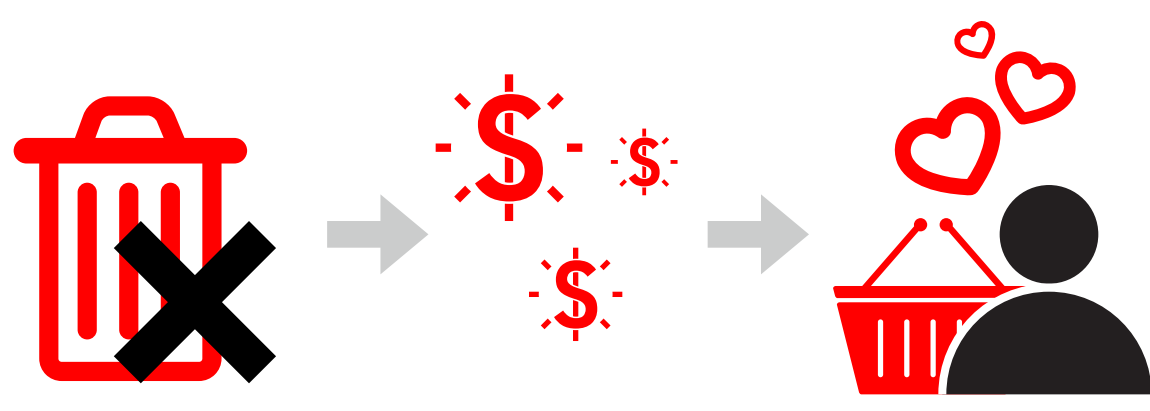


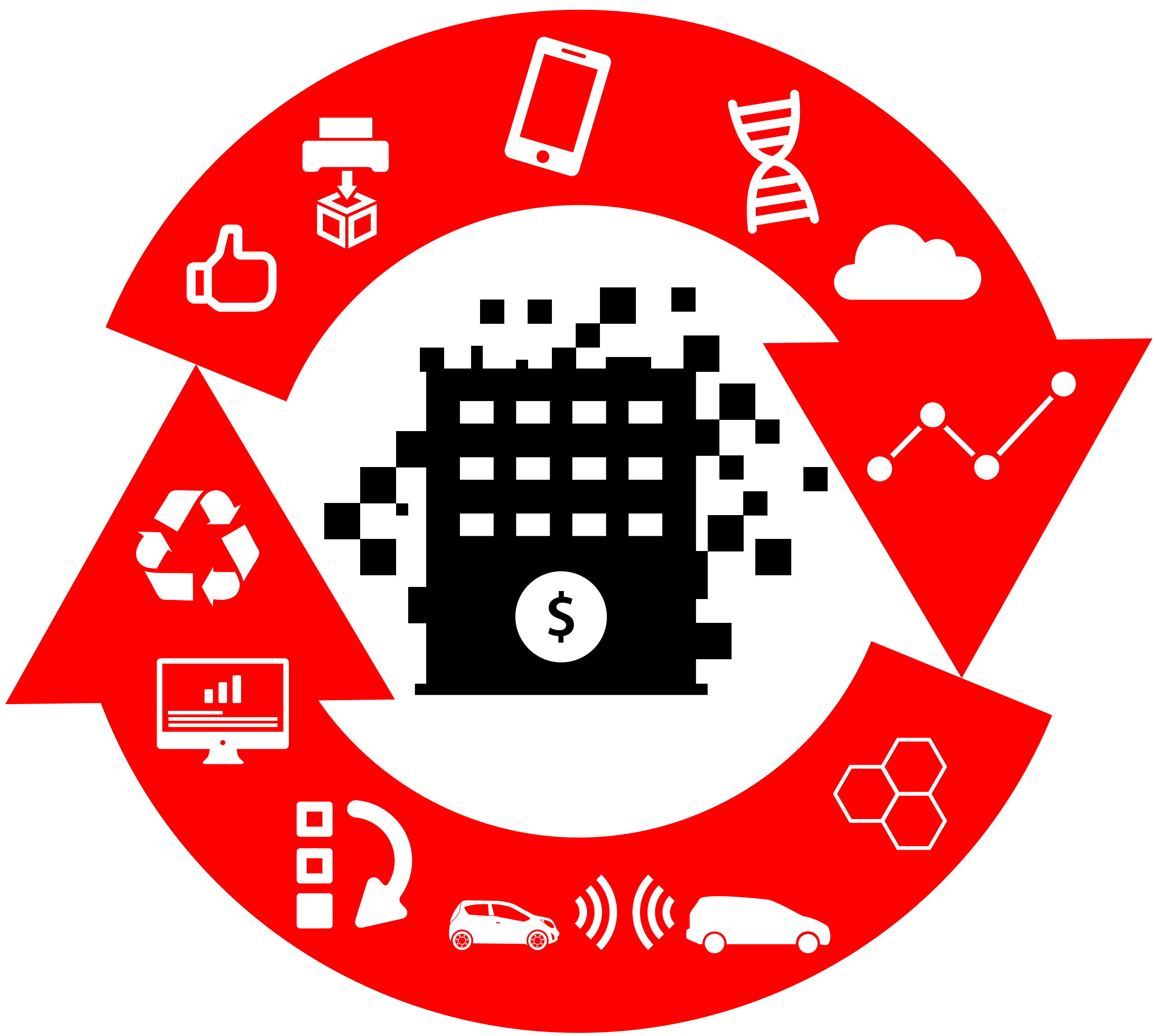
WASTE TO WEALTH: CREATING ADVANTAGE IN A CIRCULAR ECONOMY

The circular economy revolution is here. What does it mean for your business?



It means eliminating the concept of "waste" and recognizing everything has a value, moving from efficiency to effectiveness in managing inputs and outputs, and forging a much deeper bond with consumers.

At the core of it all: new business models powered by digital.



Blended together, the circular economy and digital represent a huge opportunity to create a new "circular advantage."

\$4.5 The potential payoff?

A \$4.5 trillion reward for achieving circular economy business models by 2030.

Here's how companies can win in the circular economy:

- 1** Realize there is no one "right" answer for every company and carefully choose your business model.
- 2** Make sure you can access key enabling technologies to support and scale your new business model.
- 3** Develop capabilities that effectively deploy and operate circular economy principles.