BUILDING BUILDERS
OF MORE INCLUSIVE AND SUSTAINABLE HOUSING MARKETS
PROBLEM: HOUSING NEED OUTSTRIPS SUPPLY

- Safe and secure housing is a prerequisite for social and economic development.
- **1.6 billion** people live in substandard housing
- **3 billion** people by 2030
SOLUTION: ÉCHALE INTERNATIONAL FRANCHISE

ÉCHALE is a proven solution to affordable, sustainable, and scalable housing that developers in Africa want to replicate.

- 25 years operating as a social enterprise
- 450K local jobs
- 7M reduced kg CO2/s.m
- 28 states in Mexico
- 50K new houses
- 200K home improvements
- +1M people housed
FRANCHISING SUPPORTS BOLD VISION FOR GROWTH

1998: Est. In Mexico
Scaled to 28 States in Mexico

2023: Est. In Uganda
Scale In Uganda

2024: $350K
Scale to additional EA countries

2033: $2M
Scale to multiple sub-Saharan Africa countries

2043:
HIGHLY COMMITTED AND CAPABLE TEAM

Julie McBride
ÉCHALE International, Co-founder & CEO

Francesco Piazzesi
ÉCHALE International Co-founder & Director

Walter Tukahiirwa
ÉCHALE Uganda, Franchise Owner and Operator

Jjuuko Kwagala
ÉCHALE Uganda, Technical Lead

Ivan Ramirez
ÉCHALE International, Board Chair and Technical Director

Gretel Uribe
ÉCHALE International, Capacity Building Lead

Eric Oetjen
ÉCHALE International, Director & Operations Lead

Patrick McAllister
ÉCHALE International, Director & Finance Advisor
PROJECTED IMPACT: +20K HOUSES IN 10 YEARS

20,290 new affordable, durable, and desirable houses

- 93,334 people housed in units that improve health and build wealth
- 2.9 million reduced kg CO₂/s.m.
- 48 SME's (franchisees)
- 495 permanent jobs
- $25 per person housed (based on $2,350,000 investment)

Forecasted Impact, 02/2023
PROJECTED EARNINGS: $3M NOI IN YEAR 10

**Revenue Model**

<table>
<thead>
<tr>
<th>Revenue Sources</th>
<th>Anticipated Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master franchise licensing fee</td>
<td>$75,000/master franchisee</td>
</tr>
<tr>
<td>Royalties via master franchisee sales</td>
<td>$2,000/house (10% margin)</td>
</tr>
<tr>
<td>Royalties via sub-franchisee sales</td>
<td>$300/house (15% split of 10% margin)</td>
</tr>
<tr>
<td>Machine leasing fee (8%)</td>
<td>$90/month/machine</td>
</tr>
</tbody>
</table>

**Echale International Net Operating Income Over 10 Years**
Forecasted NOI, 02/2023
(With 2-Year Deferred Royalty and Machine Payments)

Break Even Year 5
$1M Profit Year 8
$3M Profit Year 10
FINANCING ADVANCES OUR SCALING WORK

**Bootstrapped**
(Equity and cash from Stage Six, Echale Mx, and Uganda franchise owner)

Phase I. Development
2021-2022

**Currently Raising**
$350K
Phase II. Validation
2023-2024

**Projected Yields**
- 4% equity worth $1.28M in year 10
- Validated product market fit and business model
- Commercial financing for franchise owners and their customers

**Currently Raising**
$350K
Phase II. Validation
2023-2024

**Projected Yields**
- $6.5M investor returns in year 10
- 20K units valued at $400M
- $32M valuation
10 yr RoI = 3.25X
- 90K lives improved

**$2M Equity**
(End of year 1)
Phases III and IV. Scale
2024-2034
Through homeownership, ÉCHALE increases well-being and wealth.

“ÉCHALE gave me the ability to provide a better quality of life for my children and to save for their education. I feel so proud of this accomplishment.” -- Ariana, ÉCHALE homeowner
ANNEX SLIDES
ECHALE DESIGNS
Customer Profile

- **Life stage:** Mid-career (late 20’s early 30’s)
- **Family size:** 1-3 young children
- **Household Income:** $500 - $1,000/mo.
- **Housing preferences**
  - **Location:** Peri-urban
  - **Size:** 3 Bedroom + 2 bathroom
- **Affordability requirements:** Mortgage payments equivalent to 35% of income.
- **Current housing:** Rents 1-2 bedroom apartment in city for $250 - $350 per month

There are approximately 1.5 million people in the greater Kampala metropolitan area that meet this profile.
Awards and Recognition

1992
National Award for the Training of the Ministry of Social Development
National Housing Award for the Échale A Tu Casa, in the subcategory of "Urban Scheme"
CLARES Award Latin American Center for Social Responsibility
Clinton Global Member Initiative
Latin American Center Recognition for Social Development

1997
Solidarity Award
Selected in New Ventures World Economic Forum
Latin American Social Entrepreneur Ernst & Young Entrepreneur of the Year Finalist
Semifinalist Entrepreneur of the Expansion Year
Deutsche Welle TV Documentary
Selected among 34 ABC Social Enterprises
UNESCO Social Entrepreneurship
Forbes Women

2007
Selected in New Ventures World Economic Forum
Latin American Social Entrepreneur Ernst & Young Entrepreneur of the Year Finalist
Semifinalist Entrepreneur of the Expansion Year
Deutsche Welle TV Documentary
Selected among 34 ABC Social Enterprises
UNESCO Social Entrepreneurship
Forbes Women

2009
Selected in New Ventures World Economic Forum
Latin American Social Entrepreneur Ernst & Young Entrepreneur of the Year Finalist
Semifinalist Entrepreneur of the Expansion Year
Deutsche Welle TV Documentary
Selected among 34 ABC Social Enterprises
UNESCO Social Entrepreneurship
Forbes Women

2010
Ashoka Fellow
Condé Nast Inspirational Man of the Year Social Development Proposal, 25 Mx finalist
Changemakers Sustainable Urban Housing Finalist

2011
Selected in New Ventures World Economic Forum
Latin American Social Entrepreneur Ernst & Young Entrepreneur of the Year Finalist
Semifinalist Entrepreneur of the Expansion Year
Deutsche Welle TV Documentary
Selected among 34 ABC Social Enterprises
UNESCO Social Entrepreneurship
Forbes Women

2012
World Economic Forum Finalist BSHF
Participation in the book "The big idea"
Panelist at the Ashoka Congress
CONVIVES Forum Presidency
Mexico and Latin America International Seminar on Social Housing and Urban Development
Continuity Forum Social Entrepreneurs
Panelist R+2 Social Entrepreneurship Forum
UNESCO Social Entrepreneurship Finalist

2013
B Company Certification, Best Company in the World
Kerrera Honorable Mention
ABC Foundation Continuity Forum
25 Actions that are changing Mexico and Central America

2014
National Quality Award, in the Social Enterprise category
Best Company in the World, B Corp
IBADE Case Study
OXFORD Lecture
Social Impact Investment Project
BBVA Momentum Award

2015
B Corp Recertification
The Venture Silicon Valley Social Entrepreneur of the Year
World Entrepreneurship Forum
Stephanie Schmidt Award
Ibero-American Medal Honors Causa Foundation

2016
Accelerate 2030 Scaling Impact Globaly Finalist
Social Housing Construction Recognition
Paquete Houses

2017
B Corp Recertification
Innovate Award 3rd place
ENLACE + Tec de Monterrey
UDEM Social Innovation Laboratory
National Housing Award for the "Reconstruction Campaign" Project, in the category of social production of rural housing

2018

2019
Ruíz y y Echeverría Prize won for the support and solidarity with Juchitán, Mexico after the earthquake of September 19, 2017

2020
B Corp Recertification
ILAN Award for Innovation in the Social Transformation category

2021
Research participation for the development of an article in the Latin American Journal of Social Law No. 34, January-June 2022.
218 Mexico state Recognition for the work and participation in construction after the earthquake of September 19, 2017
Recognition by the Distinctive University of Social Service
B Corp Recertification
Meaningful Business Award: Award given to celebrate leaders who combine profit and purpose to achieve the United Nations Global Goals

2022
Operating for 25 years

ÉCHALE TRACK RECORD

1M people housed
250K houses built or rehabilitated
450K jobs created
Scaled to 28/32 states in Mexico
Recognized globally

14
General:
THE SECURITIES OFFERED HEREBY INVOLVE A HIGH DEGREE OF RISK OF LOSS. THESE SECURITIES ARE BEING OFFERED ONLY TO "ACCREDITED INVESTORS" AS DEFINED IN REGULATION D, PROMULGATED BY THE U.S. SECURITIES AND EXCHANGE COMMISSION (THE "SEC"), OR WHO RESIDE OUTSIDE THE UNITED STATES, AND IN EACH CASE, WHO HAVE SUCH KNOWLEDGE AND EXPERIENCE IN BUSINESS AND FINANCIAL MATTERS THAT THEY ARE CAPABLE OF EVALUATING THE MERITS AND RISKS OF THE INVESTMENT AND CAN WITHSTAND THE TOTAL LOSS OF THEIR ENTIRE INVESTMENT. THE SECURITIES HAVE NOT BEEN REGISTERED UNDER THE LAWS OF ANY JURISDICTION, INCLUDING THE U.S. SECURITIES ACT OF 1933, AS AMENDED, OR APPLICABLE STATE SECURITIES LAWS, AND ARE BEING OFFERED AND SOLD IN RELIANCE ON EXEMPTIONS FROM THE REGISTRATION REQUIREMENTS OF THESE LAWS. THE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY ANY REGULATORY AUTHORITY, INCLUDING THE SEC, NOR HAS THE SEC OR ANY OTHER REGULATORY AUTHORITY PASSED UPON OR ENDORSED THE MERITS OF THE OFFERING. ANY REPRESENTATION TO THE CONTRARY IS UNLAWFUL.

Forward-Looking Statements:
THE SLIDE DECK CONTAINS "FORWARD-LOOKING STATEMENTS" RELATING TO THE COMPANY’S BUSINESS. THESE FORWARD-LOOKING STATEMENTS CAN BE IDENTIFIED BY THE USE OF FORWARD-LOOKING TERMINOLOGY SUCH AS "BELIEVES", "EXPECTS", "MAY", "IS EXPECTED TO", "WILL", "WILL CONTINUE", "SHOULD", "WOULD BE", "SEEKS", "ANTICIPATES" OR SIMILAR EXPRESSIONS OR THE NEGATIVE THEREOF OR OTHER VARIATIONS THEREOF OR COMPARABLE TERMINOLOGY, OR BY DISCUSSIONS OF STRATEGY, PLANS OR INTENTIONS. THESE STATEMENTS REFLECT THE CURRENT VIEWS OF THE COMPANY AS OF THE DATE OF THIS SLIDE DECK’S PRESENTATION WITH RESPECT TO FUTURE EVENTS AND ARE SUBJECT TO CERTAIN RISKS, UNCERTAINTIES AND ASSUMPTIONS. MANY FACTORS COULD CAUSE THE ACTUAL RESULTS, PERFORMANCE OR ACHIEVEMENTS OF THE COMPANY TO BE MATERIALLY DIFFERENT FROM THE FUTURE RESULTS, PERFORMANCE OR ACHIEVEMENTS THAT MAY BE EXPRESSED OR IMPLIED BY SUCH FORWARD-LOOKING STATEMENTS. SOME OF THESE FACTORS ARE DISCUSSED IN MORE DETAIL UNDER "RISK FACTORS" AND "THE COMPANY" SHOULD ONE OR MORE OF THESE RISKS OR UNCERTAINTIES MATERIALIZE, OR SHOULD UNDERLYING ASSUMPTIONS PROVE INCORRECT, ACTUAL RESULTS MAY VARY MATERIALLY FROM THOSE DESCRIBED IN THE SLIDE DECK AS ANTICIPATED, BELIEVED, ESTIMATED OR EXPECTED.

Confidentiality:
THE INFORMATION CONTAINED IN THIS SLIDE DECK AND ANY DOCUMENTS PROVIDED IN CONNECTION HEREWITH ARE FURNISHED ON A HIGHLY CONFIDENTIAL BASIS. ANY REPRODUCTION OR DISTRIBUTION OF ANY SUCH MATERIALS IN WHOLE OR IN PART, OR THE DIVULGENCE OF ANY CONTENTS, WITHOUT THE PRIOR WRITTEN CONSENT OF THE COMPANY, IS STRICTLY PROHIBITED. ANY SUCH REPRODUCTION, DISTRIBUTION OR DIVULGENCE MAY RESULT IN IRREPARABLE DAMAGE TO THE COMPANY. BY ACCEPTING DELIVERY OF THIS SLIDE DECK, THE OFFEREES AGREE TO RETURN IT AND ALL RELATED DOCUMENTS IF THE OFFEREES DETERMINE NOT TO PURCHASE ANY OF THE SHARES OFFERED HEREBY, TO OTHERWISE KEEP THE INFORMATION HEREIN CONFIDENTIAL AND NOT DISCLOSE ANY SUCH INFORMATION TO ANY THIRD PARTY.

No person, including any officer or director of the company, is authorized to give any information or make any representation with respect to this offering that is not contained in this slide deck, and, if given or made, such information or representation must not be relied upon as having been authorized by the company.