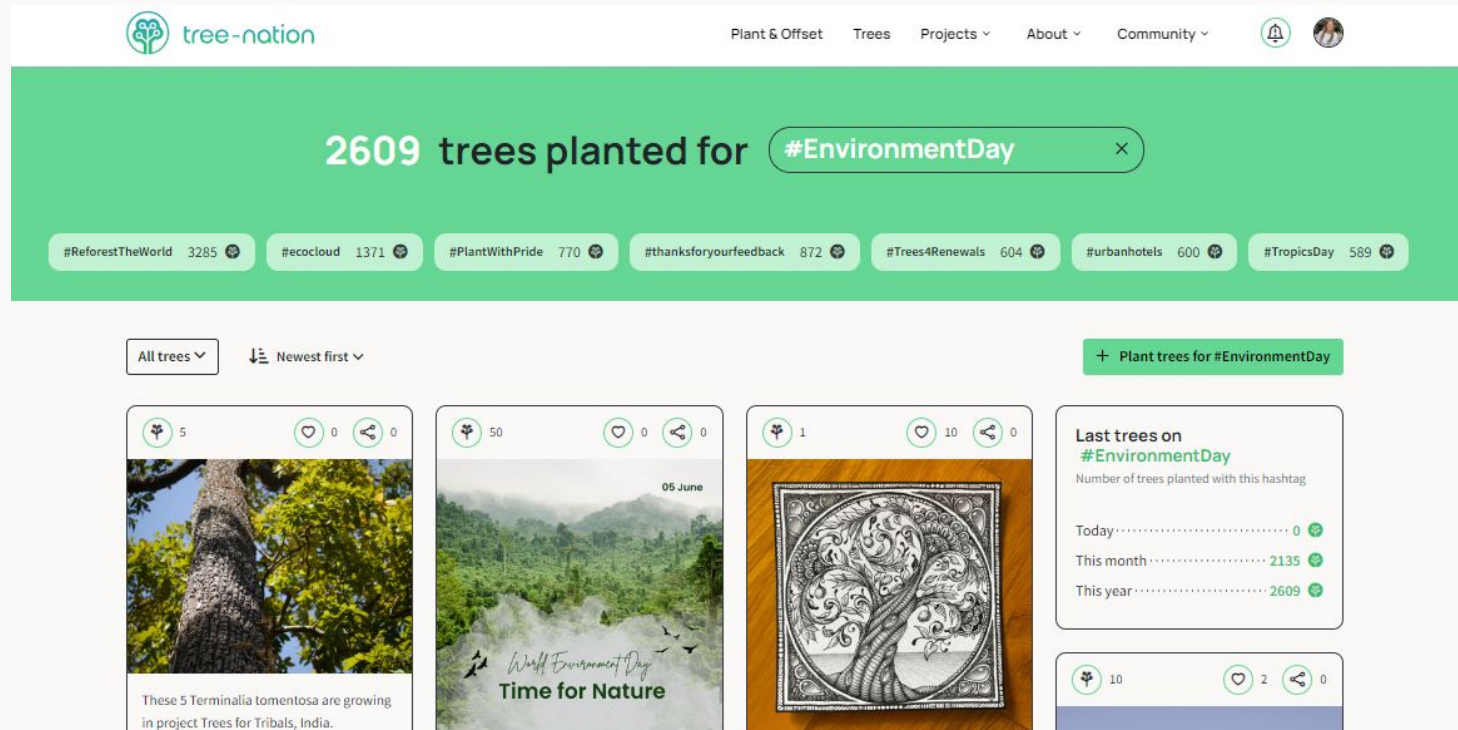
Product Summary

New tree hashtag feature

The main change is showcasing the section "Trees". In this section we are displaying trees planted filtered by the concept of hashtags, representing our planting habits.

It makes it easier to check daily what is the Hashtag of the Day, the trending hashtags and participate in our Tree challenges.

This was discussed in our forum [here](#)





Growth Summary

IOT Solutions World Congress

We have been invited to participate in the IOT Solutions World Congress, the premier global event focused on disruptive technologies and digital transformation. Hosted by the FIRA of Barcelona, the event showcased cutting-edge solutions that are changing the landscape of the industry. 3000 trees were planted in conjunction with the event, underscoring the importance of responsible innovation in the modern world.

You can [Visit the IOT digital forest.](#)

New QR Code initiative

Mundo , Lavazza and more clients.

#of the day:

Launch of #the day calendar for all 2023

Tree Whisperer of Marketing:

Incorporation to the team of Federica Colombini as Social Marketing Manager

Knowledge base :

We have fully translated into six [languages our KB](#) (1767 articles) : German, Spanish, Portuguese, Italian, French, Nederlands





Operations Summary

Improving our “Root System”

We have established and improved our “Root System” and have created a company portfolio to function as the new single source of access for all the company operations.

Labcuina catering

We started our catering with Labcuina at the beginning of this year. The spirit of the Labcuina is about inspiring people to try something new - something seasonal, plant-based, zero-waste, fresh and local, and enjoy some new flavours and creations while supporting a more sustainable ecosystem (and ultimately being healthier, both internally and externally!).

Launch of our first Project Lottery!

At the beginning of each year, we will carry out a project lottery. Winners will get either a trip to visit an international Tree-Nation project (outside Europe) for two persons (the employee and one person of his/her election) or a trip to visit an European Tree-Nation project. This year, the chosen projects to visit have been Reforestation and Conservation in Portugal and Conserve Natural Forest in Thailand.

Work with us!

We are currently working on our “Work with us” section in our website and we have built our own careers site to attract top talented people, increase visibility, showcase our company culture and enhance our employer branding.

Here are our available job positions:

[Full Stack Developer](#)

[Translation Management Intern](#)

[UX intern](#)



Welcome to TNT!

Introducing new Tree-Nation Team joiners

Our team has hired 4 people in Q1 2023:



[Oriana Medina](#)

Junior Project
Manager



[Federica Colombini](#)

Community Manager



[John Bett](#)

Regional Project
Manager East Africa



[Renzo Bogdan](#)

UX Designer

We are always looking for people with unique skills to join us in our mission to save the planet.

Build your dream job in our [Careers site](#).

PHOTO TOUR



Last Team Building activity

Spain

Photo tour



Parc de les Olors Serrat, Catalunya

Our team visited the “Parc de les Olors Serrat” and had the opportunity to explore and learn about an innovative reforestation technique known as Nendo-dango. This method, which involves creating seed balls to promote plant growth, has proven to be an effective approach in fostering reforestation efforts.

We also had the pleasure of participating in a hands-on activity where we collected "calçots" from the garden. These delicious spring onions are a regional delicacy, and we thoroughly enjoyed harvesting them. To celebrate our fruitful day we held a traditional "calçots" barbecue.



PHOTO TOUR

Tanzania

Photo tour



New project!

Replanting the burnt Mkussu Forest, Tanzania

Mkussu Forest Reserve is among the 9 Nature Forest Reserves located within Lushoto District Council. This restoration project has been started in December 2019. The overall objective of this project is to restore the burnt Mkussu Nature Forest Reserve with several indigenous tree species so as to restore some of the burnt places of the forest by planting indigenous trees. Up to April, 2022, we already planted more than 106,000 trees.

4,5653 Trees funded
697,950 kg CO2 Compensated

Read more and plant from €0.5 [here](#).

Tanzania



PHOTO TOUR

Peru

Photo tour



Protect Amazonian Biodiversity, Peru

Deep in the heart of the Peruvian Amazon the Camino Verde project is dedicated to protecting and understanding biodiversity in the Peruvian Amazon, protecting indigenous rights, autonomy, and wisdom, and spreading sustainable ways of life and encouraging fair, sustainable development. Our work lies at the intersection of people and forests. Our mission is to plant trees and encourage others to do the same.

63,525 Trees funded

17,022,785 kg CO2 Compensated

Read more and plant from €1 [here](#).



tree-nation

Thank you!

Together we have planted more than 29 million trees.
Thank you for your continuous support in our mission to reforest the world!