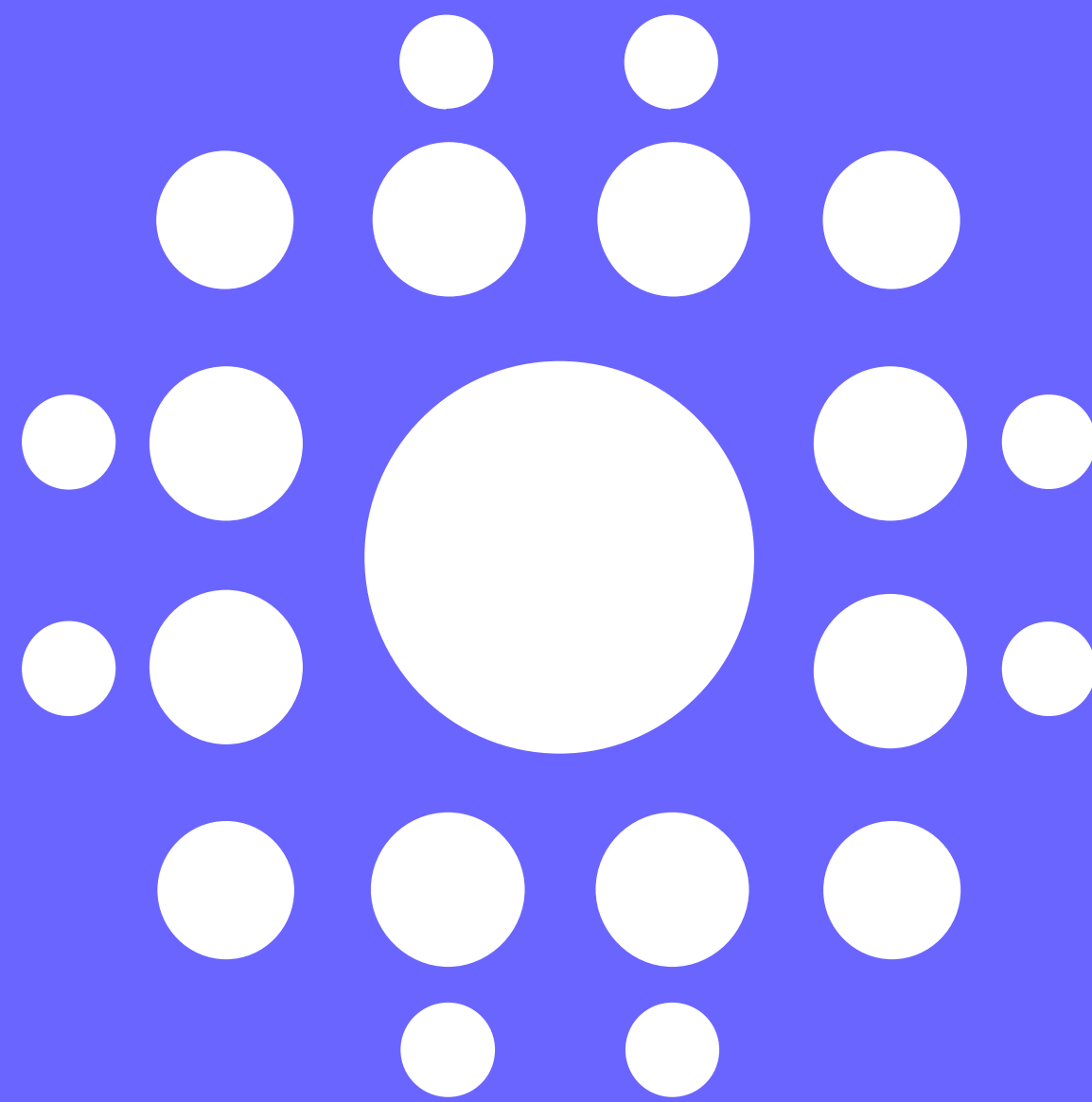




Kynda

Make it Kind, Make it Real

Welcome to the
Purpose Economy

When the company's culture
becomes its best product



Spotify®

“To unlock the potential of human creativity— by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.”



Welcome to the
Purpose Economy

When the company's culture
becomes its best product

Google

“To organize the world’s information and make it
universally accessible and useful.”

Purpose is no longer “desirable” —it’s strategic.

Growth = f (Purpose)

Consumers

Brand

- Better consumer perception
- People prefer brands that stand for something.
- Younger generations prioritize meaning over money.

Talent

- Talent attraction capability
- Purpose attracts and retains talent.

Employees

Investors

Funding

- Better investors perception
- Investors demand ESG accountability.
- Global crises pressure companies to act.

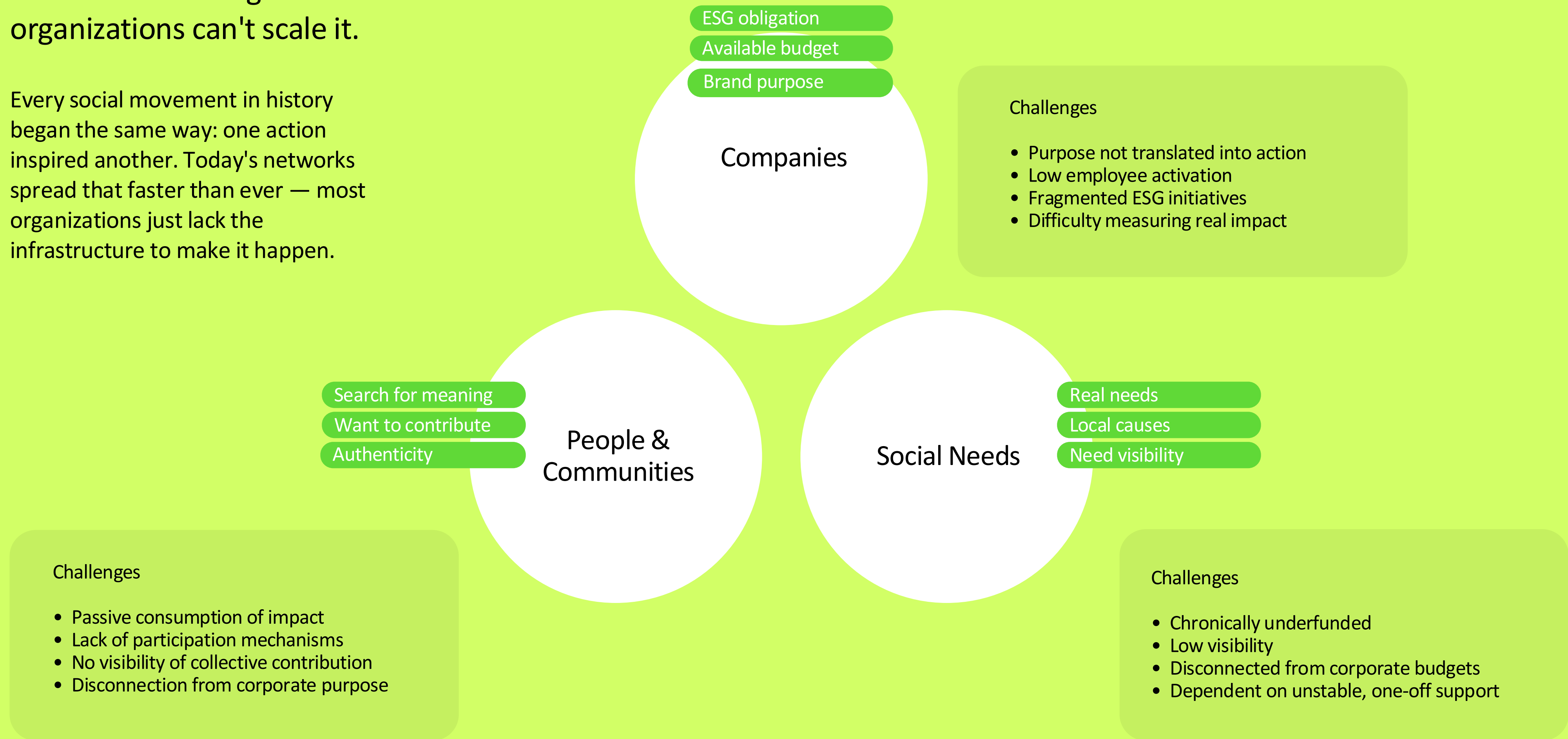
Community
Activation

- People want to participate, not just observe
- Communities amplify authentic actions
- Participation spreads organically through networks
- Collective action creates exponential impact

Society

Goodness is contagious. Most organizations can't scale it.

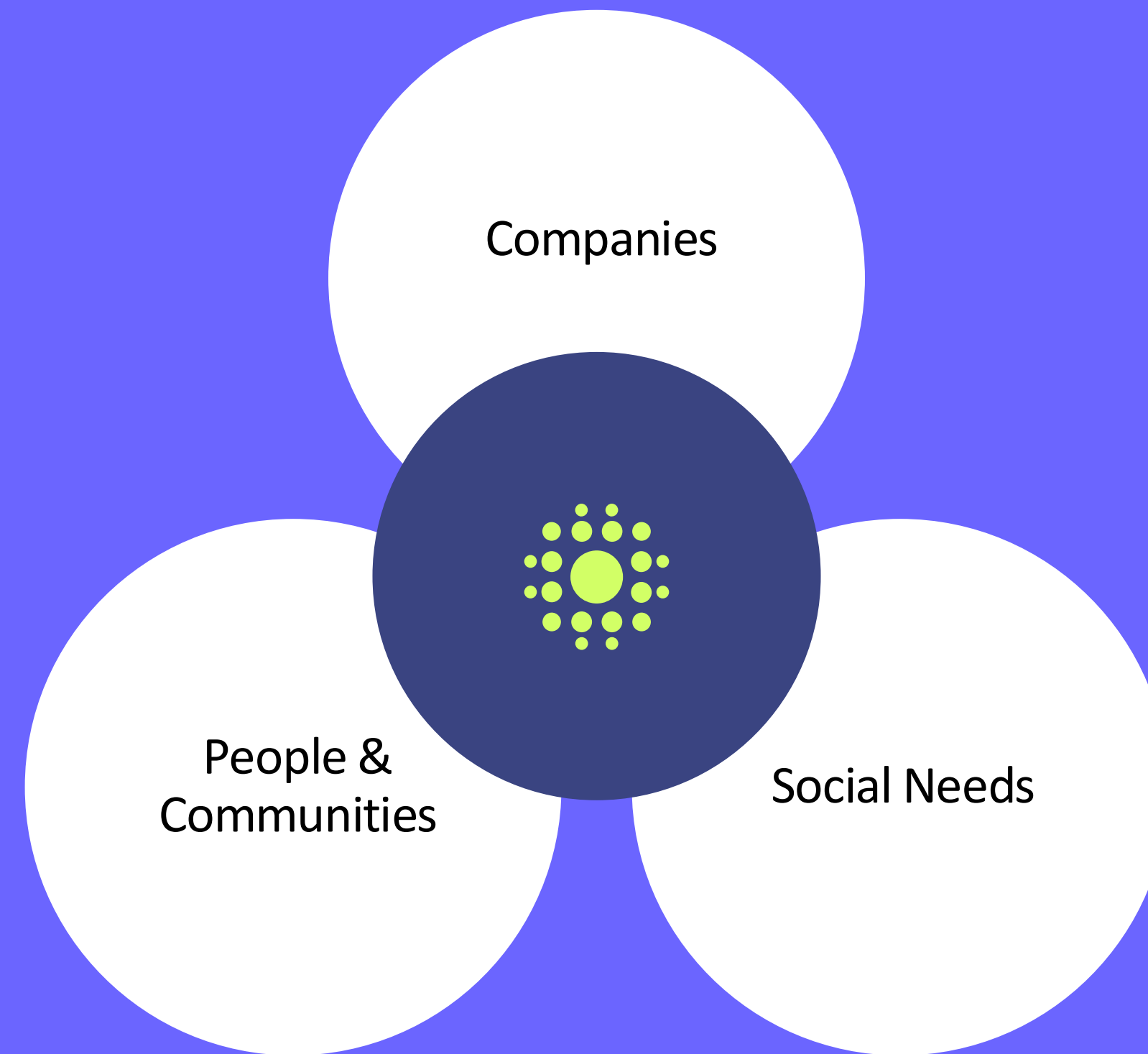
Every social movement in history began the same way: one action inspired another. Today's networks spread that faster than ever — most organizations just lack the infrastructure to make it happen.



Introducing **Kynda**. From purpose to action

Purpose driven company that designs and activates **Impact Chains** — turning real social action into auditable, traceable, verifiable evidence.

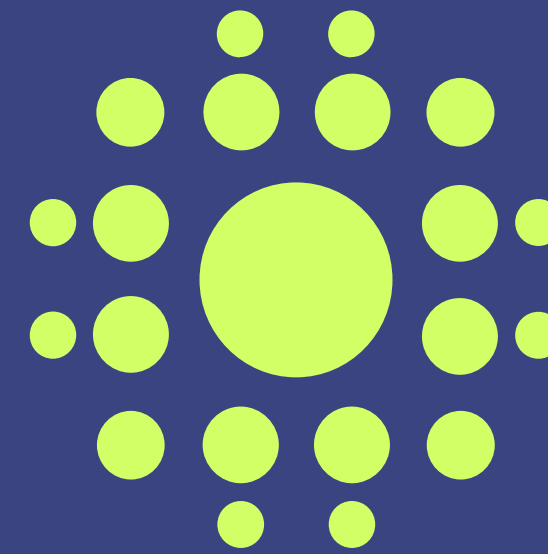
Kynda aligns strategy and purpose with action. We design each **impact chain**, activate and launch it through our platform, verify, amplify its reach and visibility, and report results.



Introducing **Kynda**.
From purpose to action

Kynda

Purpose Activation System



Align strategy and purpose with action

Design each impact chain

Activate through our platform

Verify every action

Amplify reach and visibility

Measure results in real time

Report verified impact evidence

Scale from one chain to the next

Kynda Approach

How it works

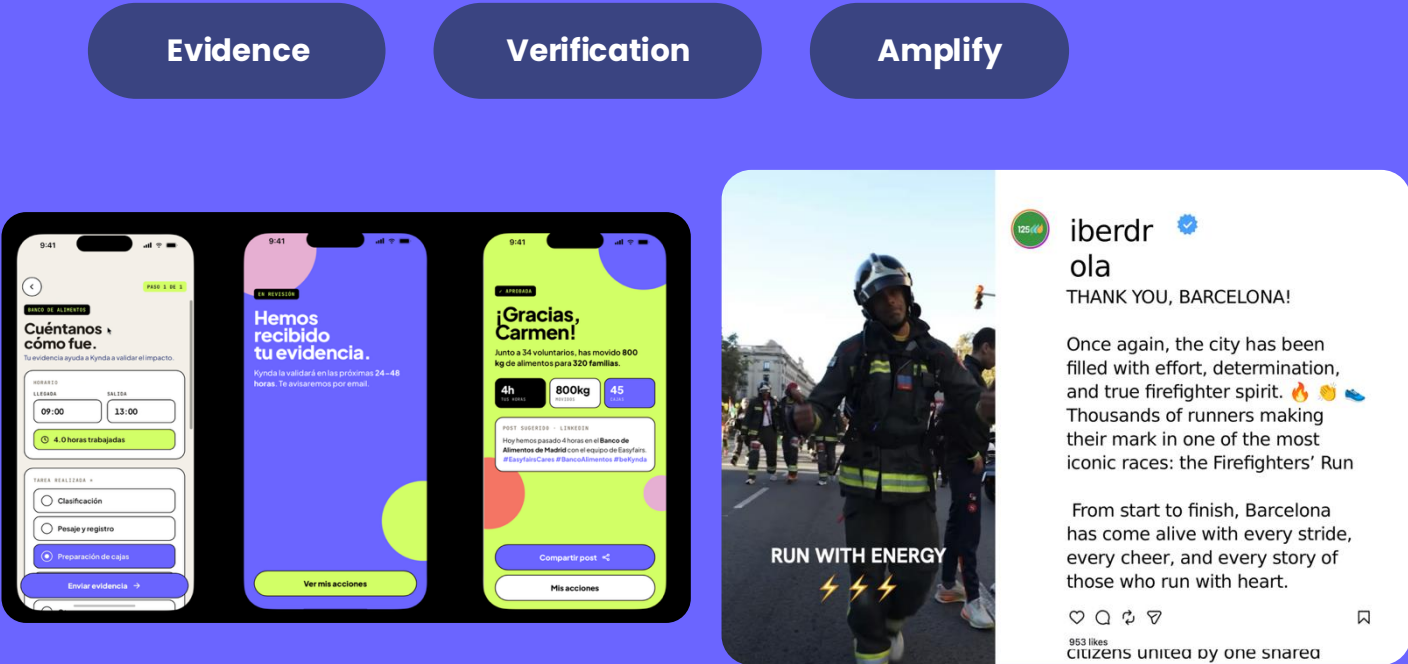
01 Design & Activate

We design the chain aligned with the company's purpose, then activate and launch it through our platform.



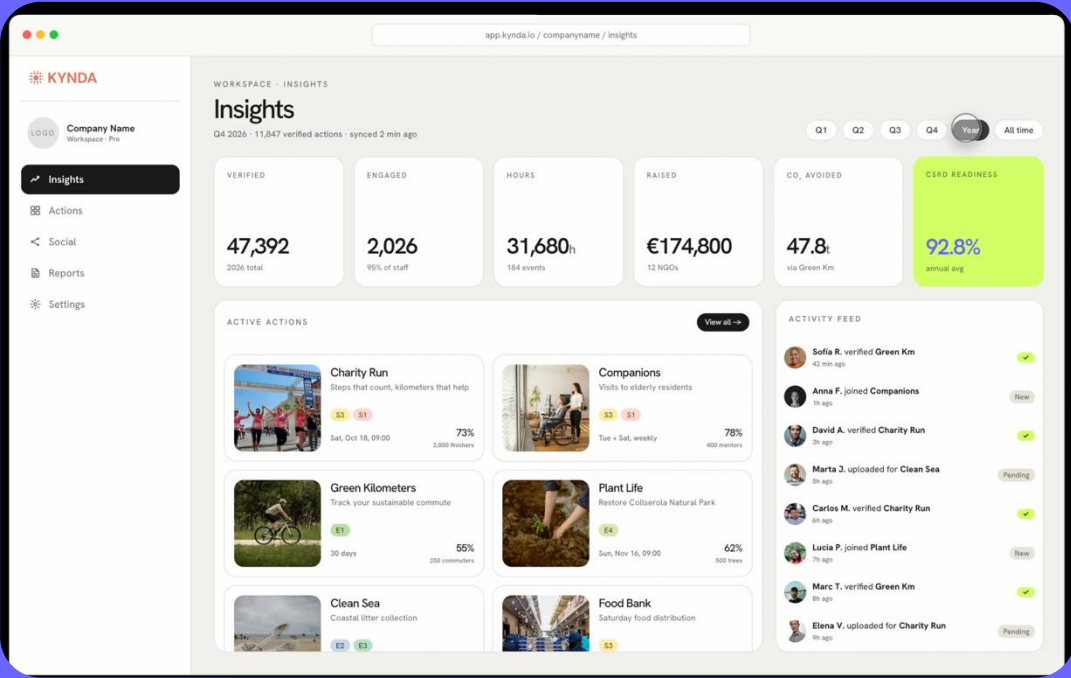
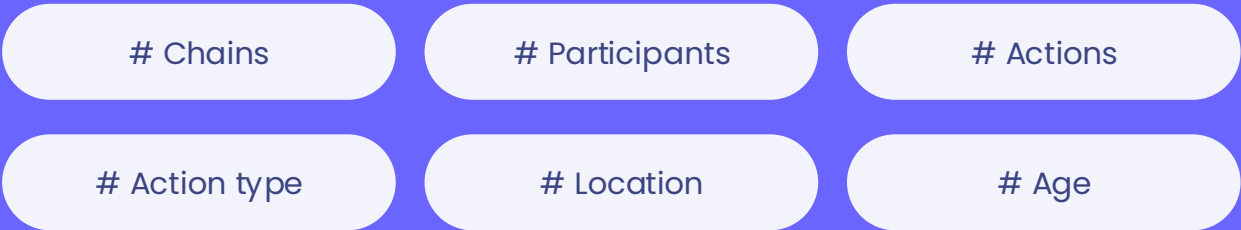
02 Action

The chain moves hand to hand. Every action generates evidence, gets verified, and is amplified — spreading virally through the community.



03 Report

Data science turns every verified action into measurable KPIs:



Impact Chains in Action

Illustrative examples across sectors — not existing partnerships

1 Receive

Get the bracelet as part of the experience

2 Act

Take an action aligned with the brand's purpose

3 Register

Scan the bracelet and upload evidence

4 Pass it on

Hand the bracelet to someone else

5 Multiply

The chain continues, inside and beyond

Sport & Health

Adidas

Move, and move someone.

Complete a physical activity and challenge someone who doesn't usually exercise. Pass the bracelet on when you inspire someone to move.

→ More active, healthier people.

Home & Community

IKEA

Give it a second life.

Repair, reuse or donate a piece of furniture. Pass the bracelet on when that person gives a second life to something too.

→ More circular homes, stronger communities.

Food & Nutrition

Danone

Habits worth sharing.

Choose a healthy option — water, fruit, nutritious food — and share it with someone around you. Pass the bracelet on when they do the same.

→ Healthier people, from childhood on.

Travel with Impact

NH Hotels

Your trip leaves a mark. Choose which one.

During your stay, support local commerce, avoid plastics, discover the destination's culture, or join a hotel social initiative. Pass the bracelet on when, back home, you take another positive action.

→ More sustainable destinations, stronger communities.

Music Festival

Starlite

Music moves us. Let's make it travel further.

Turn connection into action. Meet someone new, include someone outside your circle, help someone who needs it, or create a meaningful moment with another person. Register your action, take the bracelet home and pass it on so the chain continues long after the music ends

→ More conscious, more caring communities.

Financial Inclusion

BBVA

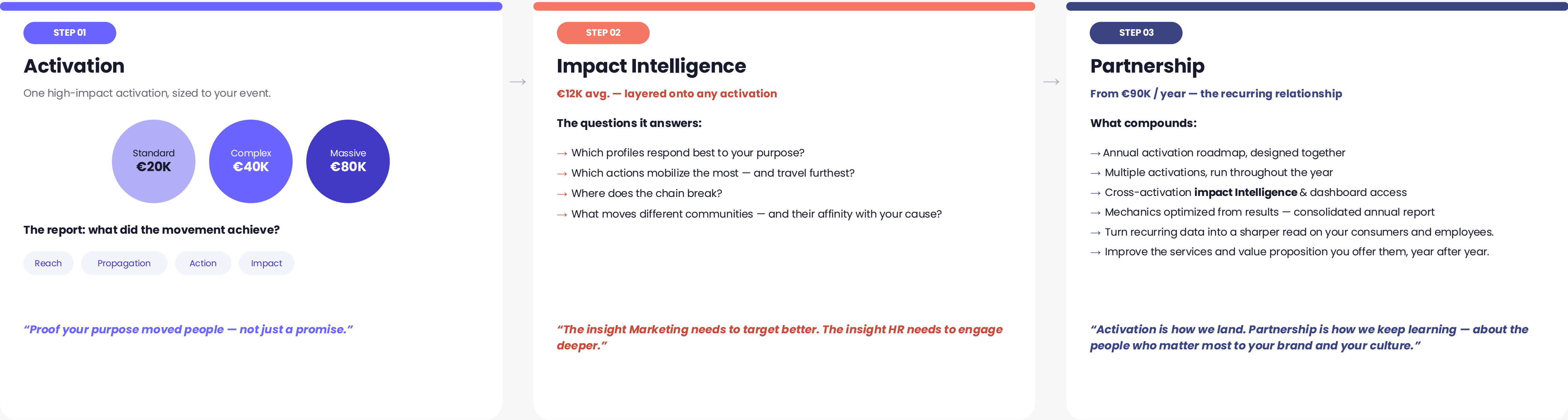
Knowledge that opens doors.

Help someone around you improve their financial wellbeing. Pass the bracelet on when they share what they learned.

→ A more informed, more secure society.

Pricing

The relationship evolves: a single activation, then Impact Intelligence, then a recurring Partnership.



Kynda Soul

A career built on purpose and ESG

Violeta Costa
CEO & Founder

28+ years

Sustainability & Impact Strategy Leader
(i.e. Accenture)

- Industrial Engineer / MBA
- Experience integrating sustainability and ESG into the core of the business
- Established network at the C-suite level within large corporations and public entities



David Fernández-Manzanos
CGO & Co-founder

25+ years

Sustainability, Business, and Regulation
(i.e. KPMG)

- Bachelor of Laws / MBA
- Experience leading ESG strategies in international markets
- Established C-suite network and advisory services to startups on impact financing



