

MAJANDUSAASTA ARUANNE

aruandeaasta algus: 01.01.2022

aruandeaasta lõpp: 31.12.2022

ärinimi: CupLoop OÜ

registrikood: 14590695

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CupLoop

Annual Action Report 2022

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1. Executive Summary

The 2022 Annual Action Report outlines CupLoop's progress, achievements, and initiatives over the past year. This report highlights our commitment to sustainability, community engagement, employee development, and financial performance. We have made significant strides in these areas, demonstrating our dedication to creating a positive impact.

Despite the fact that it was a very difficult year economically (after effects of covid; war in Ukraine; global high inflation and economic challenges; rising interest rates; supply chain difficulties and investor caution), we were able to further develop our technology, making it more reliable and more convenient for operators and consumers, also found several cooperation partners all around the world and ran multiple pilot projects. Cooperation negotiations are underway with several global well-known players, which we can talk about in more detail in the next year's report.

So far, most of our time has been spent developing a market-ready product. By the end of 2023, we plan to reach the final stage of the product development of the 1.5 machine series. In 2022, together with our partners, we carried out several pilot projects to test the functionality of the technology, customer behaviour when switching from disposable to reusable packaging, and to receive feedback from service operators (i.e. our customers) on how to improve Cuploop machines and SaaS (Software as a Service). In addition to Estonia, we conducted pilot projects and tested our technology in the Netherlands, Lithuania and Germany. Spain, Finland

and Denmark will soon be added.

2. Introduction

CupLoop is an innovative fintech, hardware and SaaS company in the green-tech industry, specialising in sustainable reusable packaging circulation technology solutions. Our mission is to reduce single-use plastic waste by providing technology to collect reusable packaging and refunding deposit money to establish a sustainable circular economy model.

We envision a future where there is no plastic waste. We see Cuploop machines as part of a smart city infrastructure locating as regular trash bins to use on the go – universal network for reusable packages.

This report showcases our efforts in achieving this goal and our commitment to environmental stewardship.

3. Key Achievements

- In 2022, our main focus was on developing the new 1.5 version machine generation from an MVP to a market-ready product. This activity will continue throughout 2023.
- CupLoop implemented several reusable packaging pilot projects in Estonia, for example in Unibet Arena, Tallinn University, Tallinn University of Technology, PERH, Alexela gas stations, plus several public events all over Estonia in cooperation with our partners Eesti Pandipakend and GreenCup. We also conducted pilot projects and tested our technology in several locations in the Netherlands, Lithuania and Germany.
- We applied for an EU trademark. Several patent applications are in the process.
- We placed significant emphasis on compliance with GDPR regulations.
- As production is increasing, we have placed more and more emphasis on supply chain management.
- We collaborated with local municipalities and operator partners in Estonia and abroad to start new partnerships and expand our collection technology.
- Although 2022 was only a technology testing year for us, we managed to avoid approximately 100,000 disposable packaging last year thanks to reuse.
- We started to conduct a comprehensive lifecycle assessments to measure the environmental impact of our technology and reusable packaging and identified areas for further improvement. This process will continue in 2023.
- Cuploop was selected to the finals of The Sustainability Awards 2022, the world's most prestigious competition for sustainable inventions, where 360 entries from around the world participated. We were also highlighted as Top 5

Reusable Packaging Startups out of 1,093 in the World by Global Startup Heat Map.

- The transition process from single-use to reusable packaging has been quite difficult, as people and companies are still getting used to the new reality. National regulations (both in Estonia and elsewhere in the EU) take time, and therefore the whole process is initially difficult. At the same time, we have observed several positive trends in places where our technology has been introduced. User comfort, speed and handiness are the main keywords for our technology.

4. Sustainability Initiatives

CupLoop is committed to environmental sustainability and aims to minimize its ecological footprint. Our key sustainability initiatives for the future include:

- Sourcing materials responsibly: We prioritize materials with low environmental impact and encourage the use of recycled and recyclable materials.
- Energy efficiency: We continually strive to reduce energy consumption throughout the whole process.
- Waste reduction: We actively promote waste reduction by encouraging the reuse of packaging and implementing recycling programs for end-of-life packaging.
- Carbon neutrality: CupLoop is working towards achieving carbon neutrality by offsetting emissions and implementing energy-efficient practices across our operations.

5. Community Engagement

CupLoop believes in actively engaging with local communities to foster positive change. Our community engagement initiatives include:

- Educating consumers to switch from single use packaging to reusables with the help of our technology (in the places where we offer our service and also on (social) media).
- Collaborating with municipalities and other partner organisations, as well as other green startups to educate customers on the importance of waste reduction and sustainable practices.
- Participating conferences, workshops, seminars and training sessions to promote and encourage the adoption of reusable programs.

6. Employee Development and Well-being

At CupLoop, we value our employees and prioritize their development and well-being. Despite the fact that 2022 was very difficult economically, we have

managed to develop, grow and motivate our team. Our initiatives in this area include:

- Providing ongoing training and professional development opportunities to enhance employees' skills and knowledge.
- Promoting a healthy work-life balance and fostering a supportive and inclusive work environment.
- Encouraging employee participation in volunteer activities and sustainability initiatives.
- Recognizing and rewarding employee contributions through incentive programs.

7. Financial Performance

Despite the fact that Cuploop is still in the technology development phase (moving from the MVP phase towards a market-ready product), we managed to increase the company's sales by 2.4 times compared to 2021. The sales turnover for 2022 was approx. 100,000 euros. As of the end of 2022, Cuploop had raised approx. €1M in investments. We remain committed to achieving long-term financial sustainability while balancing our environmental and social objectives.

8. Conclusion

In 2022, CupLoop made significant progress in our mission to reduce single-use plastic waste through the development of our technology, implementing several pilot projects and growing adoption of reusable packaging. We are proud of our achievements, and we remain dedicated to innovating sustainable solutions, engaging with communities, and supporting our employees. With continued efforts and collaboration, we are confident that CupLoop will contribute to a more sustainable and circular future.

9. Acknowledgments

We would like to express our sincere gratitude to our customers, partners, employees, and stakeholders who have supported CupLoop throughout 2022. Your contributions and commitment have been instrumental in our success. We look forward to continuing this journey together and creating a positive impact in the years to come.

Lauri Luik
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Raamatupidamise aastaaruanne

Bilanss

(eurodes)

	31.12.2022	31.12.2021	Lisa nr
Varad			
Käibevarad			
Raha	13 711	102 638	
Nõuded ja ettemaksed	13 274	26 866	2
Varud	63 256	56 001	3
Kokku käibevarad	90 241	185 505	
Põhivarad			
Materiaalsed põhivarad	2 209	3 150	4
Immateriaalsed põhivarad	12 169	13 623	
Kokku põhivarad	14 378	16 773	
Kokku varad	104 619	202 278	
Kohustised ja omakapital			
Kohustised			
Lühiajalised kohustised			
Võlad ja ettemaksed	72 865	43 647	5
Kokku lühiajalised kohustised	72 865	43 647	
Kokku kohustised	72 865	43 647	
Omakapital			
Osakapital nimiväärtuses	3 197	3 042	
Ülekurss	950 803	593 458	
Eelmiste perioodide jaotamata kasum (kahjum)	-437 869	-164 472	
Aruandeaasta kasum (kahjum)	-484 377	-273 397	
Kokku omakapital	31 754	158 631	
Kokku kohustised ja omakapital	104 619	202 278	

Kasumiaruanne

(eurodes)

	2022	2021	Lisa nr
Müügitulu	96 701	39 472	
Muud äritulud	-74	67 779	
Kaubad, toore, materjal ja teenused	-92 957	-84 145	
Mitmesugused tegevuskulud	-157 502	-106 146	
Tööjõukulud	-323 348	-172 001	6
Põhivarade kulum ja väärtuse langus	-2 394	-1 617	
Muud ärikulud	-4 561	-16 450	
Ärikasum (kahjum)	-484 135	-273 108	
Intressikulud	-250	-280	
Muud finantstulud ja -kulud	8	-9	
Kasum (kahjum) enne tulumaksustamist	-484 377	-273 397	
Aruandeaasta kasum (kahjum)	-484 377	-273 397	

Raamatupidamise aastaaruande lisad

Lisa 1 Arvestuspõhimõtted

Üldine informatsioon

CupLoop OÜ (edaspidi: Osaühing) on väikeettevõtja ja lähtub finantsarvestuse ja -aruandluse korraldamisel Eesti finantsaruandluse standardist. Osaühingu majandusaasta aruanne on koostatud 01.01.2022 kuni 31.12.2022 aruandeperioodi kohta ja see koosneb nii raamatupidamise aastaaruandest kui tegevusaruandest.

Aastaaruanne on koostatud eurodes, täpsusastmega üks euro.

Raha

Raha ja raha ekvivalendiks on kassas oleva sularaha ning pankades olevate arvelduskontode jäägid.

Lisa 2 Nõuded ja ettemaksed (eurodes)

	31.12.2022	12 kuu jooksul	Lisa nr
Nõuded ostjate vastu	520	520	
Ostjatelt laekumata arved	520	520	
Maksude ettemaksed ja tagasinõuded	2 765	2 765	
Laenunõuded	7 861	7 861	
Ettemaksed	2 128	2 128	
Tulevaste perioodide kulud	2 128	2 128	
Kokku nõuded ja ettemaksed	13 274	13 274	
	31.12.2021	12 kuu jooksul	Lisa nr
Nõuded ostjate vastu	15 927	15 927	
Ostjatelt laekumata arved	15 927	15 927	
Maksude ettemaksed ja tagasinõuded	929	929	
Laenunõuded	7 861	7 861	
Ettemaksed	2 149	2 149	
Tulevaste perioodide kulud	2 149	2 149	
Kokku nõuded ja ettemaksed	26 866	26 866	

Lisa 3 Varud

(eurodes)

	31.12.2022	31.12.2021
Tooraine ja materjal	0	15 776
Valmistoodang	61 815	37 924
Müügiks ostetud kaubad	1 265	2 297
Ettemaksed varude eest	176	4
Kokku varud	63 256	56 001

Lisa 4 Materiaalsed põhivarad

(eurodes)

			Kokku
	Arvutid ja arvutisüsteemid	Muud materiaalsed põhivarad	
Ostud ja parendused	3 385	976	4 361
Muud ostud ja parendused	3 385	976	4 361
Amortisatsioonikulu	-628	-78	-706
Müügid (jääkmaksumuses)		-505	-505
31.12.2021			
Soetusmaksumus	3 384	471	3 855
Akumuleeritud kulum	-627	-78	-705
Jääkmaksumus	2 757	393	3 150
Amortisatsioonikulu	-846	-95	-941
31.12.2022			
Soetusmaksumus	3 385	471	3 856
Akumuleeritud kulum	-1 474	-173	-1 647
Jääkmaksumus	1 911	298	2 209

Müüdud materiaalsed põhivarad müügihinnas

	2022	2021
Muud materiaalsed põhivarad		505
Kokku		505

Lisa 5 Võlad ja ettemaksed

(eurodes)

	31.12.2022	12 kuu jooksul
Võlad tarnijatele	15 987	15 987
Võlad töövõtjatele	19 644	19 644
Maksuvõlad	28 739	28 739
Muud võlad	6 237	6 237
Muud viitvõlad	6 237	6 237
Saadud ettemaksed	2 232	2 232
Muud saadud ettemaksed	2 232	2 232
Konverteeritavad laenud	7 500	7 500
Saadud deposiitmaksed	-7 474	-7 474
Kokku võlad ja ettemaksed	72 865	72 865
	31.12.2021	12 kuu jooksul
Võlad tarnijatele	7 158	7 158
Võlad töövõtjatele	16 642	16 642
Maksuvõlad	10 027	10 027
Muud võlad	9 836	9 836
Muud viitvõlad	9 836	9 836
Saadud deposiitmaksed	-16	-16
Kokku võlad ja ettemaksed	43 647	43 647

Lisa 6 Tööjõukulud

(eurodes)

	2022	2021
Palgakulu	-241 520	-128 169
Sotsiaalmaksud	-81 828	-43 832
Kokku tööjõukulud	-323 348	-172 001
Töötajate keskmine arv taandatuna täistööajale	7	5
Keskmine töötajate arv töötamise liikide kaupa:		
Töölepingu alusel töötav isik	7	5

Lisa 7 Seotud osapooled

(eurodes)

MÜÜDUD	2022	2021
	Teenused	Teenused
Tegev- ja kõrgem juhtkond ning olulise osalusega eraisikust omanikud ning nende valitseva või olulise mõju all olevad ettevõtjad	643	1 181
Kokku müüdud	643	1 181

OSTETUD	2022	2021
	Teenused	Teenused
Tegev- ja kõrgem juhtkond ning olulise osalusega eraisikust omanikud ning nende valitseva või olulise mõju all olevad ettevõtjad	1 185	18 510
Kokku ostetud	1 185	18 510

Tegev- ja kõrgemale juhtkonnale arvestatud tasud ja muud olulised soodustused		
	2022	2021
Arvestatud tasu	71 135	30 003

Aruande digitaalallkirjad

Aruande lõpetamise kuupäev on: 15.06.2023

CupLoop OÜ (registrikood: 14590695) 01.01.2022 - 31.12.2022 majandusaasta aruande andmete õigsust on elektrooniliselt kinnitanud:

Allkirjastaja nimi	Allkirjastaja roll	Allkirja andmise aeg
LAURI LUIK	Juhatuse liige	15.06.2023
CHRISTOPHER JUUL	Juhatuse liige	15.06.2023

Aruande osanike koosoleku kinnitamise staatus

Osanike koosoleku poolt kinnitatud

Kahjumi katmise ettepanek

(eurodes)

	31.12.2022
Eelmiste perioodide jaotamata kasum (kahjum)	-437 869
Aruandeaasta kasum (kahjum)	-484 377
Kokku	-922 246
Katmine	
Eelmiste perioodide jaotamata kasum (kahjum) peale jaotamist (katmist)	-922 246
Kokku	-922 246

Kahjumi katmise otsus

(eurodes)

	31.12.2022
Eelmiste perioodide jaotamata kasum (kahjum)	-437 869
Aruandeaasta kasum (kahjum)	-484 377
Kokku	-922 246
Katmine	
Eelmiste perioodide jaotamata kasum (kahjum) peale jaotamist (katmist)	-922 246
Kokku	-922 246

Müügitulu jaotus tegevusalade lõikes

Tegevusala	EMTAK kood	Müügitulu (EUR)	Müügitulu %	Põhitegevusala
Muu mujal liigitamata teenindus	9609	96701	100.00%	Jah

Sidevahendid

Liik	Sisu
E-posti aadress	info@cuploop.com