NORMAL VISION

COLORBLIND VISION
DEUTERANOPIA
350 million Colorblind Worldwide
The ColorADD Solution
Win-win-win
Sustainable
<table>
<thead>
<tr>
<th>componente</th>
<th>valor</th>
<th>DR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energia</td>
<td>2340kJ</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>555kcal</td>
<td></td>
</tr>
<tr>
<td>Lípidos</td>
<td>15g</td>
<td>21%</td>
</tr>
<tr>
<td>Saturados</td>
<td>4,5g</td>
<td>23%</td>
</tr>
<tr>
<td>Açúcares</td>
<td>45g</td>
<td>50%</td>
</tr>
<tr>
<td>Sal</td>
<td>0,2g</td>
<td>3%</td>
</tr>
</tbody>
</table>

*DR: Valor diário recomendado*
Scaling for a Colorful World
Scaling for a Colorful World

ColorADD
the Color Alphabet
ColorADD because Color is for ALL
HUMAN RESOURCES

A MORE INCLUSIVE AND COLORED WORLD FOR ALL!

TOP DOWN

PROFIT FOR GOOD

BOTTOM UP

MARKETING

TECHNOLOGY
UNO ColorADD
THE FIRST COLORBLIND ACCESSIBLE CARD GAME

INTRODUCING...

THE COLORADD CODING SYSTEM + UNO = SIMPLE. FUN. INCLUSIVE.

TO TAKING OVER TOP TIER HEADLINES
In today’s most relevant, on-target media outlets

“UNO is the most popular non-collectible card game in the world, as well as the fourth most popular toy in the entire industry. Meanwhile, an estimated 13 million Americans are colorblind.”

126 PLACEMENTS
210 MILLION IMPRESSIONS

FROM SOCIAL FEEDS...
Galvanizing an army of UNO ColorADD advocates

STARTING ON INTERNATIONAL COLORBLIND AWARENESS DAY, THE UNO COLORADD NEWS IGNITED CONVERSATIONS COAST TO COAST...

TO TV SCREENS...
MORE THAN 70 LOCAL TV SEGMENTS ON TOP STATIONS INCLUDING ABC, NBC, FOX

66% INCREASE IN CORE UNO SALES AT TOP RETAILER DURING WEEK OF LAUNCH

GLOBAL MARKET ROLLOUT
RETAIL PENETRATION
INDUSTRY AWARDS

AND THIS IS JUST THE BEGINNING...
Parque Trindade
Estacionamento | Car Parking

PISO 07

ColorADD
SISTEMA DE IDENTIFICAÇÃO DE CORES
COLOR IDENTIFICATION SYSTEM