

INVESTOR PRESENTATION

SCR 10,000



Media Tenor – UNGSII Foundation
Oct 23 2026

The most complete sustainability dataset
for 10,000 companies

Media coverage & SDGs performance, nested
into ESG analysis



SCR500, the track record

SCR 500 measures how the world's 500 largest companies commit to the SDGs, ESG and Sustainability and how this receives support/criticism by business & finance elite media

FOUR DIMENSIONS

SDGs - ESG

Legal binding annual reports coded for direct and indirect SDG commitment

Media impact

How business media cover target companies, journalists vs analysts

Analyst impact

Analyst quotes in WSJ, FT and other financial press – financial&non financial drivers

Performance

Stock and bond prices, sales, employer rankings

ADVICE AND SUPPORT

Alfred Berkeley III

Former President, NASDAQ

Joachim Faber

Former Chairman, Deutsche Borse

Joseph Cajigal

Former Templeton, UN Pension Fund

Robert Eccles – George Serafeim

Harvard Business School

Who we are

UNGSII

Foundation

Established by Roland Schatz under the direct request of Michael Møller (then DG of Geneva UN Office) to accelerate the implementation of the UN-SDGs worldwide

Media Tenor –
since 1993

+30 years

Of media content analysis

Track Record

Allianz AGCS

Media Tenor co-developed AGCS Reputation Protect Plus and provides ongoing expertise

Kirch v. Deutsche Bank

Media Tenor provided expert analysis in support of Kirch Group founder Leo Kirch's claim against Deutsche Bank that a Bloomberg Television interview given by the bank's then CEO, Rolf Breuer, contributed to the collapse of the Kirch Group. Settled ~€900m

Ifo business elite index

Media Tenor is able to predict the trend of ifo business climate index with up to 79% accuracy

SCR500 outperformed the benchmark

The SDGs-based SCR 500 portfolio outperformed the iShares MSCI ACWI ETF

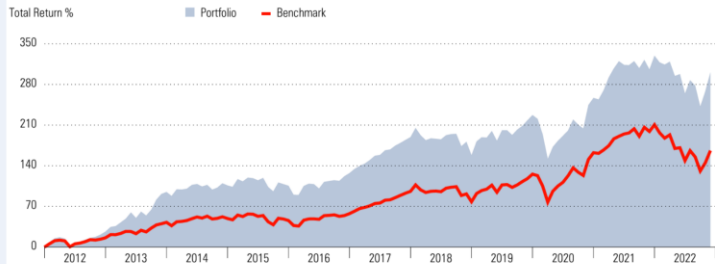
Entwicklung eines auf den SDGs basierenden Large-Cap- Investmentfonds 2012-2022

UNGSII GLOBAL SUSTAINABLE STRATEGY USD

Portfolio Aggregation

Data as of
11/30/2022
Currency
USD

Cumulative Return as of 11/30/2022



Robust

Outperformance holds even excluding high-return stocks such as Alphabet, Apple and Meta

Long-term & non-financial value

Non-financial value shows in long-term returns

Market-wide adoption

The number of companies now reporting on SDGs is 99% since 2022

VERTICAL PORTFOLIOS ON SPECIFIC SDGs

SDG13

Top 3: Caixa Bank, Schneider Electric, Banco Santander

SDG16

Top 3: Telefonica, Caixa Bank

SDG8

Top 3: Schneider Electric, Hermes, Banco Bradesco

SDG12

Top 3: Kering, Hermes, Schneider Electric

SDG9

Top 2: Prosus, Amadeus IT

SCR 10,000

10+ years

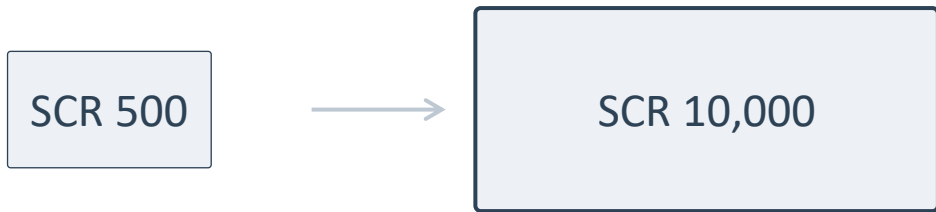
of Data categorization **all human-made**

ALL 2.753.588 reports on these 500 corporations from 2001- 2026 in international business print media (e.g., FY, WSJ, Handelsblatt, etc.).

ALL 1,416,823 statements in 500 annual reports issued by these large companies in 2017-2026.

ALL 1,075,630 quotes from 2001 to 2026 by financial analysts in international business print media on those 500 stocks and more.

Toward SCR 10,000



Experience: 13+ years of SCR500 + 30 years of Media Tenor

the deepest dataset on how companies commit to sustainability

What it gives to investors

Value

link SDGs and sustainability to long-term financial performance

Transparency

surface what companies tend to leave out

Trust

track executive commitment and shared-value partners

Our Stance on AI

Count with code, scale with AI, judge with humans

Code

Exact, deterministic

AI

Scale, interpretation at volume

Human

Criteria, edge cases, final call

Market topping \$2.2bn

Growth drivers

EU enforcement

CSRD makes ESG data a compliance cost, not a choice

Supply chain contagion

Large buyers impose ESG on their suppliers

Retail investor demand

Awareness of sustainable investment is growing among retail investors

Global convergence

ISSB is getting adopted worldwide

Fiduciary mandate

61% of asset owners treat ESG as duty

Not regulation-dependent: civil society and market pressure drive demand independently of policy cycles.

\$2.2bn

Global ESG-Sustainable data expenditure in 2025

+8%

Expected growth
in 2026, +6% in
2027

Revenues model

Who buys

Asset owners	Banks & lenders	Asset managers
Insurers	Corporates	Data providers

Recurring

annual licence

Data feed

Analysis

Opinion & scores

Asset-linked

revenues share on AUM

SCR 10,000 Portfolio

Sustainable Portfolios

Vertical SDG (SDG 13-ETF)

Project based

per engagement

Advisory & guidance

SCR 10,000

MSCI Case study

Sustainability and climate division reached

11%

Of MSCI total revenues in 2025

\$350m

2025

MSCI promoted its ESG unit in Sustainability and Climate

SCR 10,000 Uniqueness

The only dataset bringing media coverage and SDGs into ESG, climate and sustainability analysis

Investment details

Proposed New-CO Equity Structure

51%	Media Tenor / Luis Seco	Media Tenor: Database property + Data analysis expertise Luis Seco: AI and Modelling expertise
40%	4 strategic investors: 1 Pensionfund, 1 Fam Office, 1 Dataseller, 1 Finance Boutique	€2.5mn + Market Expertise: each get immediate access to the existing SCR500 data base and economic forecasting
9%	Management pool	Reserved for incoming team

SCR 10,000

capital to raise

€10mio

Expand the Dataset from 500 to 10,000
companies

Go-to-market strategy

Human analysts and AI infrastructure

Regulatory compliance

SCR10,000 NewCo Budget 2026-2031

NEWCO SCR 10,000 AT A GLANCE

€4.6m

revenues in 2031, from €0.4m in 2027

2031

first EBITDA-positive year (+€154k)

€4.6m

investment needed: cumulative EBITDA 2026-2029

€1.8m

EBITDA in 2031 on a €2.6m cost base

€ thousands	2026	2027	2028	2029	2030	2031
Revenues						
Clients & Studies - Opinion & Scores	0	250	500	750	900	2,000
Data feed (10k Y)	0	30	100	150	200	250
Asset Trend Reports	0	50	150	250	450	600
INDEX LICENSING FEES: 0.02%	0	50	100	150	200	300
Management Fees: 0.8% / 1.5% / 0.2%	0	100	400	700	800	1,500
Total Revenues	0	480	1,250	2,000	2,550	4,650
Costs						
Creating AI (2 team of specialist)	350	350	150	100	100	100
Software Development - Infrastructure	100	100	100	100	100	100
Management + commercial	200	200	300	300	400	400
Coding 500 Annual Reports - Mediatenor	800	800	800	800	800	800
Business Development	200	200	200	200	200	200
IT - IT & Software infrastructure + Hardware	350	250	200	200	200	200
Rent	50	50	50	50	50	50
Telecom/Porto/Internet	20	20	20	20	20	20
Subscriptions	75	75	90	100	100	100
Office material	7	10	12	14	16	20
Print Research reports	40	40	80	80	120	120
Travel costs	80	100	120	140	160	180
Tax & legal consulting	30	30	30	30	30	30
Consulting	100	100	100	100	100	100
Sales support	0	100	200	300	400	500
Total Expenses	2,402	2,425	2,452	2,534	2,796	2,920
EBITDA	-2,402	-1,945	-1,202	-534	-246	1,730

The best model

2 independent teams will be challenged to find the best AI model, one following Chinese way to go, the other the European one

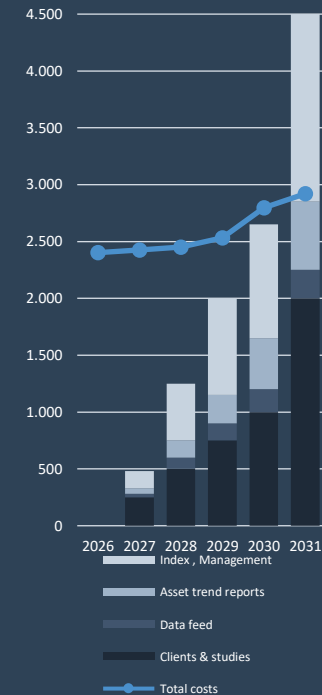
Capital involved at glance

SCR-based indices (0.02%): 500m managed > 100k Rev
Managed Assets (0.5%): 20m managed asset > 100k Rev

Advisory

Advise corporation with worldwide best practices to foster their sustainability projects in order to improve profitability in the long run

REVENUES VS. COSTS (€K)



Next Steps: 1-30 Oct 2026

- 
- Company structure & legal: SCR10000 registered as AG in Zug, CH with a daughter company in Toronto
 - Defining the 3 areas to invest those funds which are not needed in the beginning to give proof of concept
 - Agreement on active and passive supervisory board as well as advisory board
 - Defining capital Structure

- Go-to Market strategy and case study (possible SCR10,000 ETF Creation and tailored internal investment towards defined topics)
- Official development plan

- Capital raise plan with the goal to celebrate start Dec 2026