

INVESTORS MAGAZINE

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as you might know it from larger companies outside of crypto.”*

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marketing rollout plan and achieve the goals we previously set ourselves.”*

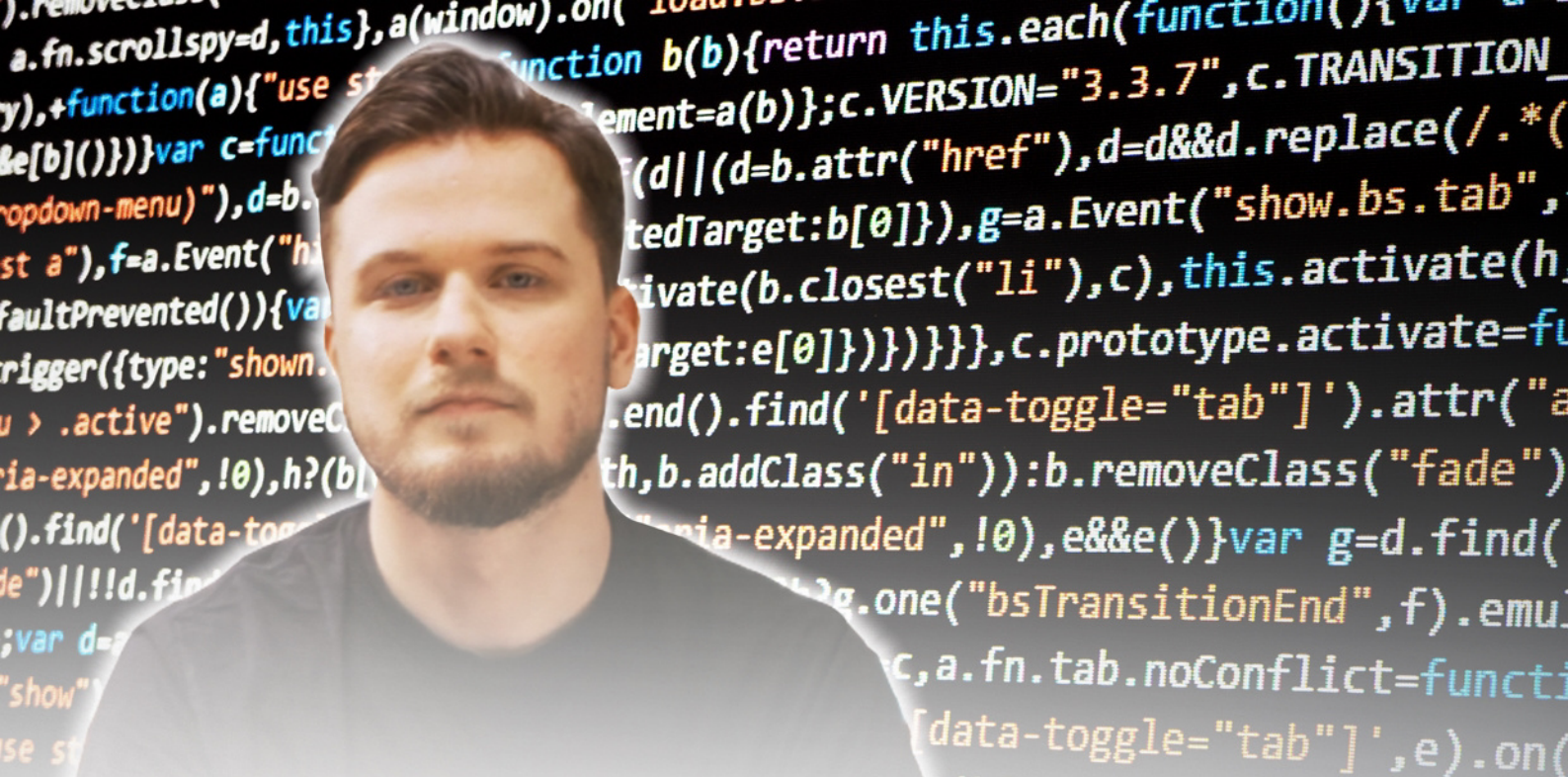
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HOW INVISIBLE POLLUTION AFFECTS US

*„The clothing industry has a big problem: Most brands produce under
extremely bad conditions”*







THE UPDATE

A MESSAGE FROM THE CTO

Hi!
Thank you for supporting CleanOcean and reading our Investor News!

Let me introduce myself. I'm Daniel, one of the founders and CTO of CleanOcean. You can also find more information about me and our other amazing team in the official Whitepaper.

In the previous Investor News Magazine, Jan talked about our exciting and sometimes bumpy journey of CleanOcean and how we got where we're at right now. I am proud of the things we achieved in this project already, let it be our amazing community, the rocket-like presale and launch or our donations/contributions to charity and the ocean.

In this article I want to talk about the evolution of our CleanOcean Website, since it always has been at the core of our corporate identity and communication.

Our first internet presence was a quick creation of mine which was built from scratch with bootstrap, php and javascript. The site included our basic goals for this project, as well as our vision where we want to go with it. It was a mediocre and temporary solution, but it was decent considering the short amount of time we took to launch this project.

The second and current website was built with Wordpress, back then we hired a developer from Pakistan who was a big help with creating the first version of this site. For me it was frustrating getting into the Wordpress-framework since I never worked with it so far and it can be confusing and annoying at start, but by now I would say that I got used to it. Since then, this website was constantly updated and improved. For example, we created our own area to display all the donations we've done and presenting the organisations behind them. Besides that, there is also an online shop for merchandise integrated in the current site, where you can support us directly by purchasing and wearing our shirts and hoodies!

After this well received step, we focused on something much bigger. CleanSwap. With the help of another greatly experienced developer, we managed to set up a clean and easy to use fork of PancakeSwap. Much improved user-interface, clear overview of your current CLEAN balance and better transaction fees than any other decentralised exchange we could find. Soon after this big step ahead, we added the feature to purchase BNB directly over CleanSwap via credit card or SEPA transfer, just like you would on a centralised exchange.

Let us take a look in the near future. CleanOcean.io 3.0 which is currently in construction, will be based on Wordpress again for the beginning. This way it is easy to update and everybody in our team can work on it, to increase efficiency.

We are planning on moving the site to React very soon.

With the React framework we can ensure a very quick response-time from our website and offer you the best possible experience.

This website will focus more on the charity aspect of our token and in a much more detailed way.

Recently, TikTok and some other companies banned advertising crypto projects on their respective platforms.

By changing our corporate identity and web-appearance we shift the focus from crypto to the ecological aspect of our project, which could help us to market on these platforms again.

CleanOcean.io 3.0 will also look much more professional, as you might know it from larger companies outside of crypto.

On first sight, you will easily see our goals for this project, but also what milestones and eco-accomplishments we achieved already.

It is important to us, that the user can understand CleanOcean within the first seconds of visiting the platform.

If you dig a bit deeper into it, you will find our Investor Area, where you can get all the information about the token, just like on our current website.

There still will be links to every important source of informations like our chart, but also bits about our company which will be release in the Investor News Magazine like this one.

Of course, just like our merchandise-shop, we will have CleanSwap implemented on our new website, so people have an easy way to trade CLEAN, BNB, ETH or similar Cryptocurrencies.

This step will set us apart from usual crypto projects and will help attracting investors from different sectors.

Thanks for reading this article and I hope you enjoy the rest of this month's Investor News!



**CleanOcean
Technological
Department**

**SWAP EVERYWHERE
SWAP FAST
SWAP CLEAN**

Buy CleanOcean and BNB easily on CleanSwap



SOME WORDS FROM DANNY

HOW I SAW THE LAST WEEKS

The last weeks were full of ups and downs.

We made decisive steps to improve the already strong foundations of CleanOcean by completing a lot of unfinished tasks in the background of the company.

While many of us were active in the background, others developed new features for the community. CleanSwap for example has now finally gotten the "BUY BNB" feature which is very useful for people wanting to fill their wallet with BNB without using Binance as middleman. It got accepted very well by the community and is already one of our most hyped skills of CleanSwap.

While the focus of our CTO Daniel obviously lies on the new website, we still ensure that CleanSwap will get the full support and maintenance.

To ensure that everyone has a fun and easy way to spread our message I designed a custom CleanOcean stickerpack, featuring 13 fish in humorous crypto related positions. It makes me very proud to see that the community is using the new stickers frequently.

All in all, it was a very successful month for us, not marketwise but we did well with reaching our internal goals. Building up solid fundamentals step by step, will prove to be worth a lot, very soon, as the market is currently in a strong recovery.

At the moment of writing this article BTC is on a steady rise, fuelling our hope for better markets. Because when the markets recover, we will continue with our marketing rollout plan and achieve the goals we previously set ourselves.



**ARE YOUR FUNDS SAFU?
YES! WITH THE CLEANOCEAN
SAFETY PROMISE!**



**CLEANOCEAN - SETTING NEW STANDARDS IN
TRANSPARENCY AND SCAM PROTECTION**



HOW INVISIBLE POLLUTION WILL KILL US

A lot of ocean organizations focus on the most visible kind of pollution, the plastic trash floating around, ready to be picked up.

But what about the invisible pollution? What about the kind of pollution that can't be photographed? While there is less awareness, invisible pollution can be often much more fatal than plastic bottles or straws.

In this article we want to take look at invisible pollution, taking the clothing industry as an example.

The clothing industry has a big problem: Most brands produce under extremely bad conditions, mostly exploiting workers in uncontrolled sweatshops in Southeast-Asia. In addition, the ecological footprint of those clothing productions is disastrous. Let's take a closer look at the pollution created by those factories.

Experts say that the clothing industry is one of the most polluting industries on earth. Only a few chemical- and fossil fuel industries are more polluting. This alone shows the enormous impact of the fashion industry and the waste it produces. It is known that 20% of the global wastewater comes from textile industry, often being dumped directly and unfiltered into the sea. Why does this happen?

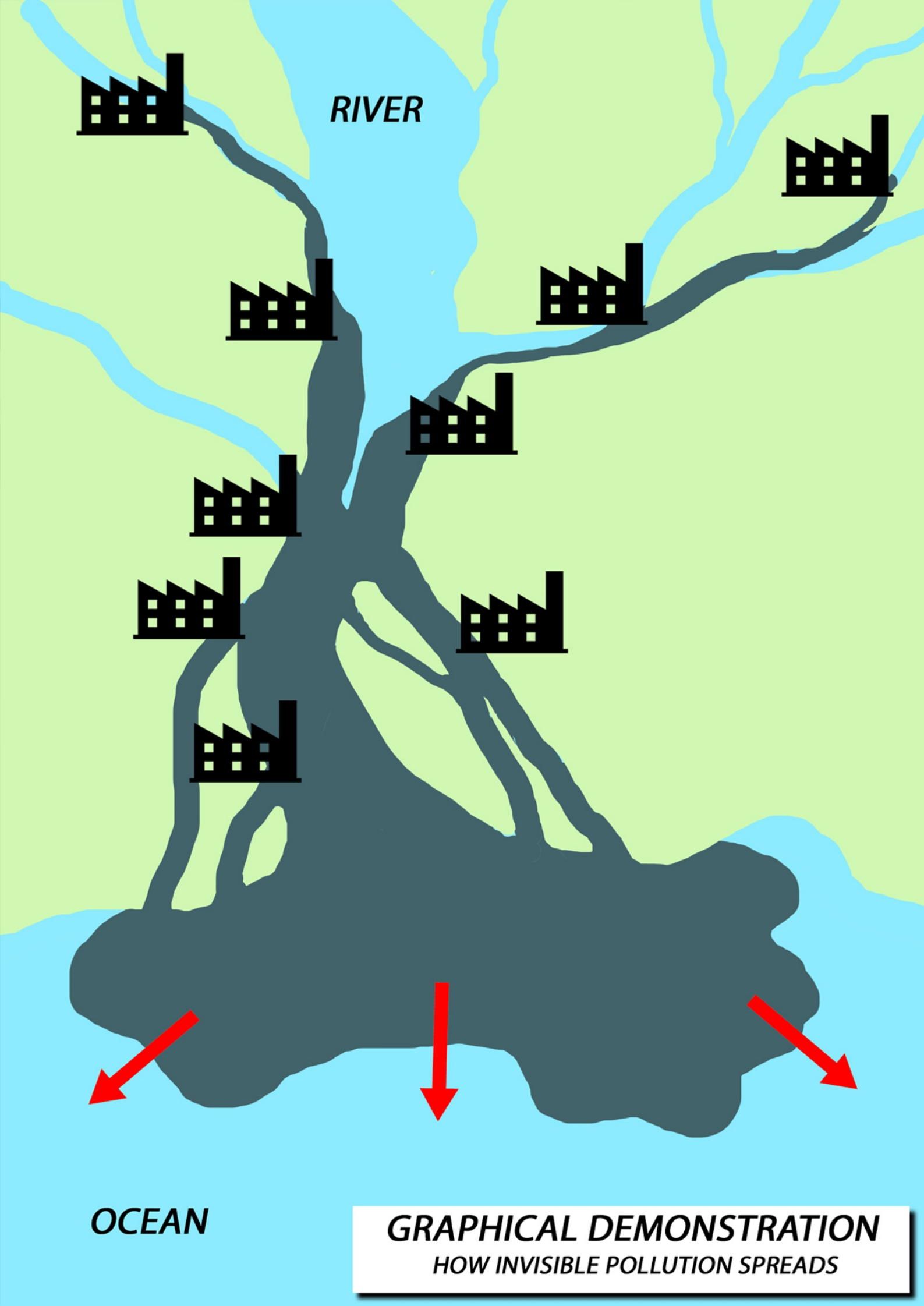
In most of the countries where our garments are produced, there are no rules or laws about the handling of wastewaters and even when present, they do not get enforced on a serious basis. Therefore, untreated toxic wastewater is flowing in masses into the local rivers, that then transport the toxic substances into the ocean.

The substances usually include mercury and arsenic. These are actively harming marine life but not only animals living in the water are suffering. They are also poisoning precious water for people living nearby, destroying the wild nature and the homeplaces for thousands of people. It is conjectured that almost 90% of wastewaters in those developing countries get released to the environment without adequate treatment.

The fabrication and coloring of synthetic garments is one of the main factors of pollution within the fashion industry. Researchers believe that almost 200.000 Tons of toxic dye get disposed into clean water every year.

But what can we do to improve the situation? One of the first steps you can take as a consumer is to avoid buying fast fashion as much as possible. Double check the garments of your clothing and avoid the ones not ecological. When you come from the West buying clothing manufactured in Europe or the US also supports your local businesses who must follow the strict rules about pollution, waste and water disposal. Only when we stop giving our money to harmful companies, we will see real change. Vote with your wallets. Everyone can help, we must work together to save the oceans for the sake of marine life and our own survival.





RIVER

OCEAN

GRAPHICAL DEMONSTRATION
HOW INVISIBLE POLLUTION SPREADS