

ISSUE 01

00.00.0000

CLIMATE CHANGE



INVESTOR PITCH DECK

2023

MISSION STATEMENT

CLIMATE
CHANGE

Climate change is the biggest challenge for humanity not just in modern times but since the primate man walked the surface of the planet earth. Scientifically we know Planet Earth was formed 4.5 billion years ago but in the relativity of time, a minuscule second or less which marks the arrival of the human race, in the last 250 years industrialization and the emission of Carbon Dioxide gases is leading to the warming of the planet at an exponential rate that now threatens the survival of the human race.

Our mission with the Climate Change Magazine is to explore the impact of Global Warming impartially, to educate, inform and even entertain and to explain in layman's terms what the impacts of climate change mean for everyday people in their ordinary lives. We will investigate thoroughly what we call the High Impact Events.

Our Mission is to become known as the authoritative and trusted voice on the subject matter of Climate Change. Our Teams passion for the subject will be reflected in our editorial style with In depth Features and "hard talk" type interviews with Prominent Figures on all aspects of the subject from the Science to Politics, new innovation, social and economic consequences and any direct or indirect consequence of Climate Change will be featured. We shall also be impartial interviewing the "non believers" in an effort to keep our content balanced.

EXECUTIVE SUMMARY



It is clear that increasing levels of greenhouse gases in the atmosphere due to human activities are a major driver of climate change. Climate Change magazine has been formed in collaboration with a combination of world renowned scientist, journalists, policy makers to factually inform with a digital daily edition and monthly print version of how, when, why and where Climate Change will impact our lives and what we can do to reduce its impact. Today there is not a dedicated publication focused solely on what is the biggest challenge of survival of the Human Race in modern times.

We are not a scientific journal. Our aim is to appeal to the masses, whether they are believers or not. Our target market is predominantly 24- 35 year olds globally that either wish to make a difference, or those anxious about the future, and even those seeking the truth as to how serious the issue really is for the future of their children and grandchildren.

Given the overwhelming global popularity of Climate Change debate and the resources that government and major corporations are committing to the reduction of emissions we are confident that we can meet our advertising revenue targets by well over what is anticipated at premium rates. In addition we shall solicit exclusive interviews with High Profile individuals including Prime Ministers and Presidents, Corporate CEO's, Activists, Influencers, Policy Makers, Famous Singers, Actors, Actresses, Professors, Philosophers, Religious Leaders and possible even members of Royal Families will serve to open up the debate and excite our audience.

There are 3 Print version growth phases.

1. Launch in UK, USA & France only. First three months.
2. Germany, Holland, Spain, Italy, Belgium and Scandinavia. Months 3-6.
3. South America and Canada. Months 6 -9.
4. Asia & India. Year 2.

The digital version will be available from day one of launch will go online with the APP 4 weeks before the monthly print edition is made commercially available.

THE PROBLEM

10MM

As the sea ocean waters warm sea levels rise around the Globe. The increase has been 10mm since January 2022.

9.8%

At the end of 2021 2.3 billion people faced food insecurity. That is 9.8% of the global population.

2BN

Even Mountain Eco systems – the water towers of the World are vulnerable and if water stress is added into the equation where ground water is being depleted over 2 billion people could face water stress in the coming years.

CLIMATE CHANGE



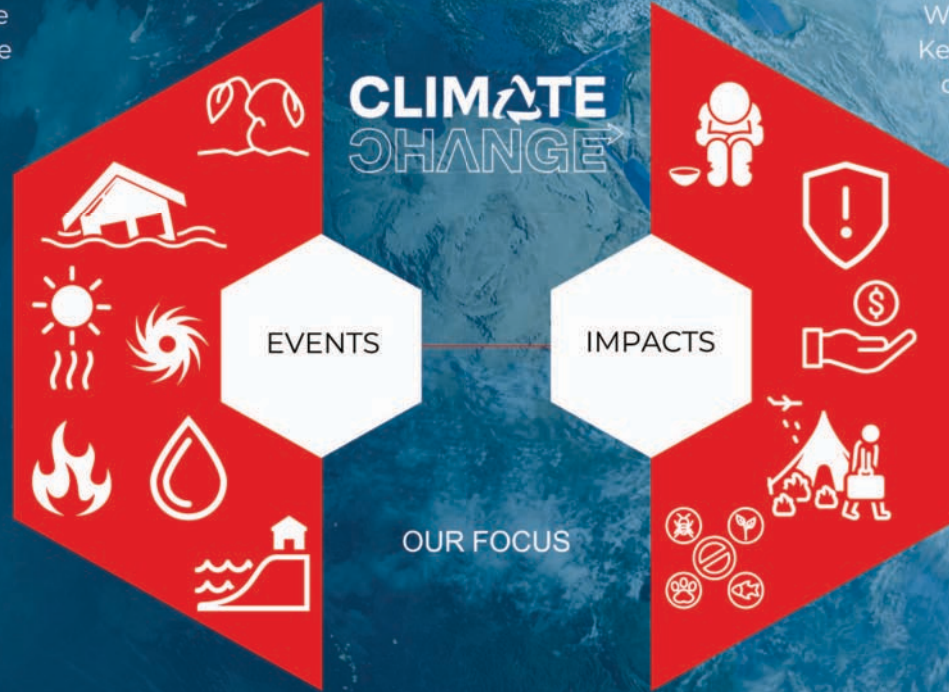
- Annual increase of Methane Gas was 18 ppb from 2020- 2021 largest increase on record
- Global Mean Surface Temperature from January to September 2022 was 1.15 + or - 0.13 degrees Centigrade. Warmer than the pre industrial base line (1850-1900).
- 2022 is the warmest 5th or 6th Year on Record. The last 8 years are the warmest on record.
- There is clear evidence of rainfall deficit in most of North Africa, Europe, South America and Western North America.
- Certain countries such as India and Pakistan are suffering from High Precipitation extremes with extensive flooding.
- Ocean Heat Content (OCH) continues to accumulate at alarming rates. The increase in ocean heat in the last two decades has been particularly acute.
- Ocean warming is causing Coral Bleaching. Corals create entire eco systems which are now under threat and serve not only as a source of food for millions but protect coast lines from storms and erosion and are a valuable source of tourist income.
- Heat Waves have become a common threat. Decline in Crop Yields in India are threatening local and international populations. Over 1.1 million people have been internally displaced by drought in Somalia
- Flooding is displacing people from their homes and in places like Pakistan leading to the spread of water borne diseases. From Afghanistan to Central America, droughts , flooding are hitting those least able to recover and adapt.

OUR FOCUS



All the below earth changing events will be investigated and reported on with a feature focus on one of the below issues once monthly:

- HEAT / COLD WAVES
- FIRES
- DROUGHTS
- FLOODING
- MARINE HEAT WAVES
- TROPICAL CYCLONES
- COASTAL EROSION



We shall then link the events to the below Key Risks involved in achieving sustainable development, considered crucial to the survival of the Human Race.

- RISING POVERTY
- FOOD INSECURITY
- HEALTH ISSUES
- WATER SCARCITY
- DAMAGED INFRASTRUCTURE
- RISING INEQUALITIES
- DISPLACEMENT
- ECO SYSTEM COLLAPSE
- BIO DIVERSITY LOSS
- CONFLICT

REVENUE MODEL

SUBSCRIPTION BASED

£ month trial to incentivise subscription to both the Digital on line edition and the Print Version. First students will be offered subscription at \$4.99 per week. Digital edition only some \$8.72 per month and both Print and Digital versions \$8.72 a month

DIGITAL ADVERTISING

Our goal is to drive digital advertising in line with the financial projections by ensuring we create 50,000 subscribers in Q1 increasing to 150,000 in Q2 with a minimum target of 300,000 subscribers at the end of Year 1 active trading



PRINT ADVERTISING

A rate card will be created for banner ads, quarter, half and full page advertising. Targeted Features in each issue will create Premium advertising rates at \$7500 per page within that content.

Total Global advertising revenues from the Print Edition alone after 12 issues are expected to reach close to \$850,000 increasing by 15% in Year 2 and 22% in Year 3.

Market Research suggests that at least 50% of our Print advertisers will take banners and space module offers on our Daily Digital Version.

MARKETING

SUBSCRIPTION INCOME

The Major problem the Climate Change magazine will face is common in the periodical business which is getting consumers to pay for consuming content and then measuring how much content has been consumed by any individual reader. Print magazine and newspaper sales continue to dwindle so the challenge is how to profitably monetize content. Our first strategic marketing approach will be to offer consumers a free three month trial. Most crucially the editorial lead article will need to be updated at least 2-3 times daily to galvanise interest from consumers that the brand resonates with who have a real interest in Climate Change. We shall allow consumers to subscribe to both the Digital on line edition and the Print Version.

FREE CONTENT

Sample teasers that engage the audience and entices them to want more. This will include teasers from our rich media content such as video clips, audio, animation and so on. By the adding of re marketing tags from search engines and social media platforms we expect to create an audience of potential subscribers. Such subscribers can be re engaged by use of personalised ads that appear as they browse our chosen social platforms and websites that form part of their partner display network.

PUSH NOTIFICATIONS

Mobile- Messages that pop up on a mobile device. Our APP will include push notification functionality enhancing our drive to engage readers and drive subscriptions. We shall also deliver web push notifications. These will be delivered via desktop or mobile web browsers appearing as alert style messages. By installing web push codes on our website visitors can then subscribe to receive web push notifications about the Climate Change Magazine - delivering clickable messages sent by our website or digital magazine edition to our prospective subscribers devices.

SOCIAL REFERRALS AND SOCIAL SHARING

Social referrals were one of the main factors that created hyper growth for e-commerce sites during the pandemic. We shall encourage our readers to share content in exchange for a discount or reward. Our audience in my view is our best sales advocate. Content sharing is a simple yet powerful tool to drive traffic.

MARKETING

We will seek to connect with readers to build our audience and sell subscriptions even after they have abandoned their subscription. We shall use Google Ads and Microsoft advertising to add visitors to our digital magazine, allow them to sample content directed at a sample audience using third party cookies. The aim is to re target these visitors with personalised adverts across the millions of websites opting into Google and Microsoft's respective display networks. Then by the creation of segmented lists we can monitor at what stage a reader is within the buying phase of a subscription allowing us to target them to increase conversion.

This strategy also allows us to create individual lists based on the number of unique pages a customer has visited. By combining these lists we will create customised audiences that we can target with personalised advertising. Such lists are created from visitors that visit our website, those who visit the subscription form and others who saw the order form completion page. Dynamic re marketing will also enter the mix to re engage past visitors. This will be achieved by combining our content feed, custom tags, and responsive display ads which will collectively form a dynamic advert that will display the magazine subscription, or sample articles the reader has been browsing.

All the above will be supported fully by an effective key word strategy to drive potential subscribers to the Digital APP or website. We shall in addition add Meta Tags to our HTML content, therefore by creating a well optimised title and description we expect to create a powerful advert in its own right for our digital magazine landing pages resulting in more traffic from search engines.

In addition a well planned PR strategy, TV & New Media exposure combined with targeted TV advertising will act as instrumental in creating a significant and loyal subscription base.

MARKET SIZE

\$38.6B

Digital Magazine advertising continues to demonstrate exponential growth expecting to reach in the US alone \$38.60 billion in 2023

6.6%

Though North America is the largest digital market, Asia is now the fastest growing with a CAGR of 6.6 % by 2028.

23.7%

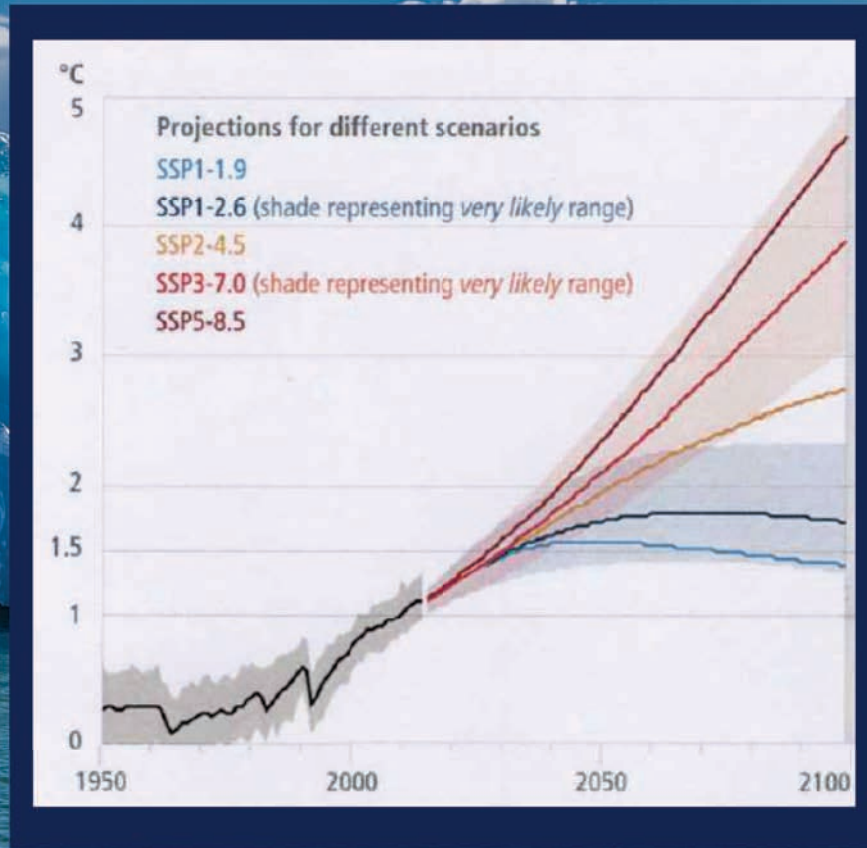
User penetration will increase from 21.2% in 2022 to 23.7% by the end of 2023s

MARKET DRIVERS



- Captive audience for the most pressing subject on the Planet as a serious threat to not only how we live but Human Life.
- Digital advertising creates brand awareness and is favoured now by major brands as a key marketing tool in their advertising budgets.
- Digital Magazines are less expensive and more sustainable and have a wider reach across the globe and their demand is accelerating globally.
- Rising penetration of the internet and increasing number of smart phones and tablets are boosting market growth.
- Interactive rich media content and young peoples preference for Digital Media are acting as catalysts in increasing readership of news and magazine content on line as more and more people shift to consumption via Digital Channels.
- Digital Media is expected to continue to be an attractive platform for premium segment readers and image advertisers across the globe.

GLOBAL WARMING RISKS



Global surface temperature change increase relative to the period 1850 - 1900

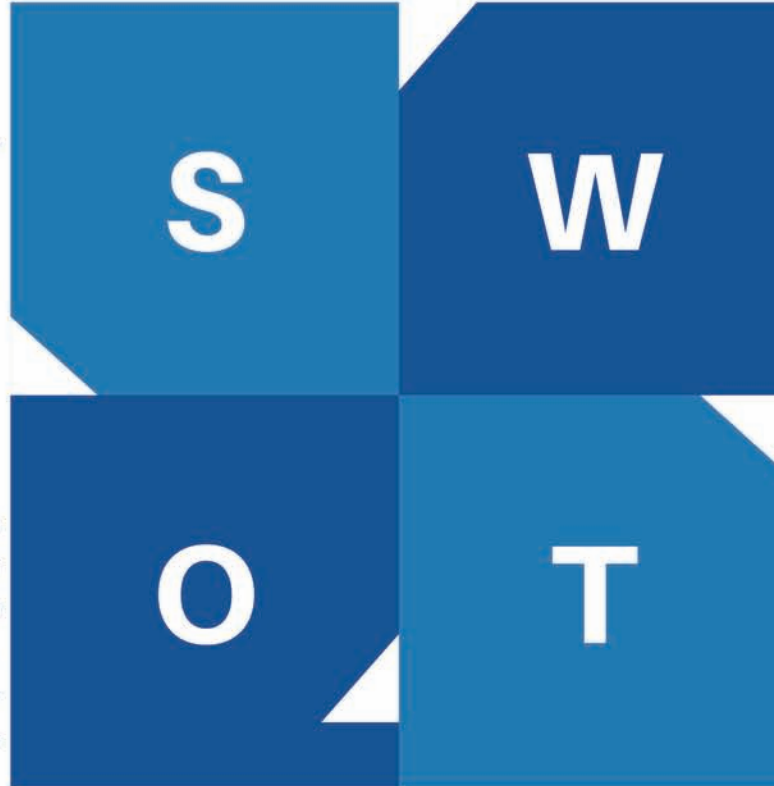
SWOT ANALYSIS

STRENGTHS

- World's first magazine dedicated to Climate Change
- Exceptional Management Team
- RSS feed links to worldwide media to report from any country in the world as the news happens
- Unbiased intermediary telling two sides of the story
- Exceptional new photography and up to the minute Vimeos.
- Appeal to Younger Audiences
- Little or no competition
- Unique exclusive interviews and features.
- Exclusive license agreements with Major Broadcasters for video content.
- Exceptional Digital Advertising and Social Media marketing team.
- Key audio version pod casts available for download
- State of the Art subscription based technology

OPPORTUNITIES

- Captive global audience primed for scale and expansion of the brand.
- Several Billion US Dollar advertising budgets set up by corporations, charities and governments to relay their own messages on Climate Change and new policies
- Ability to create a formidable market share within 9- 12 months of launch of the first issue and retain it.
- To obtain exclusive editorial from policy makers, governments and influencers
- To be first with a new Corporations plans with news to reduce emissions and their new innovation plans
- To galvanise new ideas from research scientists to prevent further warming of the planet
- To ensure we remain the one and only market leader in the market segment of Climate Change.
- Exit on sale in 5 years could be at least x 15 for investors.



WEAKNESSES

- Working Capital for Global distribution
- Creation of Brand Loyalty over a wide audience
- Ensuring timely release of the Print Version over multiple territories
- Keeping down Print costs
- Ensuring Retail positing instore and key racking
- Creation of formidable subscription base to attract on line advertising with 3 months of launch

THREATS

- Entry into the market by a Major Publisher or Publishers
- Possible rise in print raw material costs due to war in Ukraine
- Ensuring effective print version pricing policies across various territories
- Reaching a high subscription rate for the Digital version expediently
- Creation effective bundling and payment aggregate solutions
- Ensuring subscription revenue is at least 25% of total revenue
- Removal of the threat of paywall blockers
- Ensuring good reach with a younger audience converting them into paying subscribers

MANAGEMENT TEAM



MAHESH BAJAJ FOUNDER / CEO

Graduated from University of East Anglia (UK) with a 2nd Class BA HONS.

Advertising Manager at VNU, PR Week and Media Week from 1983 to January 1984. Radio News investigative journalist with BBC Radio and Capital Radio FM from January 1984 to March 1985. Founder of Serious Records and LPM which became Europe's biggest Dance Music Record Labels. His branded Upfront and Best of House Album series became market leaders charting numerous times in the Top 10. He has also had several number one pop hits. Founder of ONE -NIL a premier league soccer magazine in Sweden in 2008.



JOHN RODDISON CFO

Owner of Brown & McLeod, one of Europe's leading Music Business Accountancy practices. John heads up Brown McLeod's Entertainments team, working with a wide range of artists and businesses in the Music, TV, Radio, Film, Fashion and Publishing industries. John also has long-standing experience with businesses across the Property sector. Many of Brown McLeod's clients have a global presence, and John operates worldwide on their behalf.

Private and Confidential

CLIMATE
CHANGE



Race to recycle

COMMERCIAL & EDITORIAL TEAM ORGANIZATIONAL STRUCTURE



FINANCIALS

\$	TO JUL 24	TO JUL 25	TO JUL 26	TO JUL 27
TURNOVER	3,279,144	9,792,711	12,845,708	16,996,151
COGS	(869,123)	(3,000,833)	(4,211,976)	(5,376,231)
GP	2,410,021	6,791,878	8,633,732	11,619,920
GM	73.5%	69.4%	67.2%	68.4%
O/HEADS	(4,093,586)	(4,157,791)	(5,083,874)	(5,928,222)
EBITDA	(1,683,564)	2,634,086	3,549,858	5,691,698
DEP	(32,443)	(43,733)	(51,518)	(57,072)
EBIT	(1,716,007)	2,590,353	3,498,339	5,634,626

FINANCIAL RETURNS

- NPV 5%: \$35,968M
- Nominal NCF: \$43,422M
- IRR: 134%
- ROI ON NOMINAL NCF: 14007%
- Real NCF: \$49,946,117

DIGITAL WEB OFFERING

- To design and develop a website that fulfils the required aims through engaging design and carefully considered layouts;
- To utilize responsive design, creating a fully interoperable, aesthetically pleasing and user-friendly website across all screen sizes;
- To consider the website's user journey, creating an optimized & effective UX;
- To create interactive elements using modern CSS & Javascript to deliver and engaging interactive journey;
- To develop on WordPress CMS delivering an easy to use block editing system in order to organize and create content on CMS pages, allowing our team to easily create or amend pages and content;
- To optimize the website for search during the development, ensuring a high level of onsite optimization.
- reCAPTCHA v3 - As part of the site setup, we utilize the most cutting-edge captcha service to keep your website's forms secure. This is the least intrusive captcha service and the most effective at stopping spam and bots.
- Antivirus/Firewall - our WordPress websites come with a built-in security solution. This includes firewall protection to block bots, two-factor authentication, and file scanning to identify and remove viruses of malicious code.

User account login system

Allowing for registration with profile creation and dashboard. Integrated into WooCommerce subscriptions for streamlined management or subscriptions and payments.



CLIMATE
CHANGE

SUBSCRIPTION

Free Trials & Sign-Up fees: Charge an initial amount to account for customer setup costs, or allow customers to try before they buy, by adding sign-up fees and free trials to any subscription product.

Subscription Management: Store owners get full-featured subscription management. You can suspend or cancel a subscription, change the trial expiration, add items, shipping, fees or taxes to the subscription or modify the recurring total for future payments.

Synchronized payments: align all customers to the same annual membership term, you can with WooCommerce Subscriptions renewal synchronized feature.

Loading speed optimization - We run our site through external speed benchmarking tools to ensure optimum loading time, boosting rankings and user engagement. We will use many technical optimisation methods, such as caching, image optimisation, lazy-loading and compression/minification to ensure the fastest experience possible.

Additional tag set up as required - this can include LinkedIn pixel, Facebook pixel, Google Tag Manager, or JS snippets as required.

Yoast SEO tool set up and installation - This is the most complete SEO management tool available. It helps handle the technical optimization of our site, assists with optimizing our content, and will allow us to update/manage our website's meta content.

The CMS integrated into the website design and framework will be WordPress, this will be the latest available version at the time of install current version at the time of writing 6.3)

The coding technologies used in the development of the WordPress-based website are PHP, MySQL, HTML5, CSS3 and where applicable vue .js.JaaScript (jQuery) and canvas.



CLIMATE
CHANGE

Causes of Climate Change

The evidence is clear: the main cause of climate change is burning fossil fuels such as oil, gas, and coal. When burnt, fossil fuels release carbon dioxide into the air, causing the planet to heat up.

What causes climate change?

The climate on Earth has been changing since it formed 4.5 billion years ago. Until recently, natural factors have been the cause of these changes. Natural influences on the climate include volcanic eruptions, changes in the orbit of the Earth, and shifts in the Earth's crust (known as plate tectonics).

Over the past one million years, the Earth has experienced a series of 'ice ages', including cooler periods (glacials) and warmer periods (interglacials). Glacial and interglacial periods cycle roughly every 100,000 years, caused by changes in Earth's orbit around the sun. For the past few thousand years, Earth has been in an interglacial period with a constant temperature.

However, since the Industrial Revolution in the 1800s, the global temperature has increased at a much faster rate. By burning fossil fuels and changing how we use the land, human activity has quickly become the leading cause of changes to our climate.

Greenhouse gases and the greenhouse effect

Some gases in the Earth's atmosphere trap heat and stop it escaping into space. We call these 'greenhouse gases'. These gases act as a warming blanket around the Earth, known as the 'greenhouse effect'.

Greenhouse gases come from both human and natural sources. Gases like carbon dioxide, methane, and nitrous oxide naturally occur in the atmosphere. Others, such as chlorofluorocarbons (CFCs), are only produced by human activity.

When short-wave radiation from the sun reaches Earth, most of it passes straight through and hits the surface. The Earth absorbs most of this radiation and gives off longer-wavelength infrared radiation.

The greenhouse gases absorb some of this infrared radiation, instead of it passing straight out into space. The atmosphere then emits radiation in all directions, sending some of it back to the surface, causing the planet to heat up. This process is known as the 'greenhouse effect'.

The greenhouse effect is critical to our survival. In fact, without greenhouse gases, Earth would be about 30 degrees colder than it is today. Without greenhouse gases and their warming effect, we wouldn't be able to survive.

However, since the Industrial Revolution, we've been adding more and more greenhouse gases into the air, trapping even more heat. Instead of keeping Earth at a warm, stable temperature, the greenhouse effect is heating the planet at a much faster rate. We call this the 'enhanced greenhouse effect' and it's the main cause of climate change.

Human causes of climate change

Humans cause climate change by releasing carbon dioxide and other greenhouse gases into the air. Today, there is more carbon dioxide in the atmosphere than there ever has been in at least the past 2 million years. During the 20th and 21st century, the level of carbon dioxide rose by 40%.

We produce greenhouse gases in lots of different ways:

- **Burning fossil fuels** – Fossil fuels such as oil, gas, and coal contain carbon dioxide that has been 'locked away' in the ground for thousands of years. When we take these out of the land and burn them, we release the stored carbon dioxide into the air.
- **Deforestation** – Forests remove and store carbon dioxide from the atmosphere. Cutting them down means that carbon dioxide builds up quicker since there are no trees to absorb it. Not only that, trees release the carbon they stored when we burn them.
- **Agriculture** – Planting crops and rearing animals releases many different types of greenhouse gases into the air. For example, animals produce methane, which is 30 times more powerful than carbon dioxide as a greenhouse gas. The nitrous oxide used for fertilisers is ten times worse and is nearly 300 times more potent than carbon dioxide!
- **Cement** – Producing cement is another contributor to climate change, causing 2% of our entire carbon dioxide emissions.

Natural changes to the climate

The leading cause of climate change is human activity and the release of greenhouse gases. However, there are lots of natural causes that also lead to changes in the climate system.

Natural cycles can cause the climate to alternate between warming and cooling. There are also natural factors that force the climate to change, known as 'forcings'. Even though these natural causes contribute to climate change, we know that they are not the primary cause, based on [scientific evidence](#).

Some of these natural cycles include:

- **Milankovitch cycles** – As Earth travels around the sun, its path and the tilt of its axis can change slightly. These changes, called Milankovitch cycles, affect the amount of sunlight that falls on Earth. This can cause the temperature of Earth to change. However, these cycles take place over tens or hundreds of thousands of years and are unlikely to be causing the changes to the climate that we are seeing today.
- **El Niño Southern Oscillation (ENSO)** – ENSO is a pattern of changing water temperatures in the Pacific Ocean. In an 'El Niño' year, the global temperature warms up, and in a 'La Niña' year, it cools down. These patterns can affect the global temperature for a short amount of time (months or years) but cannot explain the persistent warming that we see today.

Natural forcings that can contribute to climate change include:

- **Solar irradiance** – Changing energy from the sun has affected the temperature of Earth in the past. However, we have not seen anything strong enough to change our climate. Any increase in solar energy would make the entire atmosphere of Earth warm, but we can only see warming in the bottom layer.
- **Volcanic eruptions** – Volcanoes have a mixed effect on our climate. Eruptions produce aerosol particles that cool Earth, but they also release carbon dioxide, which warms it. Volcanoes produce 50 times less carbon dioxide than humans do, so we know they are not the leading cause of global warming. On top of this, cooling is the dominant effect of volcanic eruptions, not warming.

CLIMATE CHANGE

Are humans responsible for climate change?

When looking at all the evidence, there is a large scientific consensus that humans are the leading cause of climate change. In their latest report, the [Intergovernmental Panel on Climate Change](#) stated unequivocally that human activity is the cause of global warming.

Natural climate cycles can change the temperature of Earth, but the changes we are seeing are happening at a scale and speed that natural cycles cannot explain. These cycles affect the global temperature for years, or sometimes just months, not the 100 years that we have observed. Meanwhile, longer-term changes like Milankovitch cycles and solar irradiance take thousands and thousands of years.

There are lots of things that affect climate change, but the evidence is irrefutable. Human activity, such as burning fossil fuels and changing how we use the land, is the leading cause of climate change.

Stay up to date

with the latest climate news in our **Climate Change Magazine** being launched soon

CLIMATE CHANGE

A polar bear is standing on a small, thin piece of ice that is melting. Next to it is a much larger, jagged iceberg. The scene is set in a clear blue ocean under a clear blue sky. The text 'CLIMATE CHANGE' is overlaid on the top half of the image. 'CLIMATE' is in solid white, while 'CHANGE' is in white outline. The letter 'A' in 'CHANGE' is replaced by a white recycling symbol. The letter 'E' in 'CHANGE' has a white arrow pointing to the right.

INVESTOR PITCH DECK

MAHESH BAJAJ

2023

mb@rightsassetmanagement.com
mb@climatechangemedia.org