

THERMAL BEETS RECORDS



The World's First Fossil-Free, Geothermal-Powered Record Factory.

Pressing the Future. Grown in Iceland.

THE VINYL COMEBACK IS REAL. ITS PRODUCTION IS OBSOLETE.



The Problem:

Vinyl is the most improbable comeback of the 21st century (19 years of consecutive growth), but production is stuck in 1948 using toxic PVC and fossil-fuel steam.

The Solution:

Thermal Beets combines Material Innovation (EvoVinyl™ sugar beet compound) with Geothermal Energy to create a fossil-free product.

The Opportunity:

We are building a scalable, high-margin solution to the music industry's Scope 3 emissions problem, utilizing an unfair geographic advantage.

The Ask & Return:

Funding Required: **217.5 million** (Equity/Private Placement)

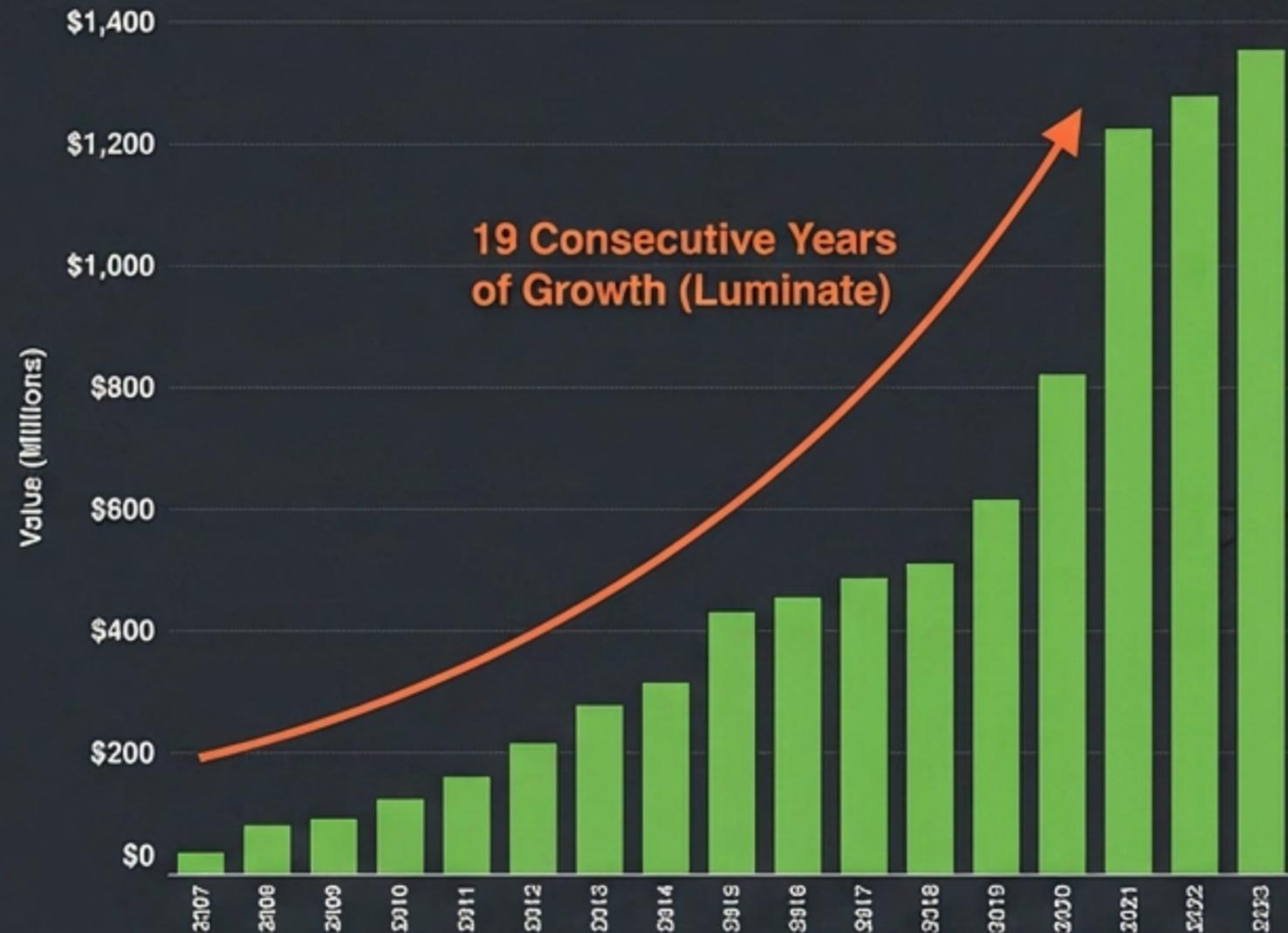
Break-even: **YEAR 2** ISK

Gross Profit Margin: **48.5%**

THE BOOM IS STRUCTURAL. THE FOOTPRINT IS UNSUSTAINABLE.

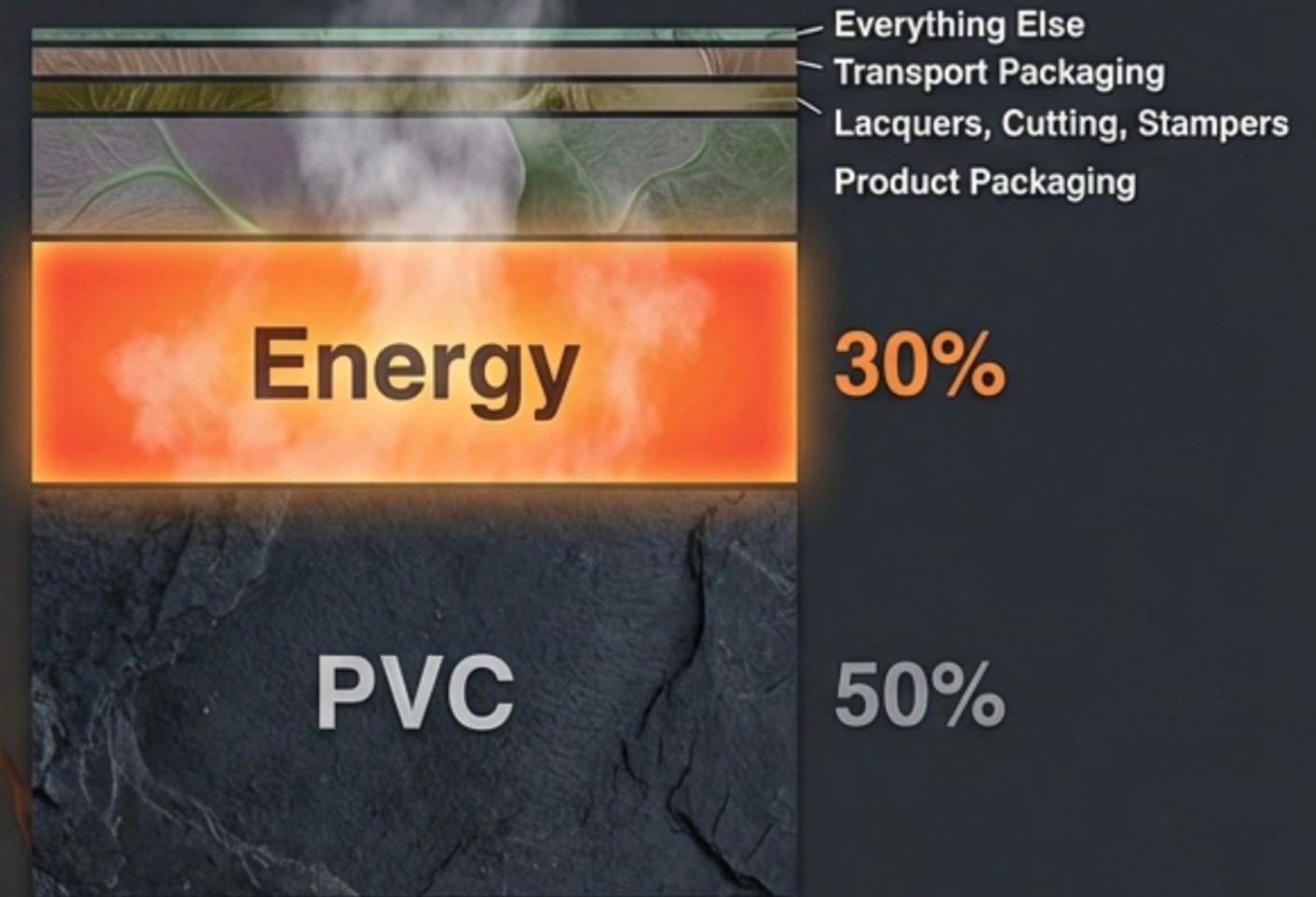
The Boom

Adjusted for Inflation, 2023 Dollars
2007 to 2023, Format(s): LP/EP
Source: RIAA



The Conflict

in GT Sectra



Major labels (MICC) need Scope 3 solutions.
80% of the problem is Material + Energy.

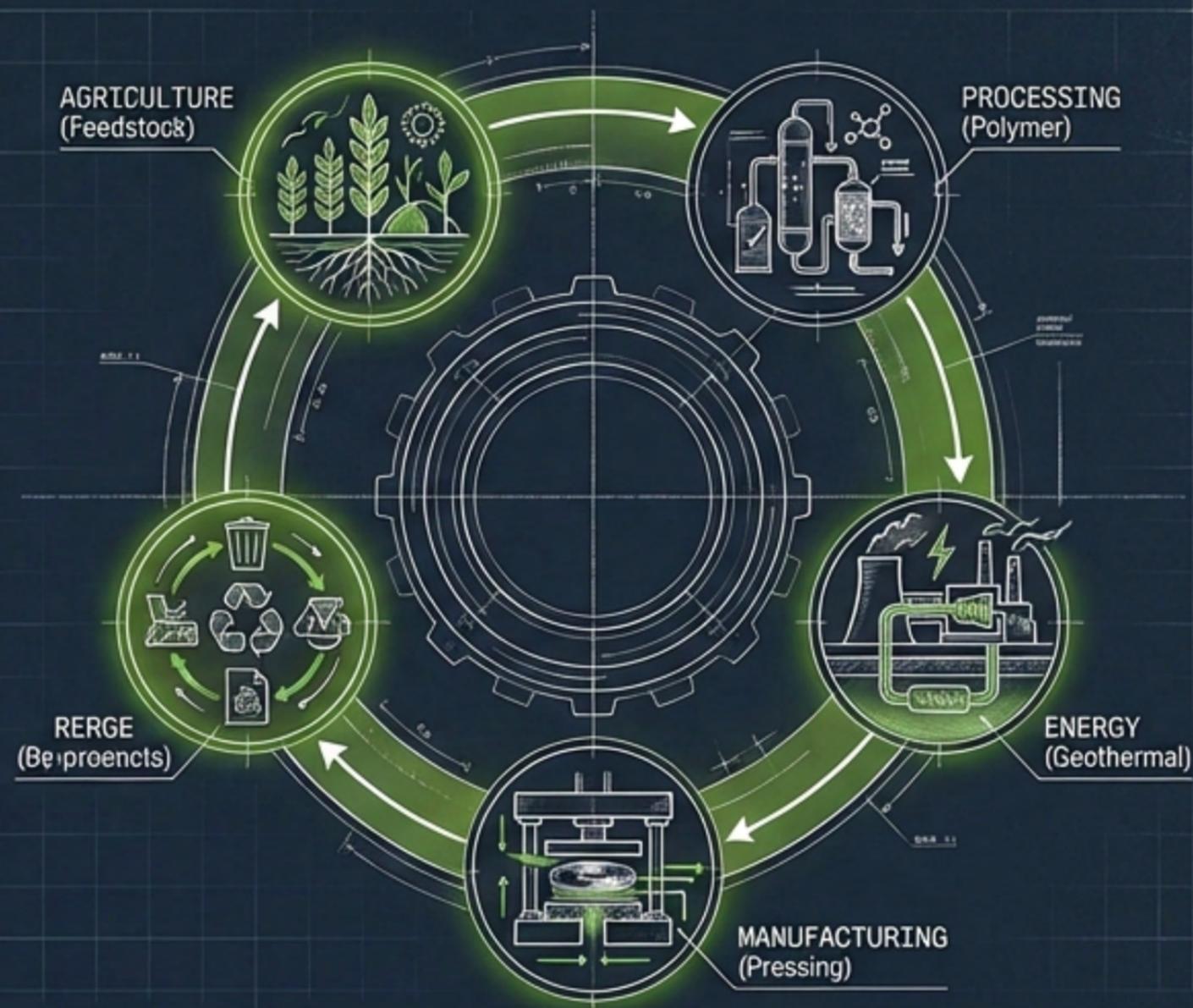
DECARBONIZATION VIA LOCATION AND CHEMISTRY

STANDARD FACTORY



Fossil-Fuel Steam + Toxic PVC = High Emissions.

THERMAL BEETS SYSTEM



Farm-to-Factory: Integrating agriculture, energy, and manufacturing into a single industrial flow.

THE STRATEGIC EDGE OF THE ARCTIC

1

ENERGY MOAT

100% Renewable grid
(Hydro/Geothermal).
Stable, ultra-low operating
costs vs. EU/US gas.



2



LOGISTICS

10 mins from Keflavik Airport.
Bridging North American
and European markets.

3

CULTURAL BRAND

'Made in Iceland' is a global
premium brand (Björk, Sigur Rós).
Justifies premium pricing.



4



INCENTIVES

25% Govt rebate for
recording & pressing locally.



Keflavik
Airport

10 min drive



Iceland
Eco-Business
Park



**Evolution
Music**

: PLANT-BASED. AUDIOPHILE QUALITY.



DROP-IN COMPATIBLE:

Works with existing WarmTone presses. No new R&D hardware risk.

THE MATERIAL:

Fossil-free polymer derived from sugar beets and cane starch.

VALIDATION:

Developed by Evolution Music.
"On balance a better choice than fossil fuel compounds" — VRMA Report 2025.

DIVERSIFIED REVENUE BEYOND MANUFACTURING



Pressing Service (B2B)

Premium eco-pressing for Indies/Majors. High-margin Special Editions. ASP £5.75.



Thermal Beets Label (B2C)

Archival/Unreleased Icelandic music. High margin per unit sales.



Tourism Experience

'Press-a-Record' visitor center. Est. €10-15k/year revenue + brand building.



Consulting

Exporting the 'Iceland Model' to global plants transitioning to EvoVinyl.

OPERATIONS: ICELAND ECO-BUSINESS PARK



ICELAND ECO-BUSINESS PARK (AERIAL VIEW)



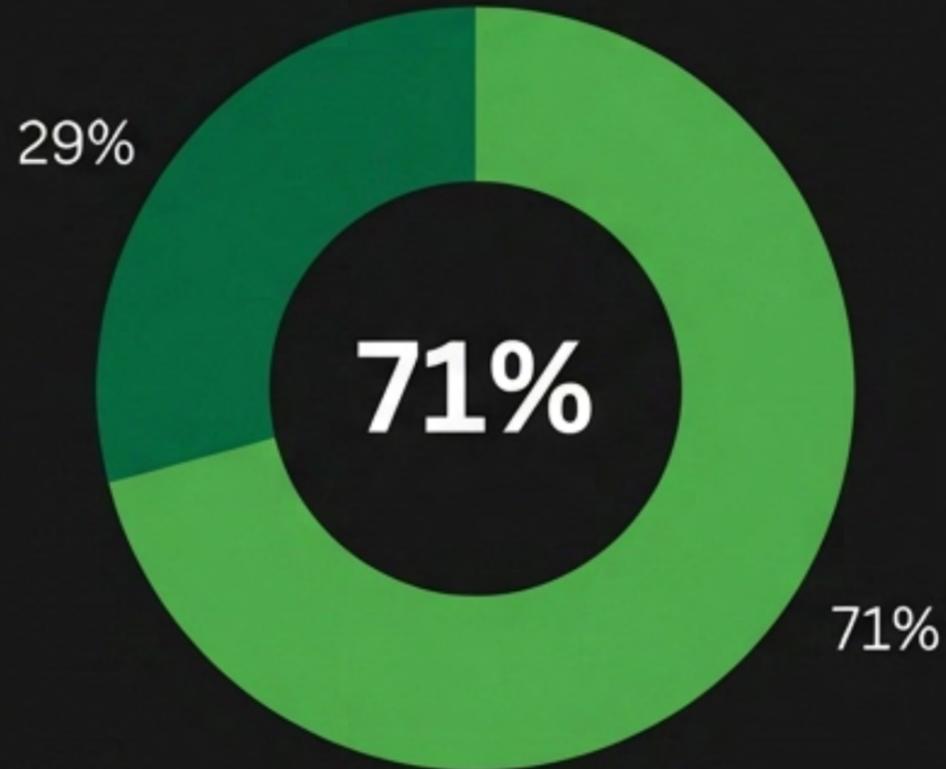
FACILITY FLOOR PLAN & LAYOUT

Located in a repurposed aluminum smelter—a symbol of the transition to green innovation.

Circular ecosystem with waste heat reuse.

THE MARKET IS READY TO PAY A PREMIUM

71% of Gen Z willing to pay premium for sustainable LPs.

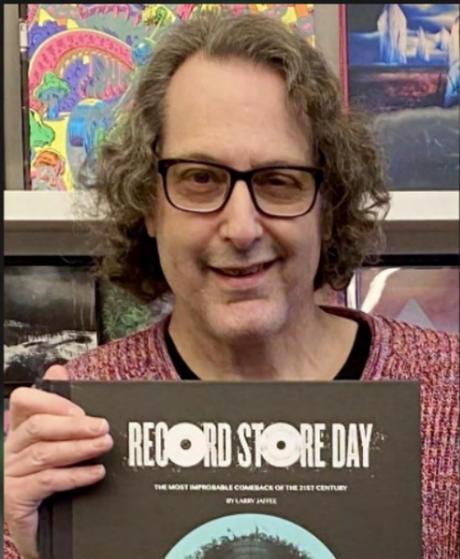


Source: Key Production Data. Indie/D2C channels drive vinyl growth (Luminante).



Proof of Concept: Distributed to 400 industry pros at Airwaves 2024.
Key Client: Earthsonic (Label) committed.

BUILT BY INDUSTRY VETERANS



LARRY JAFFEE
(CEO)

Co-founder "Making Vinyl", Author. Industry thought leader.



KEVIN DA COSTA
(TECH)

Built 24 pressing plants globally. EvoMusic Tech Director.



GUÐMUNDUR ÍSFELD
(OPS)

Owner RPM Records (Denmark). Local manufacturing expert.



JÓNBJÖRN BIRGISSON
(PLANT MGR)

Local engineer & musician.

Advisory Board includes Richard Burgess (ex-CEO A2IM) and Andri Snær Magnason (Author).

PROFITABLE BY DESIGN: UNIT ECONOMICS

Output: 183,000 Records

Revenue: 160.000.000 ISK

Gross Profit Margin: 48.5%

Break-Even: Year 1

Unit Economics

ASP (Premium): **960 ISK**

Cost: **500 ISK**

Margin: **465 ISK**

SCALING FROM FACTORY TO CIRCULAR HUB

PHASE 1 (YEAR 1):
PROOF OF CONCEPT



GT Sectra
Import material.
Launch factory. Fulfill
Earthsonic/Local orders.

PHASE 2 (YEARS 2-3):
EXPORT & CIRCULARITY



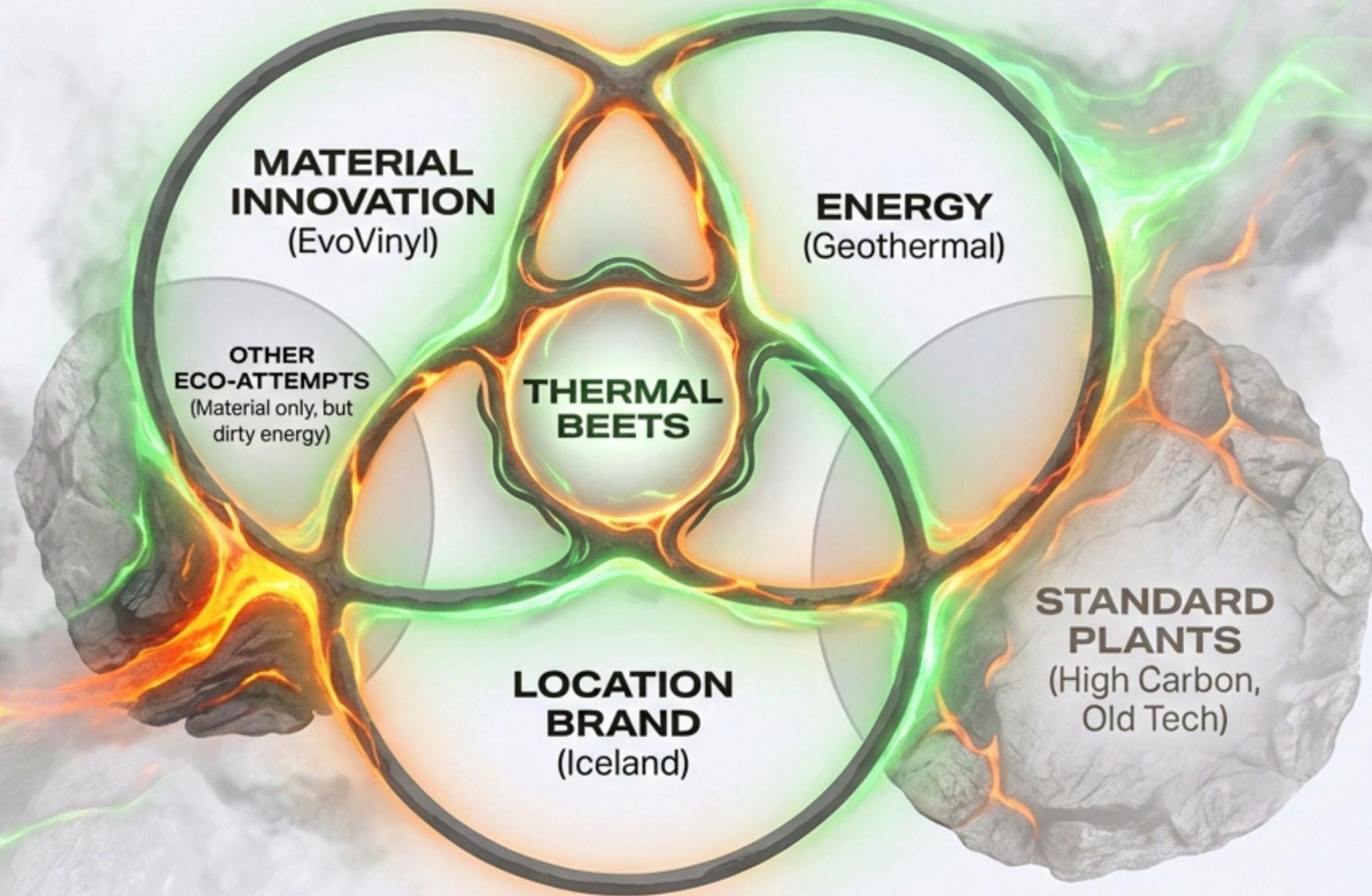
GT Sectra
Export focus (EU/US).
Localize packaging print.

PHASE 3 (YEARS 4-5):
FARM-TO-FACTORY



GT Sectra
Grow beets on-site.
Consulting services.
Full circular economy.

REDEFINING THE STANDARD



Thermal Beets is the **ONLY** player combining Material + Energy + Cultural Tourism.

INVESTMENT OPPORTUNITY

217.5 million ISK

Equity / Private Placement

**217.5
Million ISK**
Equipment
(Presses/Extruders)

**217.5
Million ISK**
Construction/Lease
(Facility retrofitting)

**217.5
Million ISK**
Operations/Marketing/Licensing



MORE THAN A FACTORY.

Thermal Beets is infrastructure for artists,
a beacon for sustainable manufacturing, and
a cultural ambassador for Iceland.



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