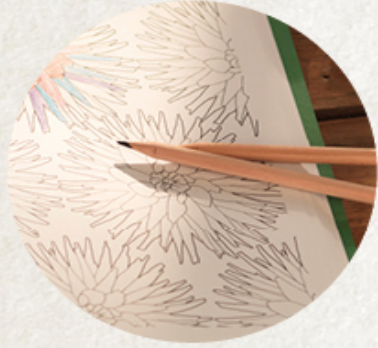




FROM CRAZY IDEA TO SUSTAINABLE BUSINESS

Plant your pencil and it will grow into herbs, flowers and plants.



1. Use your pencil



2. Plant it



3. Plants will sprout

All our pencils have seeds attached and there is a variety of different seeds to choose from.

All pencils are 100% biodegradable



Sprout facts – Q1 2019

- Sprout Europe & Sprout USA
- 20 employees + 25-30 in outsourced production
- Sales in over 80 countries
- Over 15 mio. Sprout pencils sold in < 5 years
- Sales growing double digit year by year
- 20 mio. DKK 2018 – up 33% from 2017 (and profitable)
- 32 mio. DKK in 2019 (Q1 index 125 already)
- Masters of storytelling – sustainability made easy
- Making everyday green & sustainable products





"We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness"



WHO Coca-Cola, Italy
 WHAT Engraved basil pencils on single cards
 HOW Giveaway when launching Coca-Cola Life
 WHY The Sprout pencil contributes with a lot of engagement and innovation



"We used the Sprout pencil as a gadget when launching the new Coca-Cola Life in Italy.

We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness.

The Sprout pencil has contributed with a lot of engagement and innovation among our consumers, and everyone has been very enthusiastic.

I have even received pictures of basil plants grown by children that got some of our pencils – so cute!

I will definitely use Sprout products again and I already recommended them to a colleague who will develop a similar promotion."

Valentina Gandini

National Account Manager,
Coca-Cola, Italy



"Having the biggest specialized unit in Europe in environmental protection, we really appreciate your pencil"

WHO Carabinieri, Environmental Protection Unit, Italy
 WHAT Sprout pencils with logo
 HOW We use your pencil as a gift in schools, during conferences on environmental issues or on conventions
 WHY The pencil is ideal because environmental protection is one of our main tasks. It is an amusing and nice gift.



"We hand out Sprout pencils when teaching kids about environmental protection in schools, or as a gift on conferences or conventions.

Carabinieri is the main Italian police force with 120.000 officers. We have the biggest specialized unit in Europe in environmental protection. We like your pencil and people appreciate this gift."

Lt. Col. Pierantonio Breda

2nd Branch Chief
Events and promotional activities
Italian Carabinieri
General Headquarters

SPROUT®SPOON



SPROUT MAKEUP
PENCIL



What is NEXT?

REPLACE EVERYDAY PLASTIC PRODUCTS

CAN PENCILS SAVE THE PLANET?

metro 



Sprout owner Michael Stausholm is keeping a sharp eye on sustainability.

Can these plantable pencils help save the planet?

ALIZAH SALARIO | APRIL 11, 2016 2:20 PM

This entrepreneur is making sustainability simple, one pencil at a time.



Entrepreneur Michael Stausholm knows a good idea when he sees one. In 2012, when he came across a Kickstarter

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Learnings

- Sustainability
- Get started – no need for 100% from the start
- Communication
- Focus on the use – not just production and raw materials
- Make it easy for the consumer to make sustainable choices