

**ABOUT RUBICON** Rubicon is a software company that provides smart waste and recycling solutions for businesses and governments worldwide. Using technology to drive environmental innovation, the company helps turn businesses into more sustainable enterprises, and neighborhoods into greener and smarter places to live and work. Rubicon’s mission is to end waste, in all of its forms, by helping its partners find economic value in their waste streams and confidently execute on their sustainability goals.

**FUNDRAISING** Rubicon is a private company. Key investors include Fifth Third Bank, Goldman Sachs, New Zealand Super Fund, SUEZ, Wellington, and Wells Fargo.

**OFFICES** Rubicon is headquartered in Atlanta, GA, and has core teams in New York, NY; San Francisco, CA; St. Louis, MO; and Tinton Falls, NJ. The company has more than 350 employees.

**CUSTOMER SEGMENTS** Multi-location customers, small businesses, and governments. Rubicon is currently managing 3,300,000+ Unique Service Locations (USLs) across all 50 U.S. states, and in 20 countries.

**TARGETED INDUSTRIES** Restaurants, grocery, convenience, and drug stores, retail, property management, manufacturing, construction and demolition, and distribution and logistics.

**NETWORK OF HAULERS** A network of more than 7,000 vendor and hauler partners across all service lines in the United States, 90% of which are small, independent businesses.

### SMART CITY TECHNOLOGY

- RUBICONSmartCity™ has been rolled out in more than 50 cities across the United States, including Atlanta, GA; Columbus, GA; Fort Collins, CO; Fort Smith, AR; Irving, TX; Montgomery, AL; Norfolk, VA; Philadelphia, PA; Santa Fe, NM; Spokane, WA; Tyler, TX; and West Memphis, AR. The solution is available to purchase on the Amazon Web Services (AWS) Marketplace, the HGACBuy consortium, and Marketplace.city.
- Through its partnership with Rubicon and the deployment of RUBICONSmartCity, the City of Montgomery, AL earned a coveted Smart 50 Award, a program which annually recognizes the 50 most transformative smart city projects across the world.
- Rubicon was named Best Sustainable Business SaaS Provider by *US Business News* and awarded the IoT Evolution Smart City Innovation Award from *IoT Evolution* (2019).

### TECHNOLOGY INNOVATION AND LEADERSHIP

- Solutions include the development of proprietary technology in Machine Learning, Autonomous Vehicle Technology, Artificial Intelligence, and Industrial Internet of Things (IoT).
- More than 45 United States and international patents.
- Products include RUBICONConnect™, RUBICONFlash™, RUBICONPremier™, RUBICONPro™, and RUBICONSmartCity™.
- A technology pilot program with Odakyu Group in Japan to help the company move towards a circular economy solution.
- A partnership agreement with EarthCam, the leading technology company in the construction industry, using video to facilitate corporate responsibility through AI-based automated waste, recycling, and sustainability programs.
- A partnership agreement with Helvetia Environnement, Switzerland’s waste management market leader, to bring more efficiency, transparency, and innovation to the waste and recycling industry nationwide.

### INDUSTRY LEADERSHIP

- Innovator of the RUBICONMethod™, a six-step process for building a successful recycling and waste reduction program.

- A user of the Trucost verified methodology of calculating waste diversion, as well as greenhouse gas (GHG) emissions from waste disposal and GHG savings from waste diversion.
- Named an Ellen MacArthur Foundation Emerging Innovator and a World Economic Forum Digital Disruptor.
- An inaugural signatory of the New Plastics Economy Global Commitment, led by the Ellen MacArthur Foundation, in collaboration with the United Nations Environment Programme, and the Environmental Protection Agency's America Recycles Pledge.
- Named a 2019 BUILD Magazine award winner in recycling and waste management.

### SUSTAINABILITY PARTNERSHIPS

- Industry partnerships with U.S. Composting Council, United Nations Global Compact, and the U.S. Conference of Mayors.
- Circular economy partnerships with rePurpose Global to deploy plastic offsets, and with UL to offer certifications in the areas of zero waste and circularity.
- Higher education related partnerships with the Georgia Tech Ray C. Anderson Center for Sustainable Business and the Wharton Initiative for Global Environmental Leadership (IGEL).
- Memberships with the American Biogas Council and the Georgia Recycling Coalition.
- A member of the Construction & Demolition Recycling Association, and a national associate member of the Building Owners and Managers Association.

### MEMBERSHIPS AND ACCOLADES

- A Certified B Corporation since 2012, and named B Corp's Best for the World for Governance and Environment in 2018 and 2019, Rubicon was named a 2019 Best for the World honoree in recognition of environmental performance and sustainable business practices, ranking in the top 10% of all B Corps.
- Rubicon has been named a Great Place to Work® for three consecutive years (2018-2020).
- Membership in the CEO Action for Diversity and Inclusion program, and an active contributor to the Seizing Every Opportunity (SEO) program.
- Glassdoor Rating: 96% Approve of the CEO, cited as a company with "Seriously Impressive Benefits" in 2018.
- Named an Environmental Leader 75 (2018), and one of Inc. Magazine's Top 25 Most Disruptive Companies.

