

X E R O S  
X E R O S

# The Future of Laundry



# WHAT WE DO

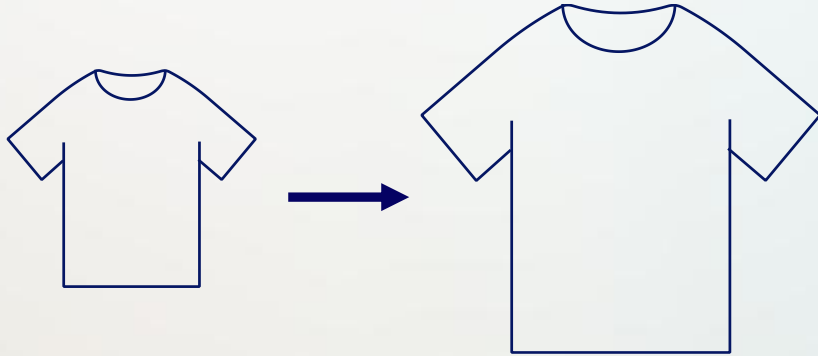
Xeros licenses sustainable proprietary technology solutions for the laundry and apparel industries.

These drive significant cost, energy and water efficiencies, reducing pollution, in both the manufacture and laundering of clothing.



# INDUSTRY PROBLEMS

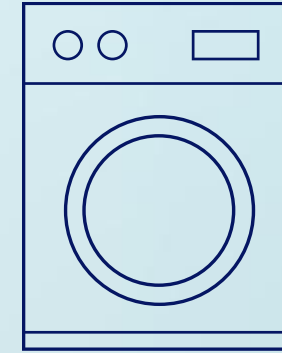
## THE ENVIRONMENTAL COST OF FASHION



We are buying at least **60% more clothes** than 25 years ago, with most ending up in landfill at end of life.<sup>1</sup>

The fashion Industry is under **pressure from consumers, legislation and regulation**, but solutions for manufacture are non-existent and initiatives on raw material production invariably come at a higher price.

## LACK OF LAUNDRY INNOVATION



The washing machine industry is unable to **break the link** between **clean clothes** and **garment damage**

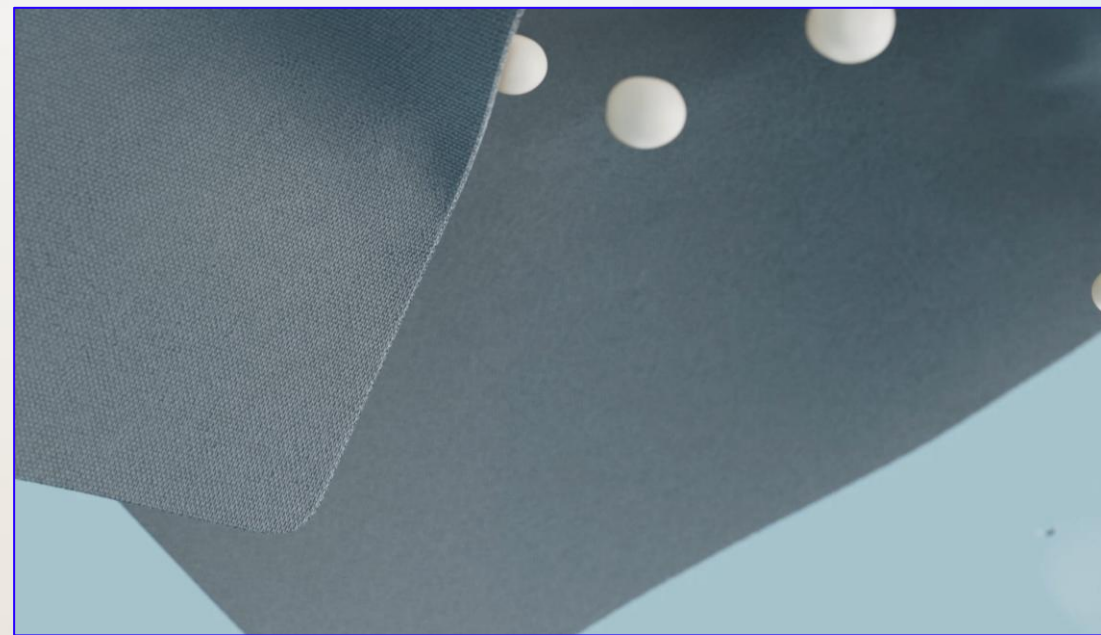
The appliances industry is under continual pressure to improve efficiency of water, detergent & energy usage BUT **a lack of true innovation** has been unable to affect a step change.

# THE SOLUTION

THE POWER OF XORBS

By introducing a new element to the Laundry wash process we have created...

## 'The Future of Laundry'



XOrbs, our patented reusable polymer spheres, gently increase mechanical action, improve chemical efficiency, wash performance and **protect clothing** from harsh fabric on fabric contact.



**100%**  
IMPROVEMENT IN  
GARMENT LIFE



UP TO  
**80%**  
LESS WATER



UP TO  
**50%**  
LESS ENERGY



UP TO  
**50%**  
LESS CHEMISTRY

# THE SOLUTION

THE POWER OF FILTRATION

By introducing innovative microfibre filtration technology we have created...

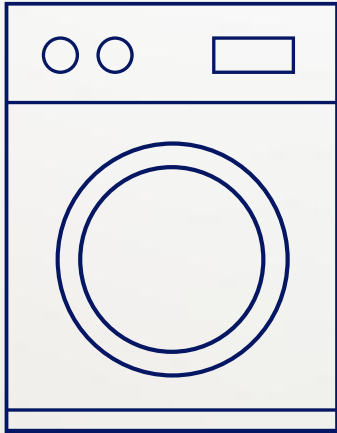
## 'The Future of Laundry'



**XFilter** is our market leading washing machine **microfibre capture device**.  
Highest independently verified capture rate that works with any domestic washing machine.  
**No replacement cartridges** are needed and it **lasts for the lifetime of machine**.  
Available as an accessory (as left) or integrated during manufacture (as right).

# MULTIPLE APPLICATIONS

SIGNIFICANT INDUSTRIES IN PLAY

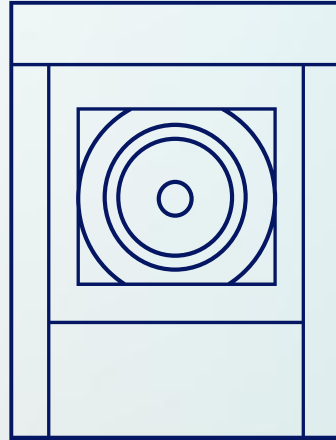


Domestic Laundry  
**Approx. market size**  
**\$63bn<sup>2</sup>**

Washing machines for use in home

Circa 99% of front loader production are from  
10 x Global brand groups

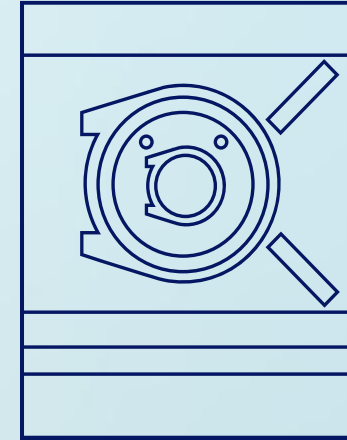
Under energy & water reduction pressure  
Seeking 'Fabric Care' solutions



Commercial Laundry  
**Approx. market size**  
**\$7.3bn<sup>3</sup>**

Washing machines for use in hospitality,  
leisure, healthcare, etc.

Seeking 'Water reduction' solutions



Garment Manufacture  
**Approx. market size**  
**\$4.1bn<sup>4</sup>**

Final stage 'wash' for all garment manufacture

Fashion industry under significant ESG  
reporting pressure

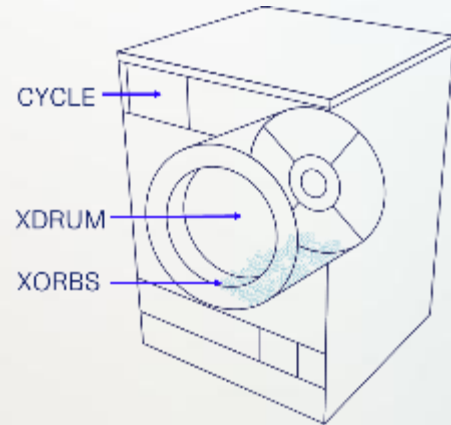
Limited 'machinery' solutions in response,  
industry reliant on pumice for denim abrasion<sup>5</sup>

A microscopic view of fabric fibers, showing a dense network of dark, tangled threads. A prominent, bright white diagonal line runs from the top-left towards the bottom-right, highlighting a specific fiber or thread. The overall image is in black and white, emphasizing the texture and structure of the fabric.

# XC LAUNDRY CARE

FABRIC CARE TECHNOLOGY

# DOMESTIC LAUNDRY



Hybrid operation; i.e.  
additional feature  
to core cycles



Elongates  
lifespan  
of clothes

Global opportunity – **c. 100 million units + p.a.**  
Global production concentrated in 10 OEMs

**\$25 p.u.**

Xeros revenue  
Royalty & XOrbs

**100%**

Clothing lifespan  
extension

**11**

Live patent  
coverage



# DOMESTIC LAUNDRY

COMMERCIAL MOMENTUM

## Product Launch Agreement with leading Global Washing Machine Group

Agreement reached for a paid 12-18-month development process to enable the brand Group to launch a fully XOrb enabled washing machine.

Provides Xeros access to c. **7 million units per annum**

Advanced discussions underway with **3 further global OEMs** for a similar '12 month to production' paid for development programme.

Further news flow anticipated within coming months.

Would provide access to a further 20 million units per annum.

Live partnership with prominent Indian Domestic Laundry manufacturer

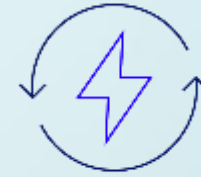




# COMMERCIAL LAUNDRY



**80%**  
LESS WATER



**50%**  
LESS ENERGY



**50%**  
LESS CHEMISTRY

Global opportunity - **c1.5 million units per annum<sup>6</sup>**

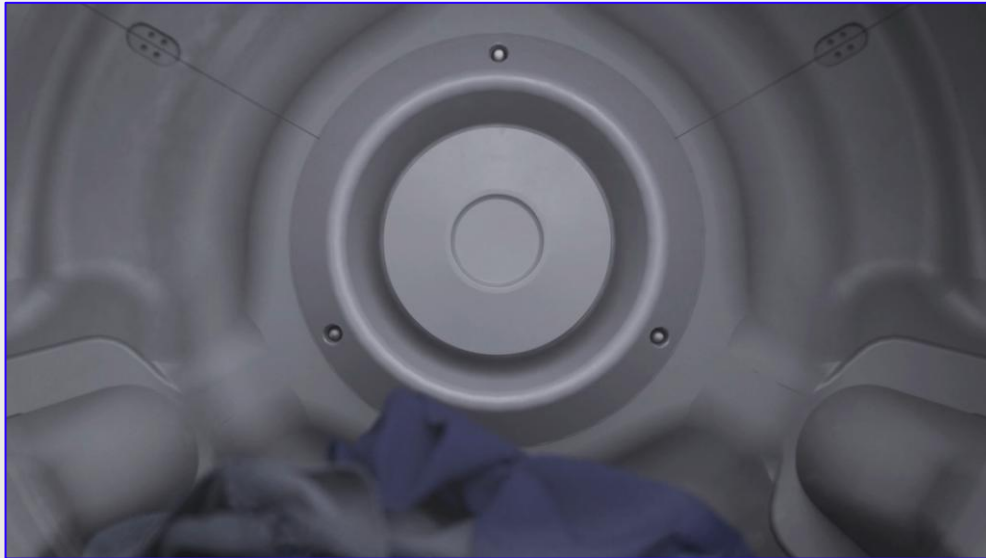
**c. \$20k**  
**p.u.**  
Xeros Rev  
Royalty & XOrbs

**20%+**  
Uniform life  
extension

**13**  
Live patent  
coverage

# COMMERCIAL LAUNDRY

PLANNED GROWTH



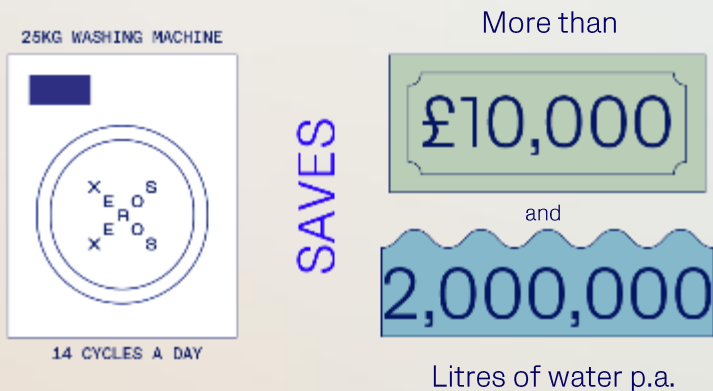
## LIVE IN HOSPITALITY & WORKWEAR MARKETS

Uniforms being laundered with Xeros XOrb technology for **Air France, EDF, SNCF and Renault.**

Also now being used in Firefighting Industry

Machines currently installed at Marriott, Taj, ITC, St. Regis and Fairfield Hotel chains

Planned growth & focus in 2026



A close-up photograph of blue denim fabric, showing the texture and stitching. A white rectangular frame is centered over the image. Inside the frame, the text 'XFN GARMENT FINISHING' is written in white, uppercase letters. Below this, in smaller white uppercase letters, is 'GARMENT FINISHING TECHNOLOGY'.

# XFN GARMENT FINISHING

GARMENT FINISHING TECHNOLOGY

# GARMENT FINISHING



**100%**  
LESS PUMICE



UP TO  
**100%**  
LESS WATER\*



UP TO  
**25%**  
LESS CHEMISTRY



UP TO  
**30%**  
CO2e SAVING

Global opportunity – **4,000 units per annum**

Xeros lifetime  
revenue  
**\$50k p.u.**  
Royalty & XOrbs

Up to  
**20%**  
Cost savings

**11**  
Live patent  
coverage

\*XOrbs allow some steps of the denim production process to be performed waterlessly



# GARMENT FINISHING

COMMERCIAL MOMENTUM

LIVE IN MARKET WITH INDUSTRY LEADER

Global Denim manufacturing partnership in place..!

Machine placements agreed with 'Ambition Apparel', one of Pakistan's leading denim manufacturers (c. 9 million units p.a.) to implement Xeros XOrb technology.

XOrb-enabled machines concluded successful on-site trials with significant branded denim & manufacturing groups (c. 20 million units p.a.)

Anticipation of roll out to full global manufacturing facilities.

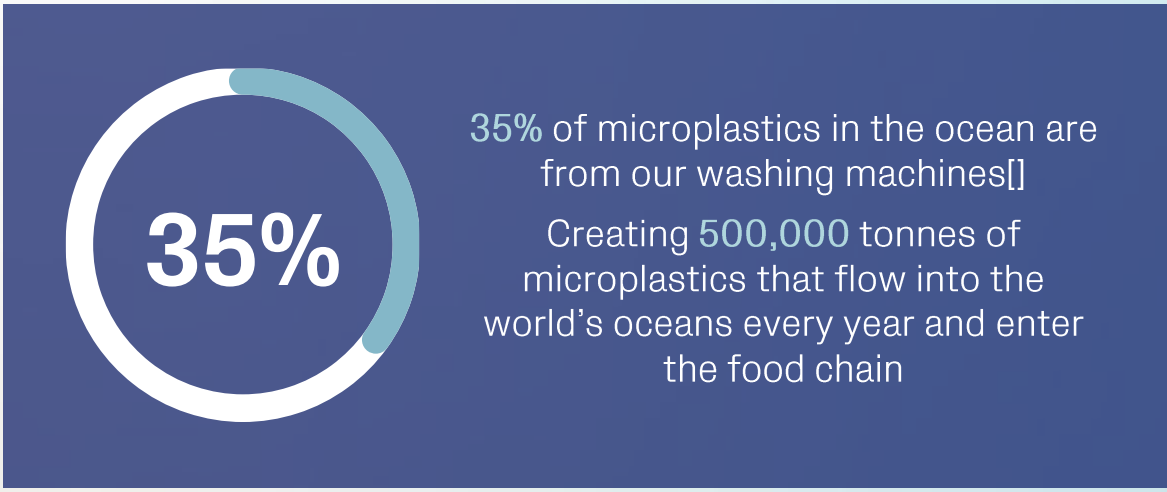
Significant cost and CO2e benefits being proved at scale at manufacturing sites.



# XF MICROFIBRE FILTRATION

MICROFIBRE FILTRATION TECHNOLOGY

# MICROFIBRE FILTRATION



**35%**

35% of microplastics in the ocean are from our washing machines[]

Creating 500,000 tonnes of microplastics that flow into the world's oceans every year and enter the food chain

Xeros is seeding the market and establishing partnerships with its external device in anticipation of the legislated mandatory inclusion of integrated devices in domestic washing machines

Xeros Rev  
**\$3-\$8**  
per unit

Up to  
**99%**  
Capture rate

**9**  
Live patent coverage



# MICROFIBRE FILTRATION

COMMERCIAL MOMENTUM

## Russell Hobbs and XEROS

Co-Branded device to be on sale in 2025

Launch indications agreed with:-

- Europe's largest electronics retailer
- Global Washing Machine Brand

Provides access to **c. 27 million+** units per annum

### Agreement to develop integrated filter

Letter of Intent to develop an integrated device with Weili Foshan one of China's leading washing machine manufacturers.

Provides access to Global washing machine supply chain in anticipation of Legislation mandating inclusion

Further fruit from Xinbao Donlim Strategic agreement.



# COMMERCIAL ROADMAP

THE FUTURE OF LAUNDRY

# SIGNIFICANT COMMERCIAL PROGRESSION IN 2025



## 1 Product Launch Agreement

Global Washing Machine Group  
(Group Sales : c. 6.8 Million Units p.a.)

Milestone based, time-bound and 'paid for' agreement

Anticipated to launch Xeros technology enabled washing machines in 12-18 months

## 2 Tech Verification

3 more of the World's Top Ten Washing Machine Groups  
(Group Sales combined : c. 20 Million Units+ p.a.)

Further Product Launch agreements anticipated within coming months

## 3 Russell Hobbs - Brand Partnership

Microfibre Filter expected to be launched within 2025

## 4 Launch indications on XF<sup>3</sup>

Microfibre Filter to be launched subject to final testing with...  
Major European Washing Machine retailer and Global Washing Machine Brand  
(Combined Sales 27+ Million Units p.a.)

## 5 Agreement to Develop

Integrated Microfibre filtration capability with fast growing washing machine manufacturer

Access into Global washing machine supply chain in anticipation of Legislation mandating inclusion

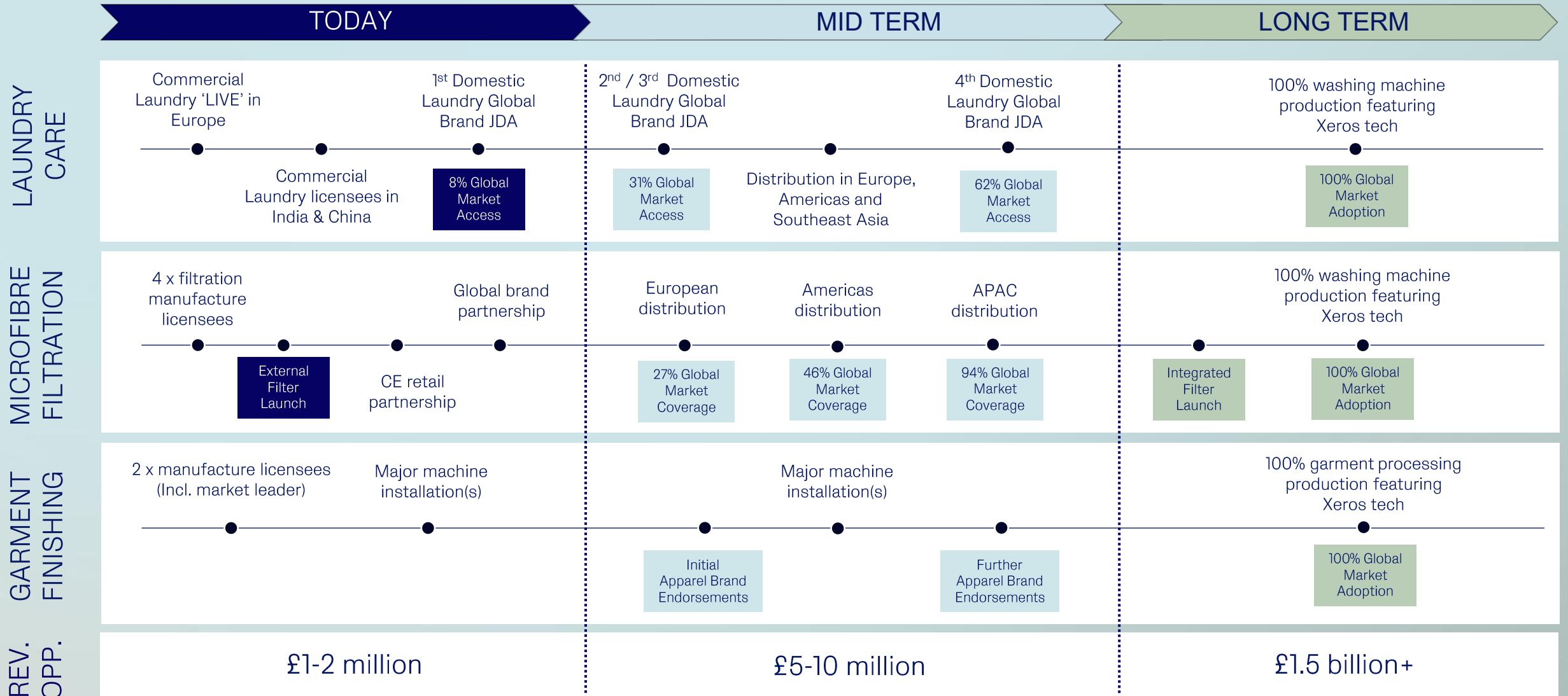
## 6 Leading Global Denim Manufacturer and Brand Group partnership(s)

Purchase orders in place for machine placements at 'Ambition Apparel'  
(Group Sales approx. 9 million units p.a.)

Final onsite trials completed at Major Manufacturing & 'Branded Denim' Group  
Plans to roll out to manufacturing facilities across Turkey and Egypt  
(Group Sales approx. 20 million units p.a.)

Further manufacturer placements anticipated within coming months

# COMMERCIAL ROADMAP



# KEY PERSONNEL

THE FUTURE OF LAUNDRY

# XEROS PLC BOARD



**NEIL AUSTIN**  
CHIEF EXECUTIVE OFFICER

Neil joined Xeros in August 2022 from Strix Ltd, an AIM listed global leader in domestic appliance heating control, where he led the consumer goods and group marketing divisions. He has also held leadership positions in sales, marketing & strategy functions with the Glen Dimplex Group and Whirlpool EMEA.



**ALEX TRISTRAM**  
FINANCE DIRECTOR

Alex has been with Xeros since January 2018. Prior to joining he was Group Accountant and Finance Director of the Alternative Energy Division at Pressure Technologies PLC, where he also held the position of Company Secretary. Alex trained at PwC, qualifying as a Chartered Accountant in 2013.



**KLAAS DE BOER**  
CHAIRMAN

Klaas joined Xeros as Chairman in January 2020. He holds other numerous board positions including Chair of General Fusion, Inc. and SmartKem Inc. Klaas began his career with McKinsey & Company before transitioning to venture capital with Baan Investment more than 20 years ago.



**DAVID ARMFIELD**  
SENIOR INDEPENDENT DIRECTOR

David joined Xeros in July 2018 and is a founding partner of Kinetix Corporate Finance. His background is in corporate finance, having previously worked for Lehman Brothers as its Co-Head of European Industrial Coverage. He has also served as a partner at PwC, and as the firm's National Head of Industrial Products.



**RACHEL NOONEY**  
NON-EXECUTIVE DIRECTOR

Rachel joined Xeros in July 2021. Her background is in brand development, strategy, marketing planning, and creative. She has held senior Head of Brand and Marketing roles at Marks and Spencer plc, New Look and Tesco.

# INDUSTRY LEADING PERSONNEL



**TIM MOORE**  
ADVISORY BOARD MEMBER

Tim is a technical expert with a wealth of experience. Previously CTO for Shark Ninja and GHD He has experience in scaling businesses and has a strong understanding of how to create and sustain high-functioning engineering teams that deliver rapidly.



**STEPHEN HAYES**  
CATEGORY & MARKETING DIRECTOR

Stephen is a Washing Machine Industry Veteran. He has previously worked as 'Laundry' Category leader for Whirlpool UK where he oversaw sales into retail, distribution and housebuilding channels. He has 27 years of professional experience in the marketing field.



**JOE SZETO**  
ADVISORY BOARD MEMBER

Joe has significant knowledge of Southeast Asian manufacturing with a strong network within consumer electronics. He has extensive experience in licensing transition management having done so successfully for a key consumer appliance brand.



**SERTUG DERINGOL**  
INTERNATIONAL SALES MANAGER

Sertug is a highly experienced professional within the textile manufacturing industry. He has held numerous senior roles where he led global commercial strategies, developed international sales and dealer networks, and managed cross-functional teams to deliver sustainable business growth.

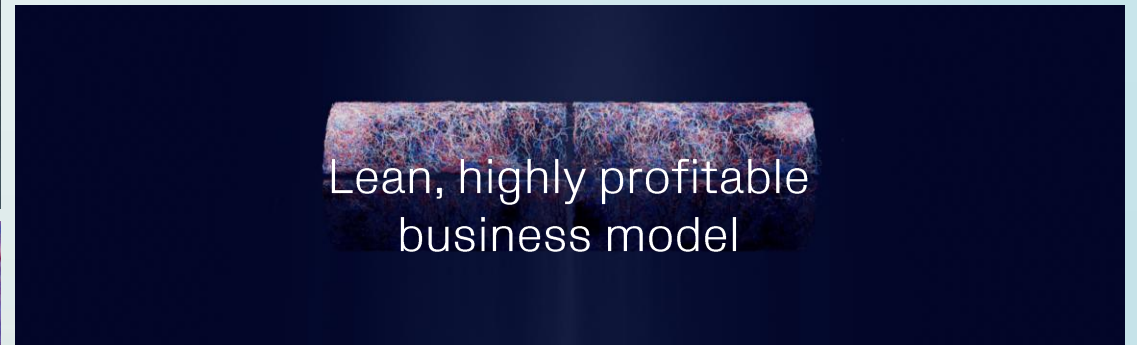
# SUMMARY



Market ready, commercial agreements in place, launching 2025



Market leading technology built by experts in the field



Lean, highly profitable business model



Global market growth driven by environmental initiatives and new legislation



Significant IP, in 38 patent families

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## The Future of Laundry



# SOURCES

1. McKinsey & Company. Style that's sustainable: A new fast-fashion formula (2016)
2. [Washing Machine Market to Record a CAGR of 8.15% by 2032](#)
3. [Commercial Laundry Market Size, Share | Forecast \[2025-2035\]](#)
4. [Global Garment Processing Equipment Market](#)
5. [Commercial Heavy-Duty Laundry Machinery Market | Global Industry Analysis 2033](#)
6. [Denim Wash | Coats](#)