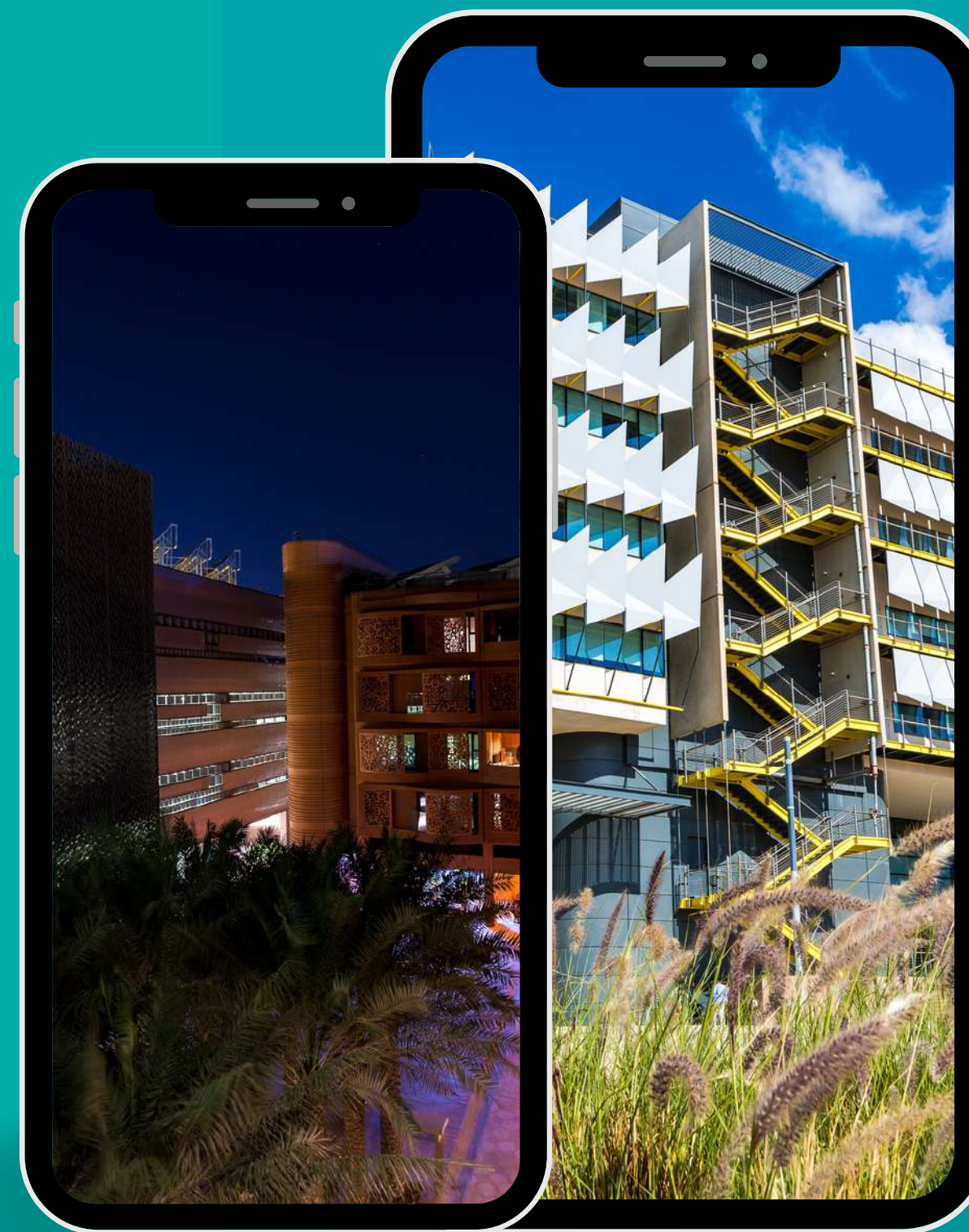


Introducing the Catalyst

Catalyst, a Masdar City and BP joint partnership, is the first-ever clean-tech accelerator in the MENA region that purely focuses on Sustainability, Energy and Cleantech. We invest in Pre-seed and Seed stage startups with founders who are actively working on finding sustainable solutions for the challenges we face today and the future.

Through our program offering, startups in sustainable verticals will have access to funding, incubation, startup package, mentorship, coaching, and access to our shareholder network and investors.

As a key player in the clean-tech ecosystem, Catalyst not only accelerates business growth but also shapes the future of sustainability. By fostering collaboration among startups, investors, and stakeholders, Catalyst plays an instrumental role in driving the MENA region's transition to a greener, more sustainable future. Its commitment to nurturing groundbreaking innovations is transforming the clean-tech landscape, paving the way for a cleaner, more sustainable world for generations to come.



Catalyst Investment Stats and Mandate



Catalyst contribution towards achieving the Sustainable Development Goals

Investment Stage
Pre-Seed & Seed

21
Investments-To-Date

10
New Investments expected in 2026

Up To – \$100K
Ticket Size – Initial Investment

Up To – \$250K
Ticket Size – Follow-on Investments

MASDAR
CITY

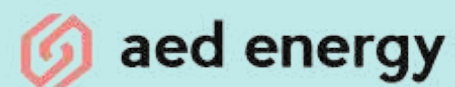


Catalyst Portfolio Companies

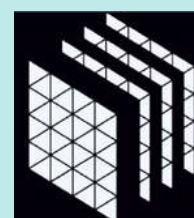
CATALYST 1.0 – INVESTMENT & GRADUATE



CATALYST 2.0 – INVESTMENT



CATALYST 2.0 – GRADUATE ONLY





CATALYST

Catalyst Screening and Selection 2025

NO. OF APPLICATIONS

457

INVESTMENT APPROVED

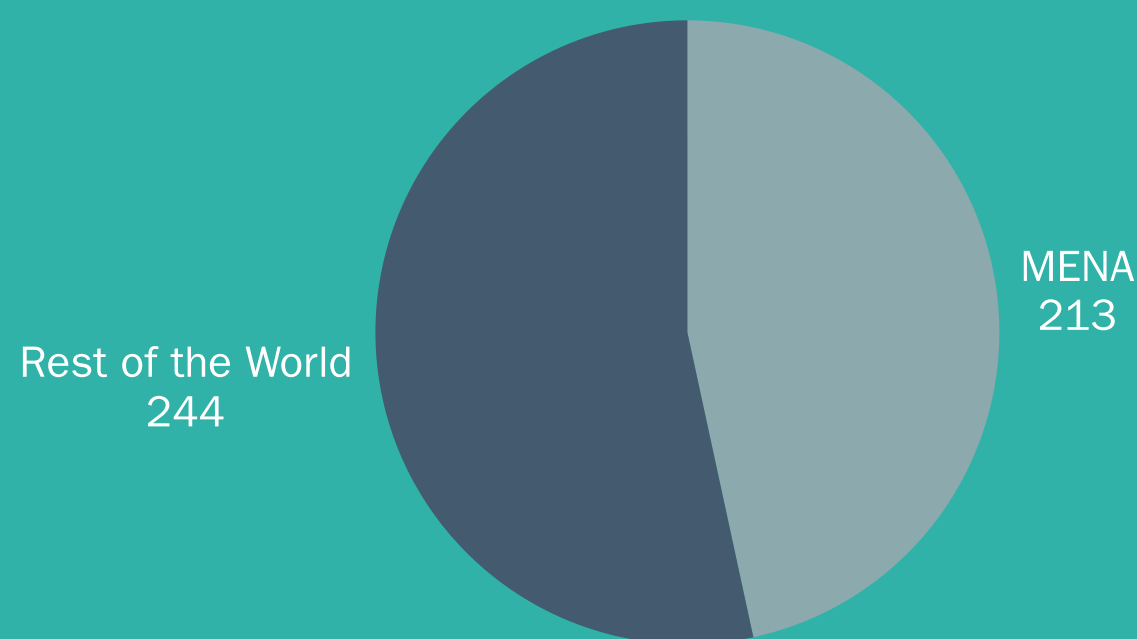
11

CONVERSION

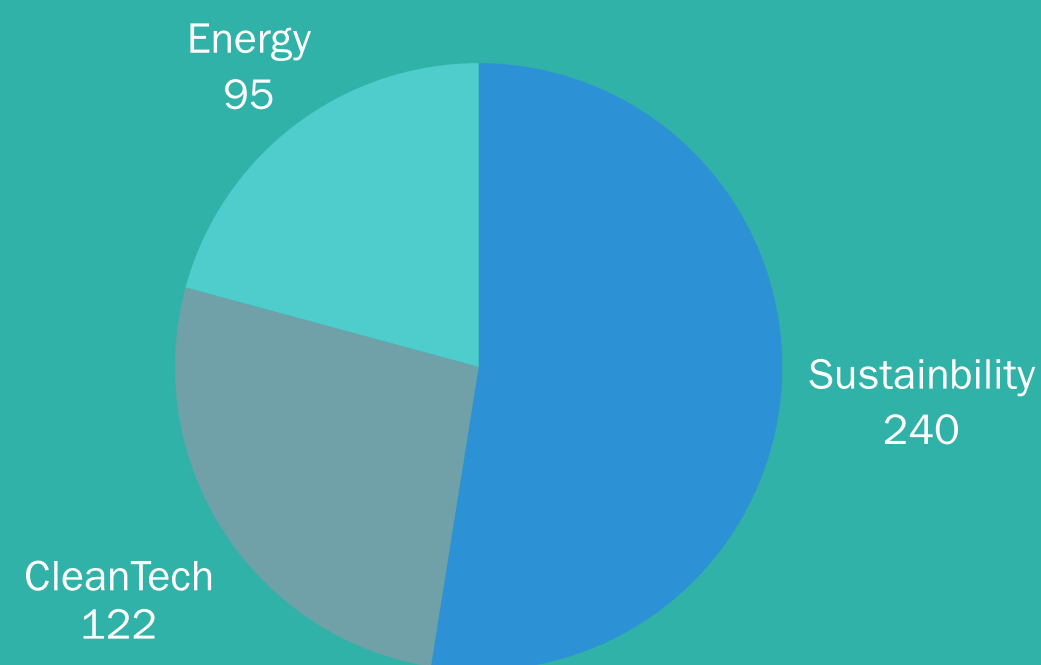
2.5%

4

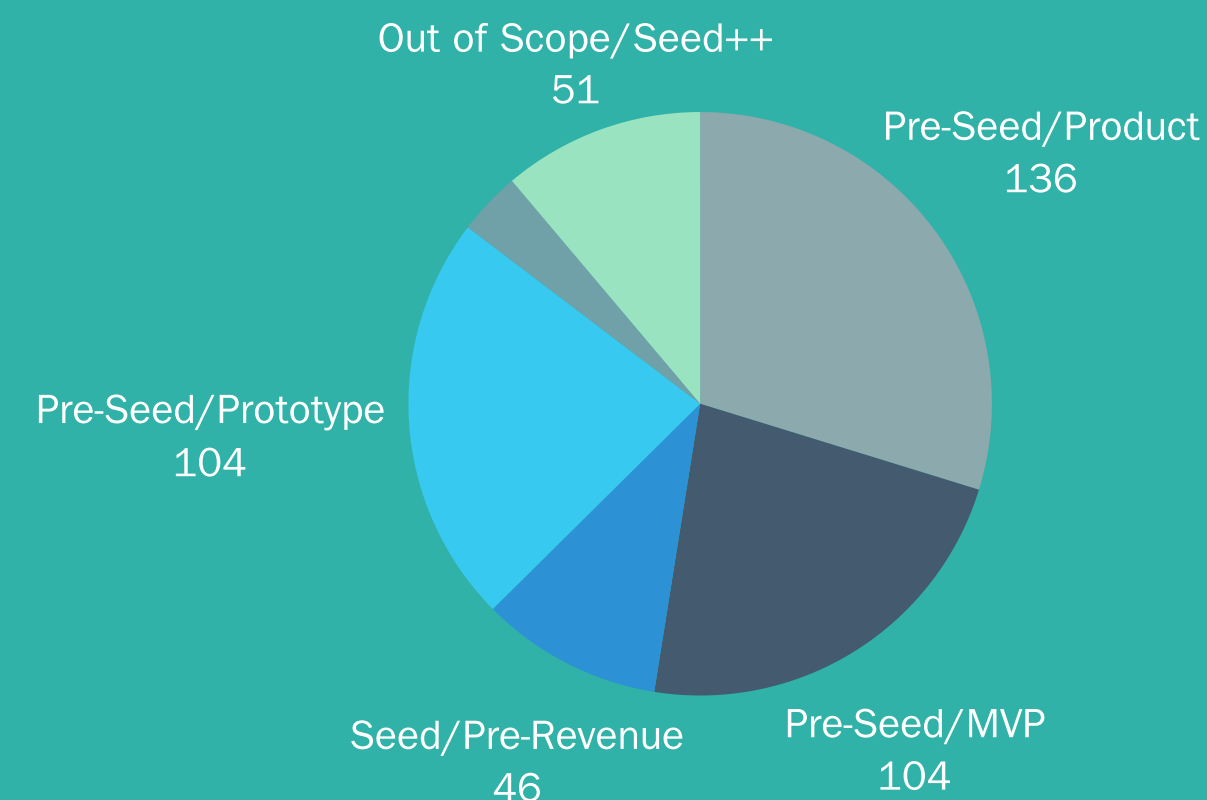
GEOGRAPHY



SECTOR



STAGE





2025 milestones and key highlights – AED Energy

Projects delivered (2025):

- First high-temperature thermal battery demonstrator commissioned
- Dual-output architecture validated (heat + TPV power)
- First international pilot deployment initiated (Nigeria)
- POCs delivered: Innovate UK demonstrator; Nigeria university pilot (grant-funded)
- MOU: 50 MWh green ammonia project (South Africa), scaling to 1 GWh by 2030
- Early pilots/MOUs in pipeline: 50 MWh biomethane (SA); 30 MWh mining (Morocco); 30 MWh mining (SA)

Funding (total): Equity + SAFE £1.0M (incl. £370K in 2025); Government grants £1.2M (incl. £1M Innovate UK demonstrator)

~800°C

high-temperature thermal battery demonstrator commissioned (NaCl–Graphite)

10 MWh

System design complete; DNV certification in progress

1.32 GWh

Commercial pipeline under evaluation (pre-commercial)

Dual output integrated: dispatchable heat + TPV electricity
in 2026 to reach 100% by 2030

Awards / recognition (2025):

- Energy Storage Awards 2025: Newcomer / Start-Up of the Year
- Completed TechX Accelerator
- Selected into EarthScale cohort
- Joined Eco Ventures Counsel

2,500–4,000 tCO₂e/yr

Avoided per 10 MWh unit (diesel heat displacement, example case)

Team 7

(net +2 hires in 2025; 2 female hires)

3 patents filed (1 published, 2 pending)

Commercial status:

Revenue Jump (2024 vs 2025)

- 2024 revenue: £0 (pre-revenue)
- 2025 revenue: £0 (grant-funded demonstrator and pilots)





2025 milestones and key highlights – AED Energy

International footprint (2025)

Active Countries:

- UK (HQ/R&D),
- Nigeria (pilot),
- Early-stage project development in South Africa / Morocco /Saudi Arabia

Legal Entities:

- UK parent
- USA Branch (Texas)
- UAE Branch (Masdar City)

GHG impact

- **Baseline:** fossil heat/power; 250–900 kgCO₂e/MWh (application-dependent)
- **Post:** renewable/curtailed-power charged thermal storage; operational emissions ~zero (excl. upstream electricity)
- **Scope:** S1 avoided combustion, S2 electricity input, S3 mfg/logistics under assessment
- **Method:** IPCC / DEFRA / IEA emission factors; operational boundary
- **Assumptions:** daily cycling; 70–90% load factor; 6–18h dispatch

People & governance / mapping

- **Emiratization:** none yet (planned post-commercial)
- **Human rights:** UK employment law; no standalone policy yet
- **SDGs 7/9/12/13; GRI 302/305; ISSB/IFRS S2; GHG Protocol**

Resource / co-benefits

- **Reduced fossil fuel use:** enables firm use of solar/wind
- **NOx/SOx/PM elimination vs diesel/coal:** improved safety (less fuel handling)
- **Water:** heat recovery can support water treatment/desalination (project-specific)





2025 milestones and key highlights – Nadeera

Abu Dhabi Traction since inception

74,000 kg	material recovered
71	no. of locations
14,700	Households onboarded
20,790	Apps downloaded
9,858	Active users

Dubai Traction since inception

250,000 kg	material recovered
42	no. of locations
15,758	Households onboarded
5,753	Apps downloaded
4,398	Active users

Saudi Arabia Traction since inception

44,800 kg	material recovered
10	no. of locations
4,500	Households onboarded
2,300	Apps downloaded
1,800	Active users



