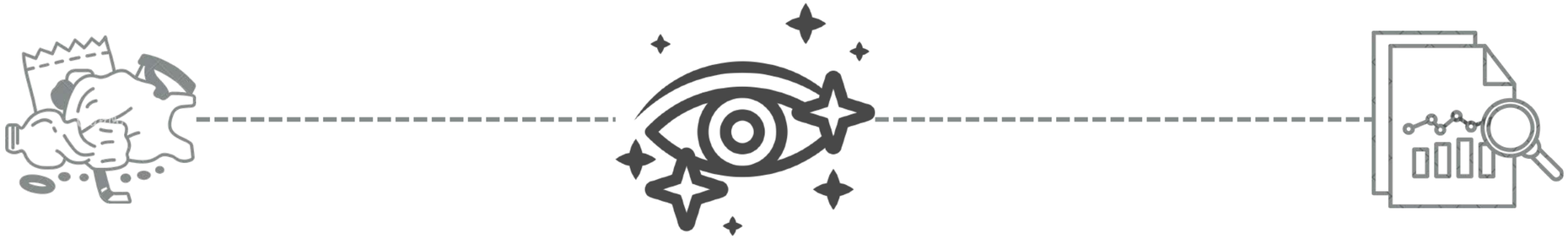


Turn waste into data

OUR VISION

Turn Waste into Data

To make the management of every type of waste smart and scalable.



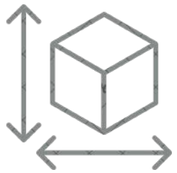
proprietary algorithm

From vision to data.

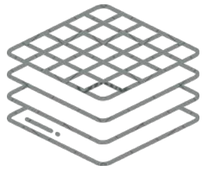
Our proprietary algorithm based on AI and machine learning is able to recognize any type of object or food with a single image, with 97% accuracy in less than one second.



Weight



Volume



Material



Brand



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A solution suitable for any context

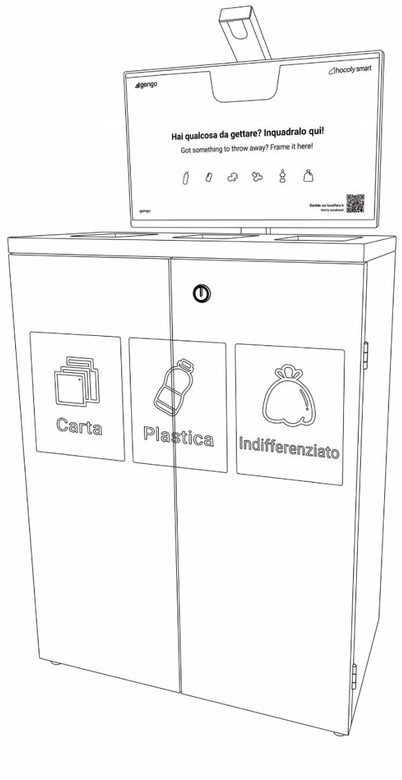
Our clients



Clients



HOOOLY INDOOR



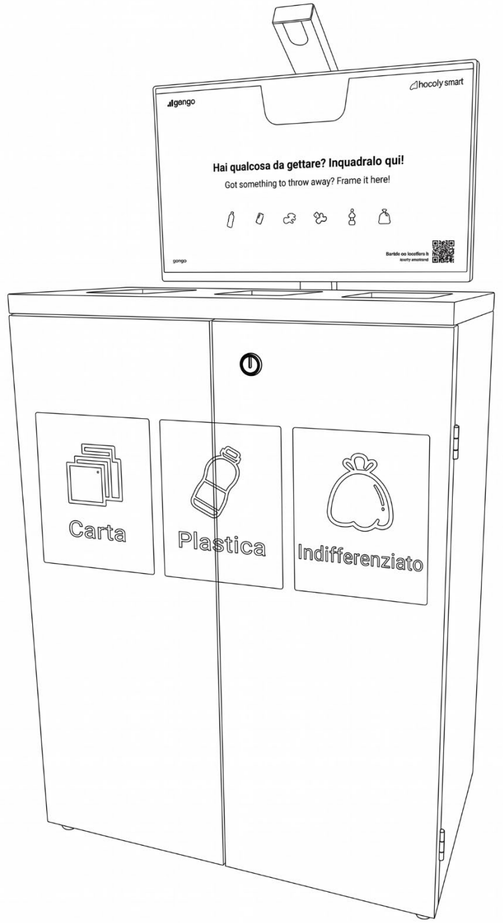
HOOOLY SMALL

HOOOLY

Waste sorting solutions

WASTE SORTING SOLUTIONS

Hooly Small



HOOOLY SMALL

Small

Smart bin with three hatches that recognizes the material of the waste once it is brought close and automatically opens the correct compartment, thanks to proprietary AI and computer vision.

97% accuracy in recognizing any material



Automatic recognition

The camera recognizes the waste material and Hoooly automatically opens the correct compartment for sorting

Dashboard & KPI

Collects and transmits in real time to the dashboard data on the waste deposited (material, volume, weight, brand)

Notifiche stato riempimento

Automatic notifications to operators on the fill level of the bin and its sections

HOOOLY SMALL

Measurable impact

Hoooly Small improves the quality of waste sorting, optimizes waste management by reducing operational inefficiencies and generating measurable economic and environmental benefits

Unsorted waste reduction



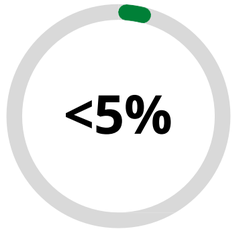
CO_2 emissions



Operational costs



Foreign fraction





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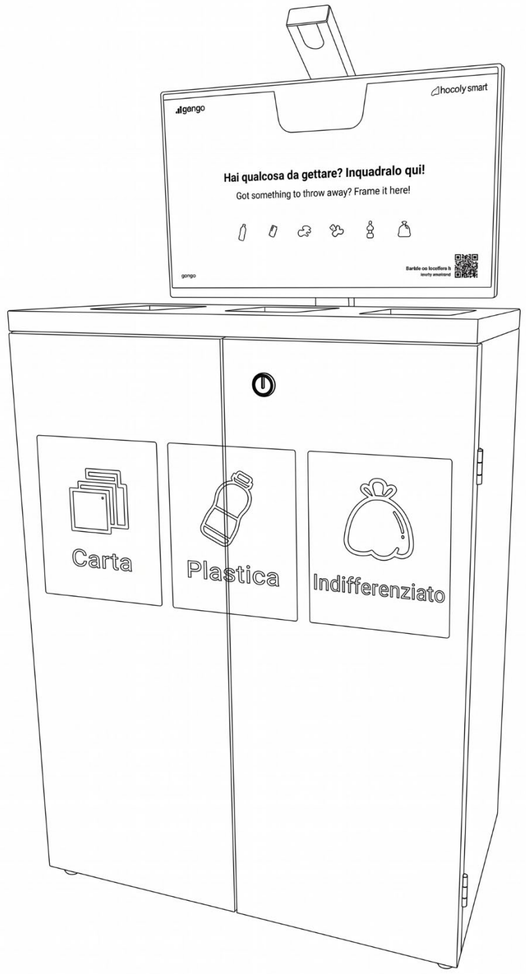
HOOOLY SMALL UI

Smart interaction

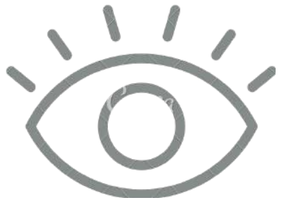
Dedicated interface that turns Hoooly Small into a digital touchpoint

Data and Analysis
View drop-offs in real time and provide insights and visual data to your users

Advertising and Communications
Use the display during idle times as advertising space or for corporate communications



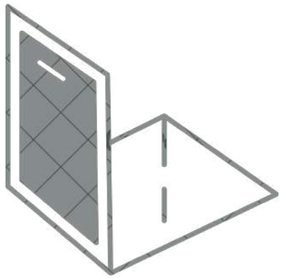
IN 1 SECOND, WITH 97% OF ACCURACY



Recognizes

Insert the waste into the Hoooly Indoor hatch

1



Sorts

Hoooly recognizes the material and sorts it automatically

2



Measures

Collects and transmits data in real time to the dashboard

3

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TURN WASTE INTO DATA

Dashboard

Access a single control point for data, costs, taxes, balances, reports and KPIs.
Centralize device and deposit monitoring, certify materials and recycling, measure costs and simplify document management



Hoooly Dashboard

Analyze data

Access reports, KPIs and generate documents

Optimize operational management
Insights to best manage operations

AI Agent
Quickly retrieve all data and information

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WHEREVERTHEREISWASTETOTRANSFORMINTODATA



Aeroports &Train Stations



Offices & Companies



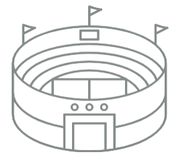
Shopping centres



Hotel & Resorts



Aree food & Food service



Entertainment

Hoooly Indoor

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THE MEASURABLE IMPACT



Taxation

less taxes, less costs, more control

Reduction of waste tax and disposal costs for:

- Higher percentage of waste sorting
- Lower volume of unsorted waste

Certifiable data on:

- Quantity and type of waste produced
- Correct separation by fraction

Objective basis for:

- Municipal incentives
- More efficient disposal contracts



Operational Costs

less manual work, more efficiency

Optimization of operational rounds:

- Interventions based on actual fill status, not fixed schedules

Reduction of time and resources

- Fewer man-hours, fewer vehicles used, fewer logistics costs

Simplified maintenance and management:

- Centralized control of all collection points, fewer inefficiencies and unexpected issues

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T H E M E A S U R A B L E I M P A C T O F H O O O L Y



Balance sheet, ESG, Compliance

Automatic collection of data useful for:

- Sustainability report
- ESG Report
- Environmental audits and certification

measurable KPIs:

- Sorting rate
- CO_2 avoided
- Volumes by fraction

Concrete support for:

- Regulatory compliance
- ESG strategies and sustainability ratings



Marketing, Education

Real-time environmental education for:

- Employees
- Customers
- Visitors

Strengthening of corporate image:

- Visible and measurable sustainability
- Storytelling based on real data

Content for:

- Marketing
- Communication
- Employer branding

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Turn waste into data