

Presented By:
Ottarr Makuch



Landnýting

Cultivation of Vegetables in Icelandic Greenhouses

Green Opportunity: Environmental, Social, and Governance (ESG) Investment

Sustainability and Innovation

The Essence of Landnýting ehf.



Founded in 2022, Landnýting ehf. is more than just a company; it's a commitment to positive land utilization. Our mission is to leverage Iceland's unique environmental benefits to produce high-quality vegetables for the international market, starting with northern Europe.

Our team



Halldór Pálsson
Chairman and Founder

Halldór is a seasoned entrepreneur with a track record of establishing successful businesses in Iceland and across Europe.



Porkell Sigurlaugsson
Founder and Board Member

Porkell brings a wealth of experience in finance and management, having served on the boards of several of Iceland's largest and leading companies.



**Hrafnhildur (Krumma)
Jónsdóttir**
Board Member

Krumma possesses considerable experience in leadership and governance, having served as a manager and board member for large international companies.



Jón S. Magnússon
**CO Planning and
Purchasing
Board Member**

Jón brings a wealth of management experience from various business and industrial enterprises.

Our team



Ottarr Makuch
CEO and Board Member

With extensive experience in international business and management, Óttarr brings deep expertise and leadership to the team.



Nína Halldórsdóttir
Communication and
Customer Relations

Blending her skills as a mediator with her academic expertise in General and Positive Psychology to enhance our engagement strategies.



Esteban Baeza Romero
CO Marketing and
Manufacturing

With a PhD in Agronomic Engineering, Esteban's expertise is shaped by his experiences at WUR University and roles in Protected Crop Technology at IFAPA and the Greenhouse Technology Department at Las Palmeras.



Sergio Moreno
Quality Manager

An Agricultural Engineer with a PhD in Biotechnology and Industrial Bio-processes, Sergio oversees our commitment to the highest quality standards.



Our Mission: Quality, Sustainability, and Innovation

Core Objectives



Employ state-of-the-art VENLO-type high-tech greenhouses.



Implement AI-controlled cultivation for precision agriculture.



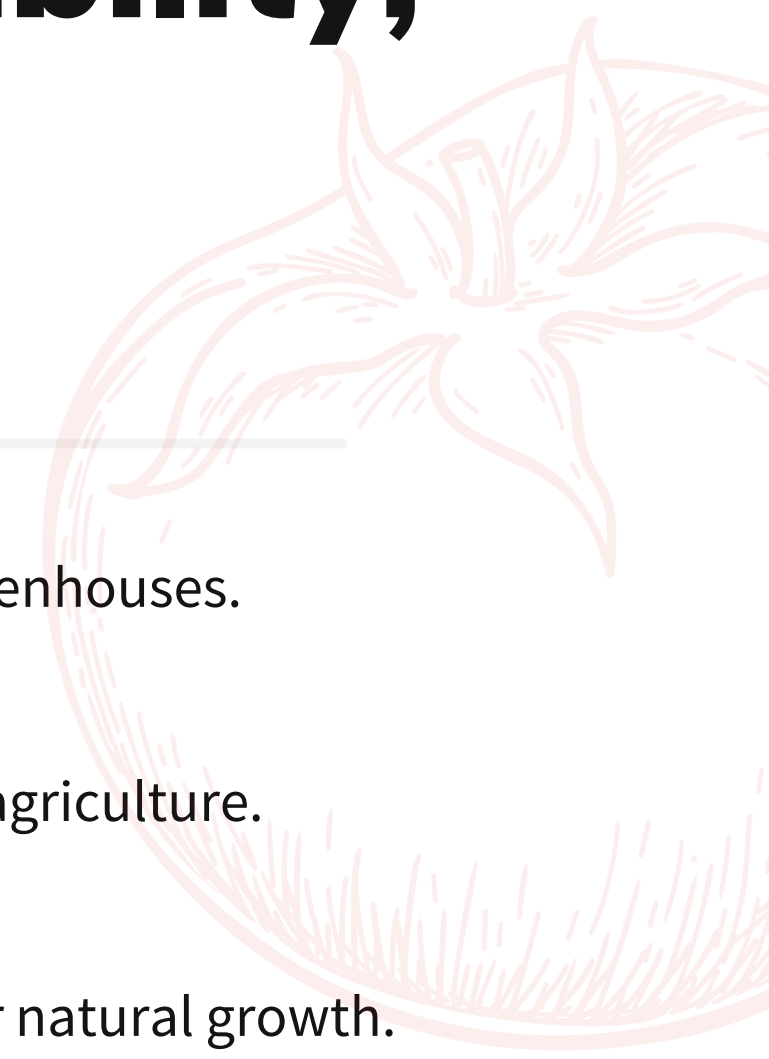
Use biological fertilization and avoid pesticides for natural growth.



Ensure irrigation with water of drinking quality.



Achieve competitive production costs with Iceland's stable energy prices.



Streamlined and Sustainable Transportation

Eco-Friendly Logistics

REGULAR AND RELIABLE SEA FREIGHT

Landnýting ehf. operates frequent sea shipments, two to three times a week, to key European harbors, ensuring regular and reliable delivery of our fresh produce.

REDUCING CARBON FOOTPRINT IN TRANSPORTATION

Our transportation model significantly reduces CO2 emissions compared to traditional truck shipments from Southern Europe to Northern Europe, aligning with our commitment to environmental responsibility.

AIR FREIGHT FOR IMMEDIATE MARKET NEEDS"

For markets requiring the freshest produce, we provide daily air freight services from Iceland. This ensures that even the most distant markets receive our vegetables in peak condition, reflecting our dedication to quality and freshness.

Overcoming Global Agricultural Challenges with Iceland's Stability

Global Market Opportunities

- The agricultural sector faces disruptions such as climate change, pest infestations, and political instability, posing significant challenges to food production worldwide.
- Concurrently, the demand for high-quality food with reliable delivery is on the rise. This presents both a challenge and an opportunity for producers.
- Iceland's stable political climate and commitment to environmental sustainability provide an ideal setting for producing organic and eco-friendly vegetables.
- Landnýting ehf. capitalizes on these advantages, aiming to offer stable and reliable deliveries, ensuring a consistent supply of high-quality produce to meet global demands.



Árnes - A Prime Location for Sustainable Growth

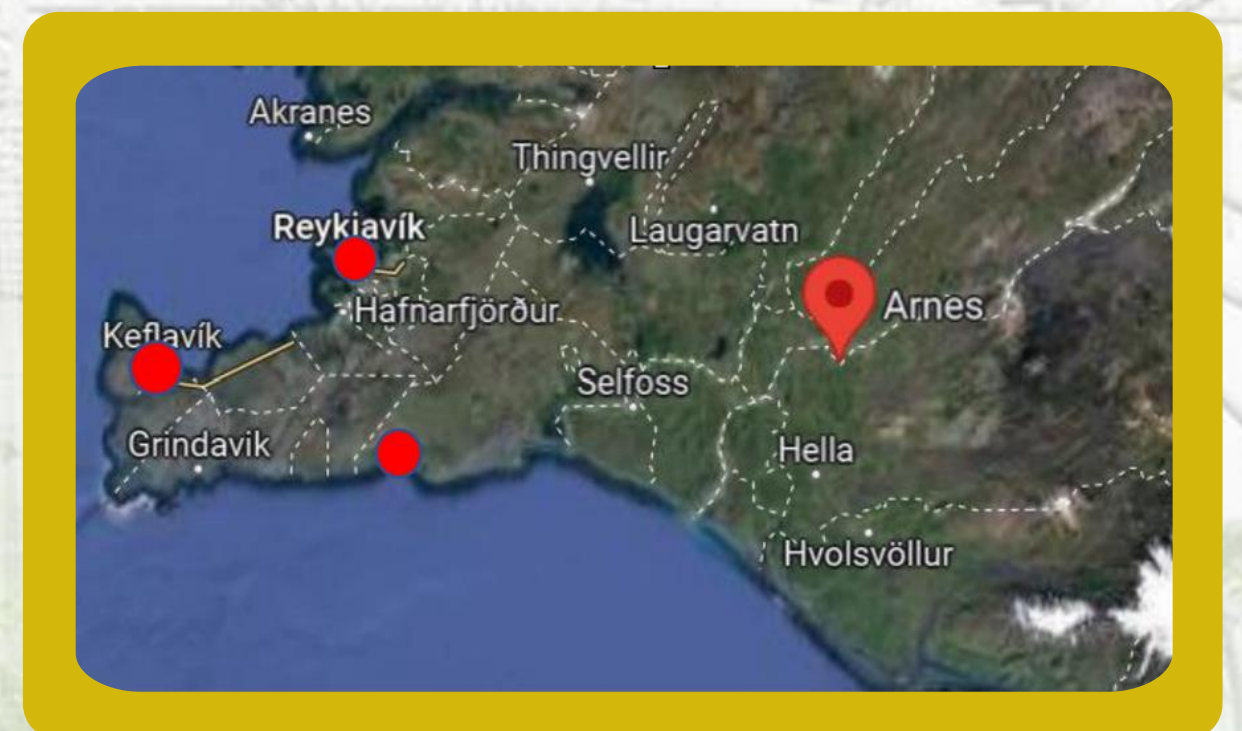
Location and Resource Access

- Landnýting ehf. has secured a 30-hectare site in Árnes, courtesy of the municipality, positioned close to power plants for optimal greenhouse production.
- We have privileged access to Árnes' rich natural resources, including hot water and high-quality cold water, essential for our cultivation needs.
- A direct connection to nearby hydroelectric power stations ensures we benefit from extremely favourable electricity pricing.

Árnes - A Prime Location for Sustainable Growth

Location and Resource Access

- Our strategic location is within a 1-2 hour truck drive to key transport hubs, as shown on the map with red dotted points.
- Árnes is not just about resources; it's also about community. The picturesque setting near major tourist sites, coupled with excellent educational and childcare facilities, ensures a stable, skilled labour force.



Strategic Growth: Landnýting ehf.'s Two-Stage Development Plan

Project Timeline and Key Metrics

Stage 1 (2024-25)

- Size: 6 hectares greenhouse.
- Total Cost: € 38 million.
- Utilities: Electricity: 10.8MW; Hot water: 35 sec/ltr; Cold water: 2.6 L/sec.
- Production: 3,600 tons of Cherry tomatoes
Labour: Total of 54 employees.
- EBITDA: € 6,471.682.

Stage 2 (2028-29)

- Size: 20 hectares greenhouse.
- Total Cost: € 124 million.
- Utilities: Electricity: 32MW; Hot water: 120 sec/ltr; Cold water: 8 L/sec
- Production: 12.000 tons of Cherry tomatoes
Labour: Total of 179 employees.
- EBITDA: € 21.572.274.

Combined Projection (2029)

Total cost both stages: € 164 million

Total production across both stages: 15,600 tons.

Join Landnýting ehf. in a Green Investment Venture"

Investment Opportunity

- Landnýting ehf. presents a unique opportunity for Green – ESG (Environmental, Social, Governance) investment. We are actively seeking partners who share our vision of sustainable agriculture and wish to invest in a green future.
- Our approach is tailored and flexible, ready to collaborate with buyers to produce vegetables that meet specific market demands.
- This project marks the beginning of what is envisioned as a larger scheme in sustainable food production, primarily focused on exports.
- By participating in this venture, investors will not only be part of a profitable business model but also contribute to Iceland's national goal of increasing food production. This aligns with the government's ambition to bolster food security while harnessing Iceland's natural resources for sustainable export and reducing carbon footprint in the food industry.



"Landnýting ehf. is proud to collaborate with a network of esteemed partners"

Agricultural University of Iceland

A key educational and research institution in
the field of agriculture. www.lbhi.is



Orkídea

Specializing in advisory and management services
for startups. www.orkidea.is

"Landnýting ehf. is proud to collaborate with a network of esteemed partners"

Wageningen University & Research, Netherlands

Renowned for its research in agriculture and sustainability. www.WUR.nl
chain. www.sfg.is"



Sölufélag Garðyrkjumanna

A cooperative of vegetable growers, contributing to our supply chain. www.sfg.is"

Íslandsstofa

Focused on export marketing and providing public funding solutions. www.islandsstofa.is



THANK YOU

