

Avoiding food waste

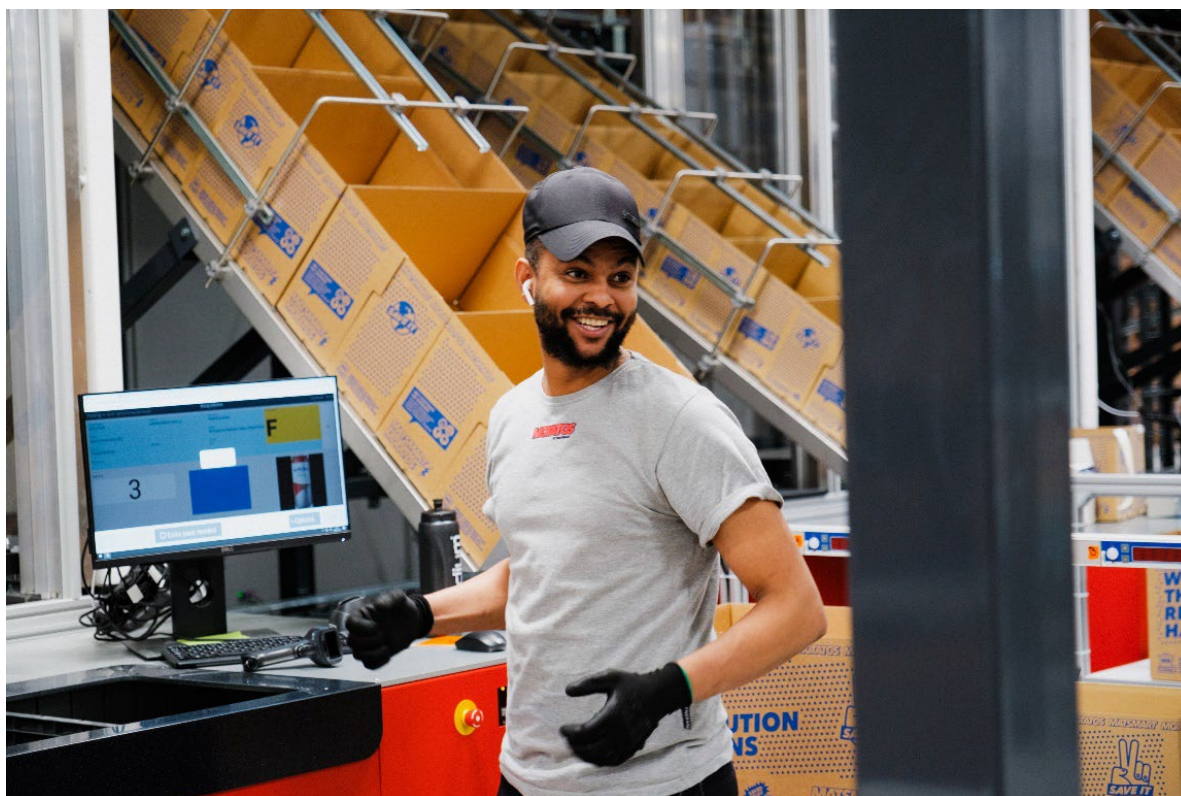
Investment Case Study

Asset Class: private equity

Location: Europe

An example of an investment by Circularity Capital one of our private markets asset managers.

Circularity is an asset manager that invests in growth-stage businesses enabling resource productivity. Circularity believes that today's economy relies on a wasteful and polluting linear 'take-make-dispose' model of production and consumption. Circularity's investment strategy focusses on supporting businesses which can drive superior financial returns through retaining the value of products and resources over multiple use-cycles – in doing so delivering measurable positive environmental impact.



Circularity's portfolio includes Matsmart, a business that acquires overstocked, damaged or mislabelled items from food manufacturers and re-sells them directly to consumers through its website. Last year, Matsmart's innovative business model saved over 25,000 tonnes of food and consumer products, resulting in the avoidance of more than 19,000 tonnes of unnecessary carbon dioxide emissions¹.

Click the link below to see a short case study video which provides more information on this investment [Circularity Capital - Investment in Matsmart on Vimeo](https://www.youtube.com/watch?v=...).

¹ <https://mb.cision.com/Public/21540/3747121/ab692b352a59dd40.pdf>