

CLEANBAY RENEWABLES

BRANDING AND C-SUITE SUPPORT





>>> THE OPPORTUNITY

CleanBay's innovative technologies demand thoughtful communications support. That's where Clear Strategy Partners comes in.

For more than 10 years, our CEO Andrew Hallmark and his team have elevated CleanBay's public correspondence, garnered valuable support and helped them tell their story of turning waste into valuable energy products with some of the most eco-friendly processes the world has ever seen.

Founded in 2013, CleanBay Renewables is a leading cleantech and innovative renewables company. Their mission is to find new and eco-friendly ways to significantly reduce greenhouse gas emissions in multiple sectors. They developed a proprietary process that takes agricultural waste (yes, literal animal waste) and turns it into renewable energy products. They are currently working on plans to develop facilities on several sites throughout the United States.

CleanBay's products, such as their natural fertilizer for plants and crops, move us one step closer to reducing greenhouse gas emissions and replacing harmful synthetic fertilizers. Additionally, their anaerobic digestion process produces renewable natural gas (RNG).

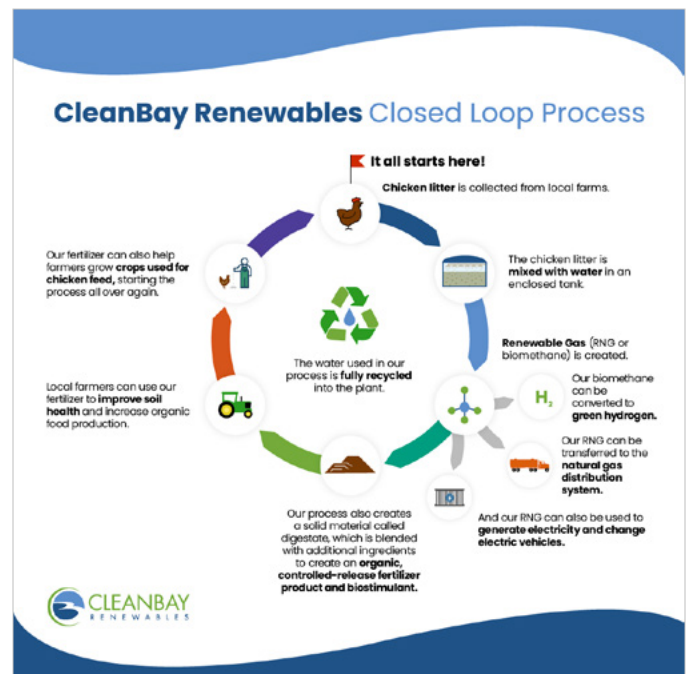
This RNG, which is the same composition as the gas we use in our homes, is typically used for many everyday things we take for granted, including energy production, heating and cooling, research applications and beyond. With some careful additional steps, RNG can be responsibly transformed into a more environmentally friendly gas, hydrogen, and sustainable aviation fuel for commercial aircraft.

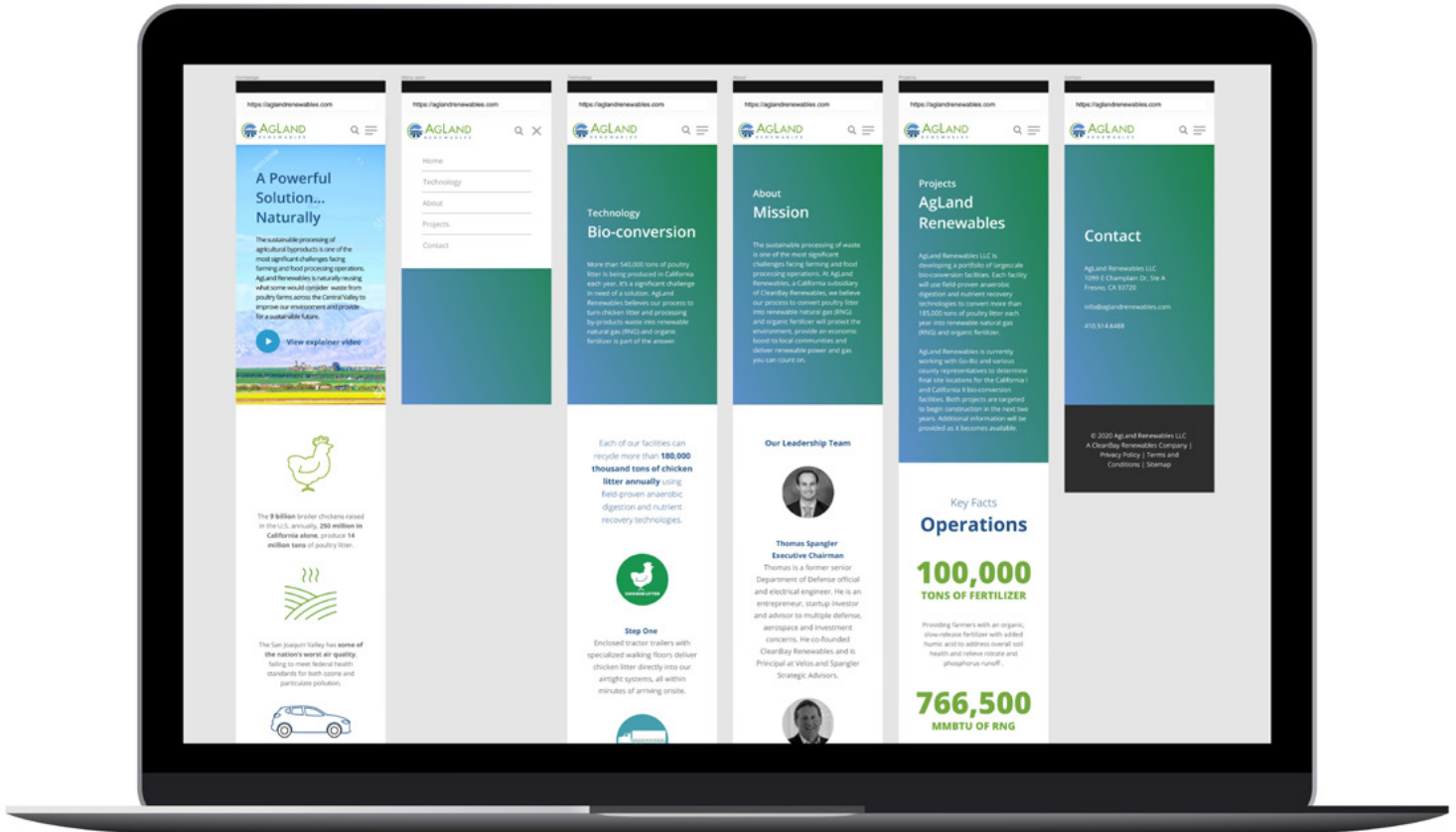


>>> THE CLEAR STRATEGY

Clear Strategy Partners creates public-facing content for CleanBay in several formats. Our work includes:

- Collaboration on thought leadership pieces for C-suite executives and providing social media strategy council for the CEO and company LinkedIn pages;
- Drafting and distributing press releases;
- Developing responses to reporter inquiries;
- Creating logos and providing branding strategy support;
- Developing company PowerPoint presentations for potential investors and legal entities;
- Writing taglines and creating branding for company products;
- Providing all copywriting, images and design for the company website and marketing efforts.





Protecting Nature. Supporting Agriculture. Energizing Our Future.

Sustainable management of waste is one of the **most significant challenges facing farming and food processing operations.**

At CleanBay Renewables Inc., we are developing a portfolio of utility-scale bioreconversion facilities that use field-proven anaerobic digestion and nutrient recovery technologies to convert poultry litter into renewable natural gas (RNG) and controlled-release fertilizer. The company's first bioreconversion facility will be located in Maryland. CleanBay is actively developing sites for future facilities on the Delmarva Peninsula, the Southeast, and California.

Nitrous Oxide

- More than **14 million tons of poultry litter** are produced in the U.S. each year.
- Uncontrolled poultry litter can release **nitrous oxide**, a greenhouse gas with **300 times the impact of carbon dioxide (CO₂)**.
- Poultry litter contains **nitrogen and phosphorus**, which, if uncontrolled, can **pollute waterways and ground water.**

Nitrogen and phosphorus runoff

CleanBay's powerful solution to **reduce air, soil, and water pollution** is sustained by a **robust economic model:**

- AIR QUALITY:** Reducing greenhouse gas emissions by 1,000,000 tons of CO₂ per full scale facility annually—equivalent to taking 37,480 passenger vehicles off the road each year.
- PRIVATE INVESTMENT:** Increasing local and state tax bases through capital investment of over \$500 million per full scale facility.
- ECONOMIC DEVELOPMENT:** Creating **26 new high-paying full-time jobs** per facility, in addition to **hundreds of indirect jobs** in construction and supply-chain needs.
- AGRICULTURE:** Enhancing farming and food operations' **environmental efforts** by providing a sustainable, circular solution for its byproducts.

>>> THE RESULTS

Clear Strategy Partners played a pivotal role in creating and refining CleanBay's brand identity. This was particularly true with the development of its sub-brands' engagement strategies. We elevated CleanBay's already promising brand name and cutting-edge scientific work, ultimately helping them obtain a more commanding position and higher visibility among envirotech, energy, and agriculture industry stakeholders. Clear Strategy Partners recognized the diverse demands of different regions in the U.S. and carefully crafted strategies for each regional sub-brand's outreach. Our consistent guidance for their regional outreach strategy has been a cornerstone of our collaboration over the years.

CLEAR
STRATEGY
PARTNERS

Our long-standing partnership with CleanBay Renewables underscores our dedication to top-notch, unparalleled, and carefully crafted products and service for our clients.