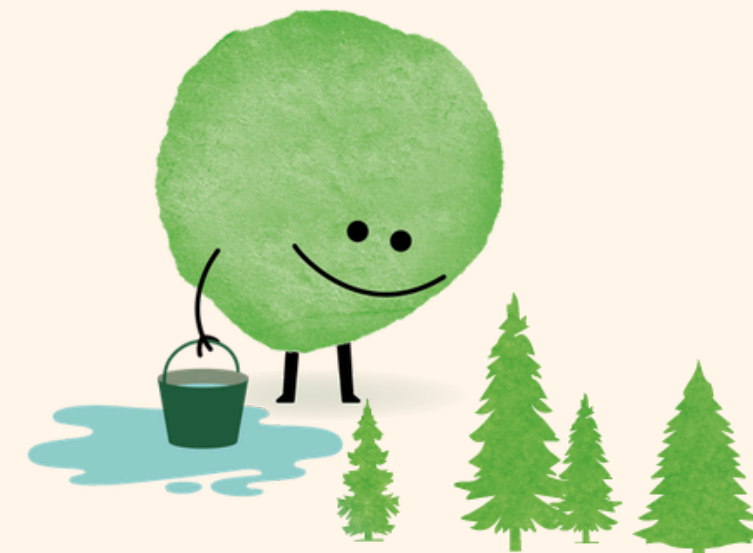


yōkūu®

HARDWORKING CLEANING PRODUCTS FOR LAZY PET OWNERS

**YOKUU comes from the Japanese 'shinrin-yoku', or 'forest bathing'. It reflects our mission to bring the beneficial bacteria of the forest into the home, allowing people to immerse themselves in a healthy indoor microbiome.*



PROBIOTIC STAIN & ODOUR REMOVER

Accidents suck. Cleaning up shouldn't. This 100% pet-safe spray is your quick fix for stains and smells.

Powered by 1 billion cleaning helpers, this spray goes beyond surface cleaning. The probiotics stay active for days, breaking down organic messes and neutralising odours long after application. Textiles, floors, and furniture stay fresher for longer - safe for pets, safe for the planet.

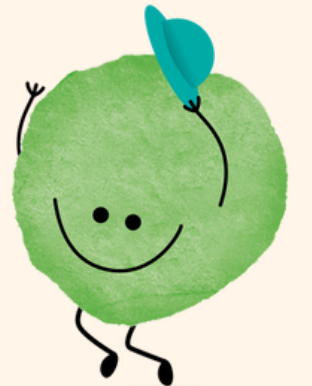
- **Clean ingredients:** 96% natural origin, 100% biodegradable
- **Deep Clean:** Tackles stains and odours at the source
- **Safety For Your Home:** Lick-safe & hypoallergenic, safe for pets and kids
- **Sustainable:** Plastic-free refill tabs in recyclable paper packaging



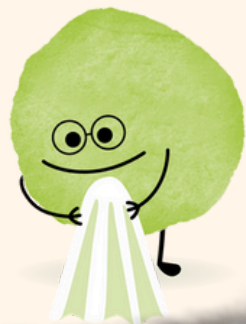
RRP: Starterkit + 1 pearl → €9,95
RRP: Refills - 2x → €9,95



ADOPT 1 BILLION HELPERS FOR YOUR FURRY FRIEND



HEALTHIER
CLEANER
EASIER



SUMMARY

YOKUU: YOKUU is one of Belgium's fastest growing consumer scale-ups, focused on offering probiotic solutions in home care and personal care.

YOKUU PET: We are now launching a range of probiotic, lick-safe, hypoallergenic products that last longer & save effort for pet owners, making their life easier, cleaner, healthier.

PET PRODUCTS for pet owners:

- Multi-purpose Cleaner
- Stain & Odour Remover
- Allergen Spray

PET PRODUCTS for pets:

- Pet Refresher
- Pet Shampoo & Conditioner

**AN INNOVATION IN PET CARE BY AN ESTABLISHED BRAND,
WITH NO DIRECT COMPETITOR OFFERING ANYTHING COMPARABLE.**

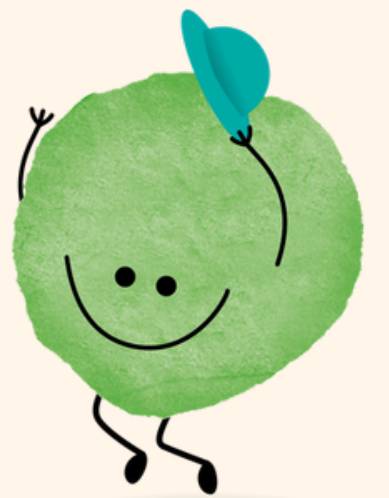


OUR WINNING INNOVATION IS TWOFOLD

1. USE OF MICRO-ORGANISMS

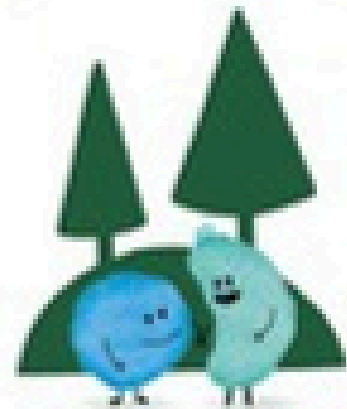
+

2. DRY CONCENTRATED
HYGIENE TABS



**POWERED BY:
PROBIOTIC
INNOVATION**

1



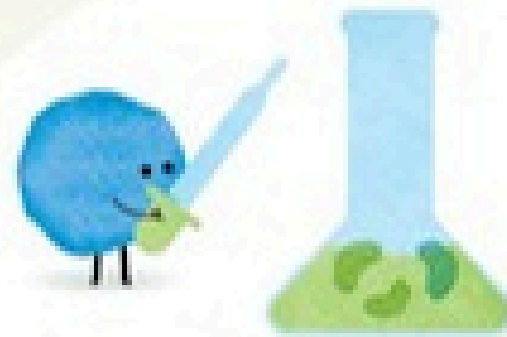
**ISOLATION OF
BACTERIA FROM
FOREST FLOOR**

2



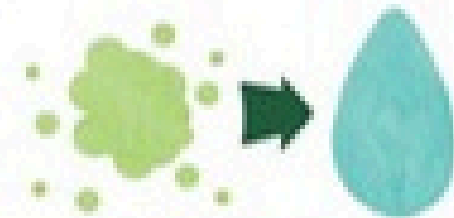
**SELECTION OF
PURIFYING STRAINS
IN THE LAB**

3



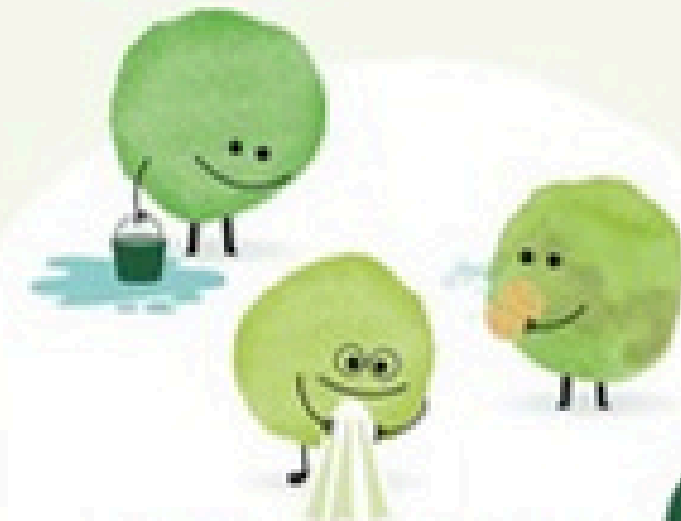
**MIXING BACTERIA
WITH OTHER
INGREDIENTS**

4



**MAKING THE
CLEANING PEARL**

5



**BACTERIA ARE
PUT TO WORK!**

**BACTERIA
REMAIN & PURIFY
FOR 7 DAYS!**

YOKUU = A COMBINATION OF SHORT-TERM, LONG-TERM AND PREVENTIVE CLEANING

A SYNERGY OF SUSTAINABLE CHEMISTRY, MICROORGANISMS, AND ENZYMES

SHORT-TERM: CHEMICAL CLEANING



LONG-TERM: BACTERIAL BIOREMEDIATION



PREVENTIVE: MICROBIAL MANAGEMENT

Mild, biodegradable surfactants that loosen and remove dirt, grease, and biofilm

After application, the probiotics activate & produce enzymes that continue to break down organic matter (e.g. fats, proteins, starches)

The probiotics form a microbiome on the surface, helping to (1) outcompete and inhibit the growth of harmful or odor-causing microbes, (2) limit biofilm regrowth, and (3) support long-term hygiene



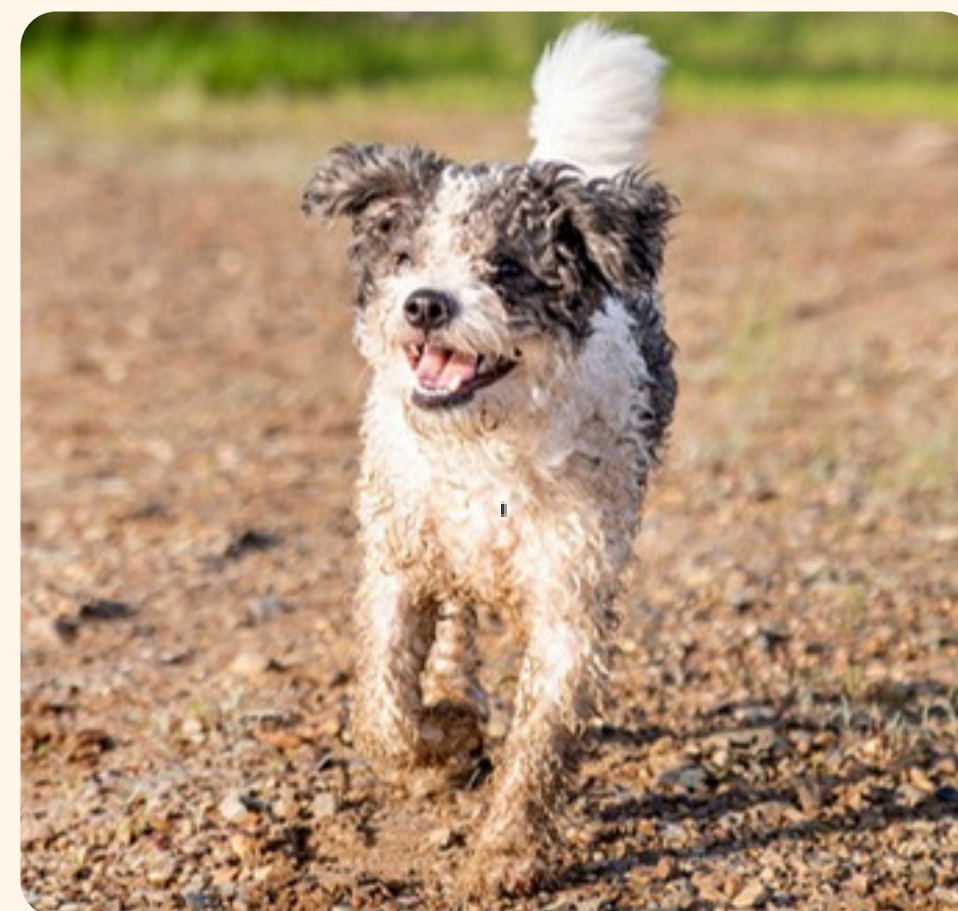
ABOUT YOKUU



YOKUU BY THE NUMBERS

- Founded in 2020 by Joris Jansen;
- Revenue growth of 250% YoY and a bold target of reaching €50M revenue by 2028;
- Extensive portfolio of 50+ SKUs in household and personal care;
- Almost 2,000 retail points BeNeLux, and expanding fast;
- Over 20k followers on Instragram;
- Continuously growing workforce: doubled the team in September from 4 to 8 people;
- Just raised €1.1M in funding;
- Outstanding customer satisfaction with great reviews across all products.





THE PET OWNERS' STRUGGLE

INEFFECTIVE

Chemicals & enzymes only work ~30 min, no long-lasting cleaning or deodorisation

TIME CONSUMING

Pet owners need to clean 2 to 3 times more than non-pet owners

HEALTH RISKS

Too much perfume and chemical ingredients leading to accidents and allergic reactions.



SOLUTION: PROBIOTIC, LICK-SAFE, HYPOALLERGENIC PRODUCTS THAT LAST LONGER & SAVE EFFORT FOR PET OWNERS → EASIER, CLEANER, HEALTHIER

THE SOLUTION: YOKUU PET

HARDWORKING PRODUCTS FOR LAZY PET OWNERS

**PROBIOTIC, LICK-SAFE &
HYPO ALLERGENIC**

**HEALTHIER
CLEANER
EASIER**



RETAIL APPEAL

MASS APPEAL: YOKUU brings its probiotic technology to pet care, solving everyday struggles for every pet parent: odours, stains, and allergens. With billions of friendly microbes that keep working long after you spray, YOKUU tackles the mess so you can enjoy the cuddles.

PREMIUM POSITIONING: YOKUU positions itself as a premium pet care brand. Clean design, natural innovation, and proven benefits in odour removal, sustainability, and health make pet owners willing to invest in products that truly care for their furry friends — and their homes.

EMOTION & HUMOUR: YOKUU makes life with pets fresher and funnier. Less time worrying about smells or stains means more wagging tails, more belly rubs, and more sofa snuggles — bringing joy to a category that usually feels like “damage control.”

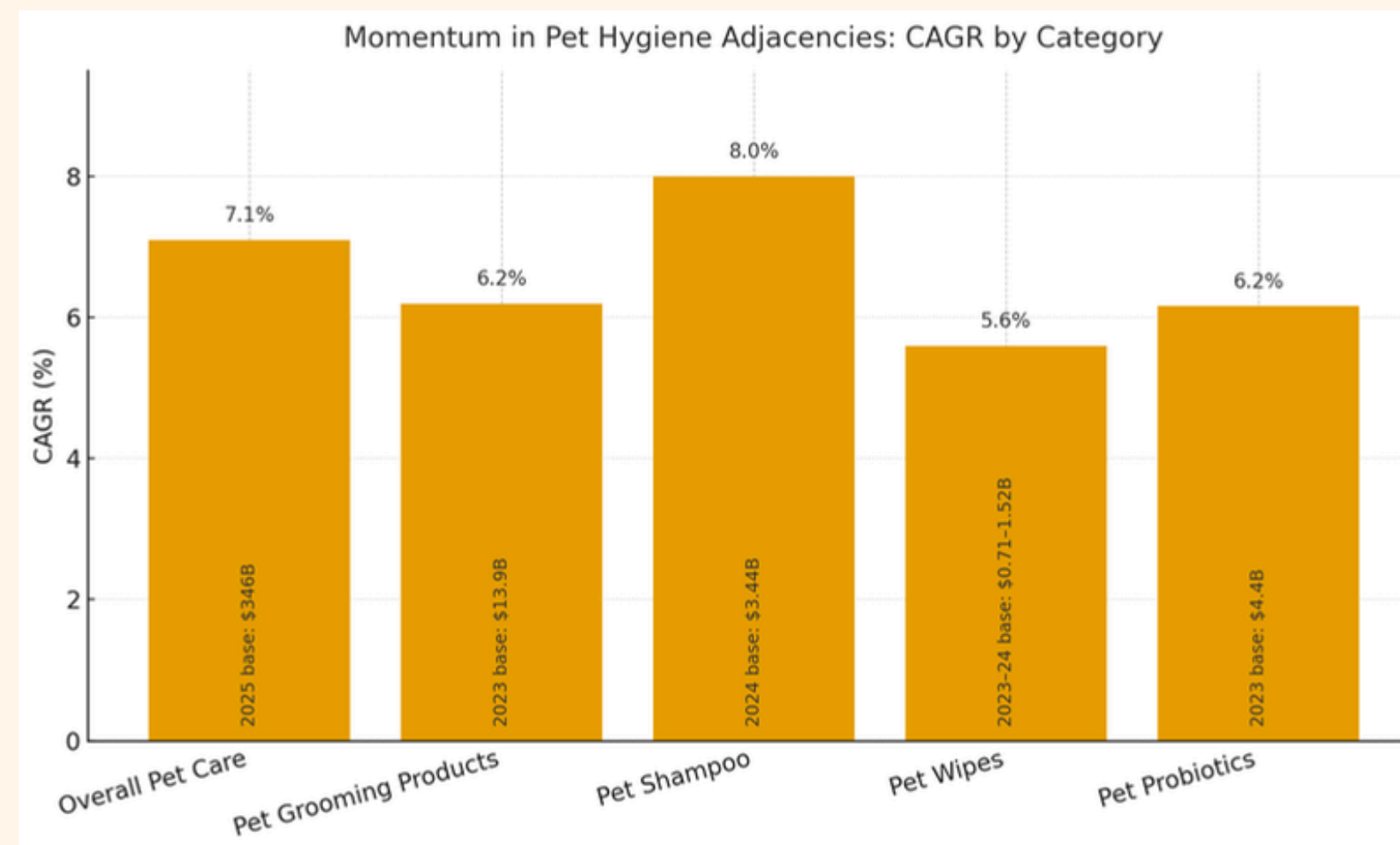
HIGH CUSTOMER LOYALTY: Pet parents love YOKUU for its effectiveness, eco-friendliness, and ease of use. It’s not just another cleaner — it’s peace of mind in a bottle, and a brand they trust to keep homes healthy & pet-friendly.



A STRONGLY DIFFERENTIATED BRAND IN THE MARKET, WITH NO DIRECT COMPETITOR OFFERING ANYTHING COMPARABLE.

FROM PAWS TO PROFIT: PET HYGIENE ON THE RISE

- Consumers demand: natural, safe, premium, easy-to-use solutions
- Humanization trend driving overall spend, especially on healthcare and hygiene
- European pet care market: €46bn by 2025, +5.7% CAGR;
- €3.5B annual spend in Belgium + €1.75B in NL on pets (food, care, accessories)
- Hygiene is one of the fastest-growing subsegments in pet care (+7–8% CAGR in Europe).



PET RANGE



FOR PET OWNERS



START: € 9,95
REFILL 2X: € 9,95



START: € 7,95
REFILL 2X: € 7,95



START: € 19,95
REFILL 2X: € 19,95

FOR PETS



START: € 9,95
REFILL 2X: € 9,95



START: € 9,95
REFILL 2: € 5,95



OUR USP REMAINS UNIQUE WORLDWIDE

COMPETITIVE LANDSCAPE

Still rare, but some bigger brands are starting with select ranges of liquid probiotic cleaners



Focussed on 'less plastic'