

SMYRNA

*Not wasting kitchens,
evolving them with technology...*



PROBLEM

EVERY REPLACEMENT CREATES;

HIGH EFFORTS

ENERGY INTENSIVE

In Germany, about 1 in 10 people
move each year.

EXTRA COSTS

EVERY 5 to 15 YEARS

Average kitchen sales price is
€11,930 in Germany

MASSIVE WASTE

CO2 IMPACT

2.7M tonnes of
kitchen furniture waste in EU/year

CHALLENGE

10.8M TONNES OF FURNITURE WASTE EVERY YEAR.

***Up to 25% comes from kitchens.**



SOLUTION



UPGRADE SMART WASTE LESS SAVE MORE

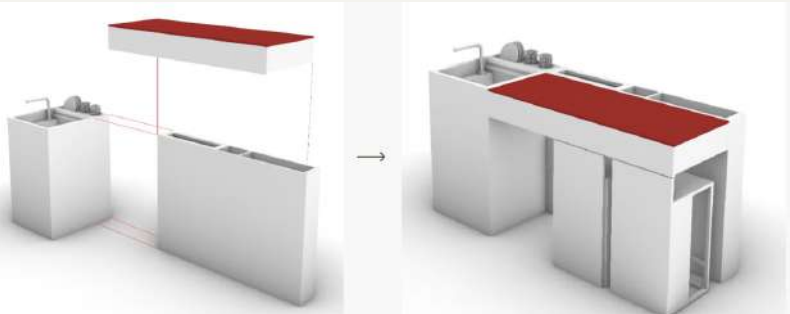
**Evolve
Don't Waste**

**Repairable
Reusable
Recyclable**

**Trackable & Traceable
with Digital Twin**

**Zero Waste
Min Co2 Impact**

UNIQUE DESIGN

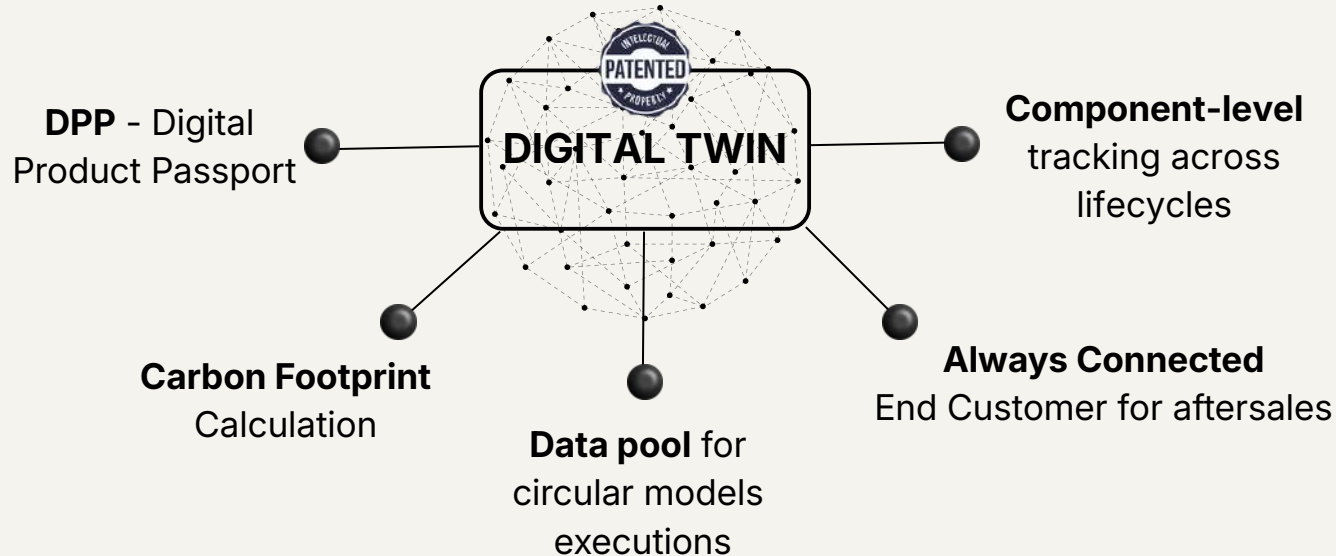


A lightweight, plug-and-play modular system with customizable independent components, enabling upgrade & reuse across different spaces, users, and life stages.



DIGITAL INFRASTRUCTURE

*Connects
components, users, suppliers and services
into a closed-loop system.*



ECO MATERIALS



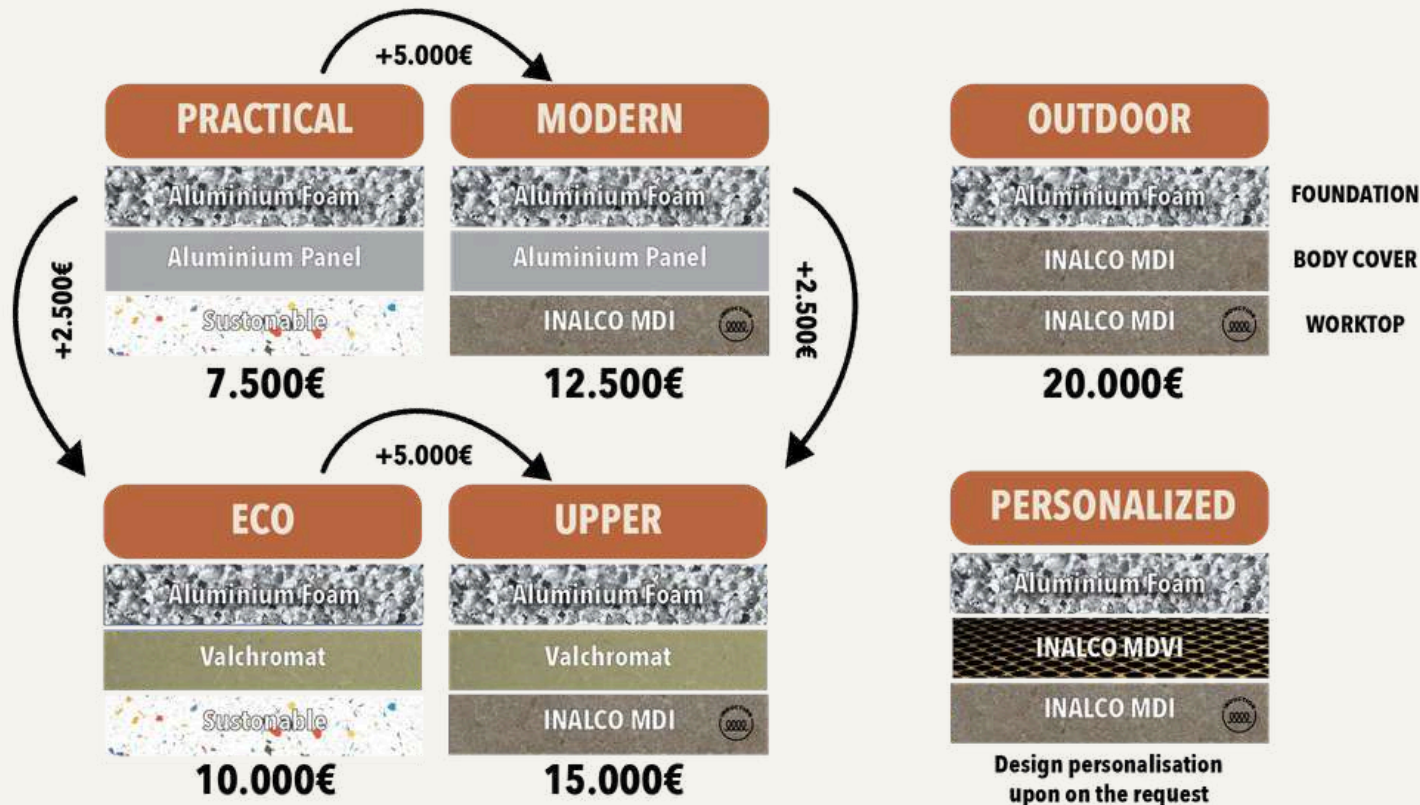
*Built on **ecodesign principles**,*

*we partner exclusively with **EPD certified European suppliers for ALLinOne.***

*And we operate in **Berlin, Germany.***



PRICE POSITIONING



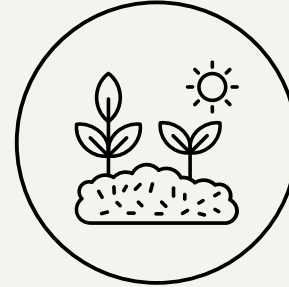
*All Aluminium components are 100% recycled and upcycled by ASAS

PRODUCT USP

*Turns circularity into a long lasting bond between
people and the planet.*

CUSTOMER ADVANTAGES

*Affordable to High End
Lightweight
Modular
Customizable Design
Upgradable Technology
Material Personalisation
Repair-Friendly
Lifetime Takeback
Always Digitally Connected*



PLANETARY PROFIT

*Low CO2 Footprint
Carbon Emission Decrease
Eco-materials
Recycled & Recyclable
Zero Waste
Awareness Increase
Rewarding Take Back*

REGULATORY CHECK

EU Standards Compliant

Ecodesign for Sustainable Product Regulation(ESPR)

Green Deal Aligned

Contributes to EU climate and circular economy targets

Infinite Lifespan, Zero Waste

Minimal Ownership Cost for End Customer



From 130 to 245 kg CO₂e / kitchen

Various Eco-Finishing Alternatives

2 Hidden Chairs included

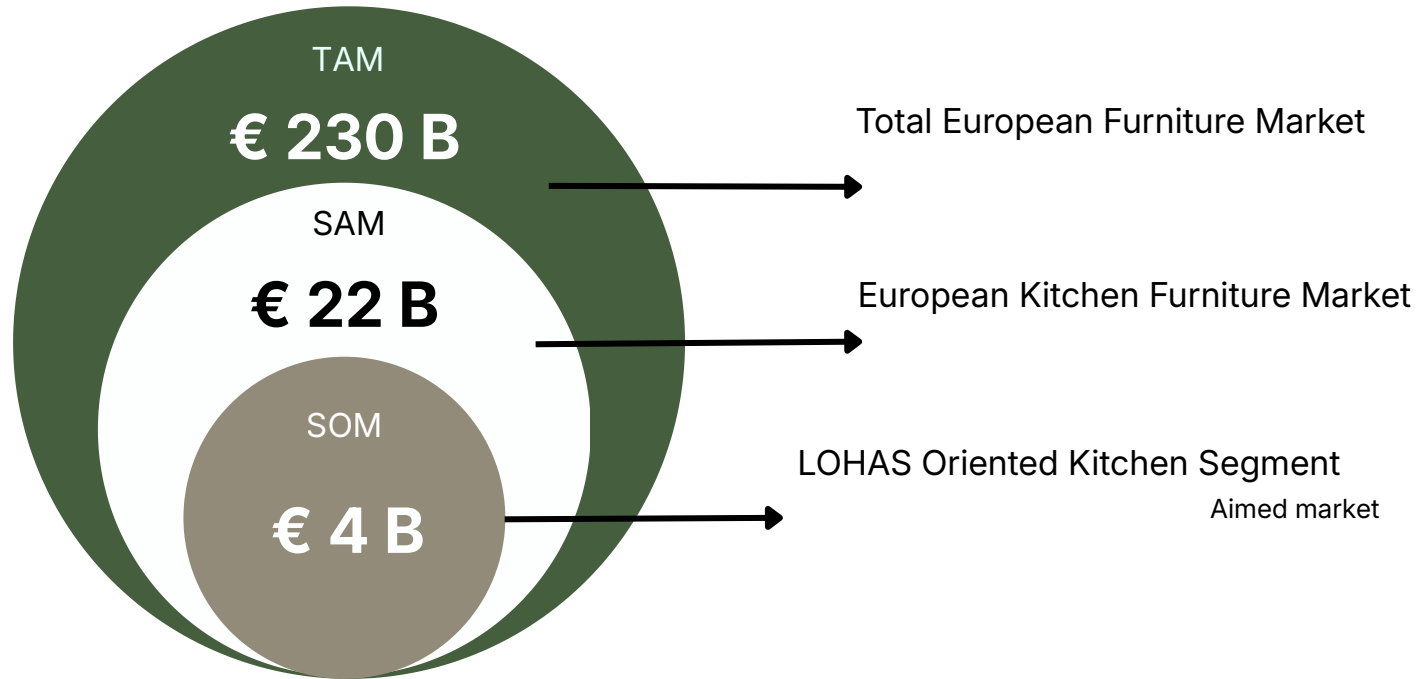
2 Hobs Induction included

Stainless Steel Sink & Drainer Included

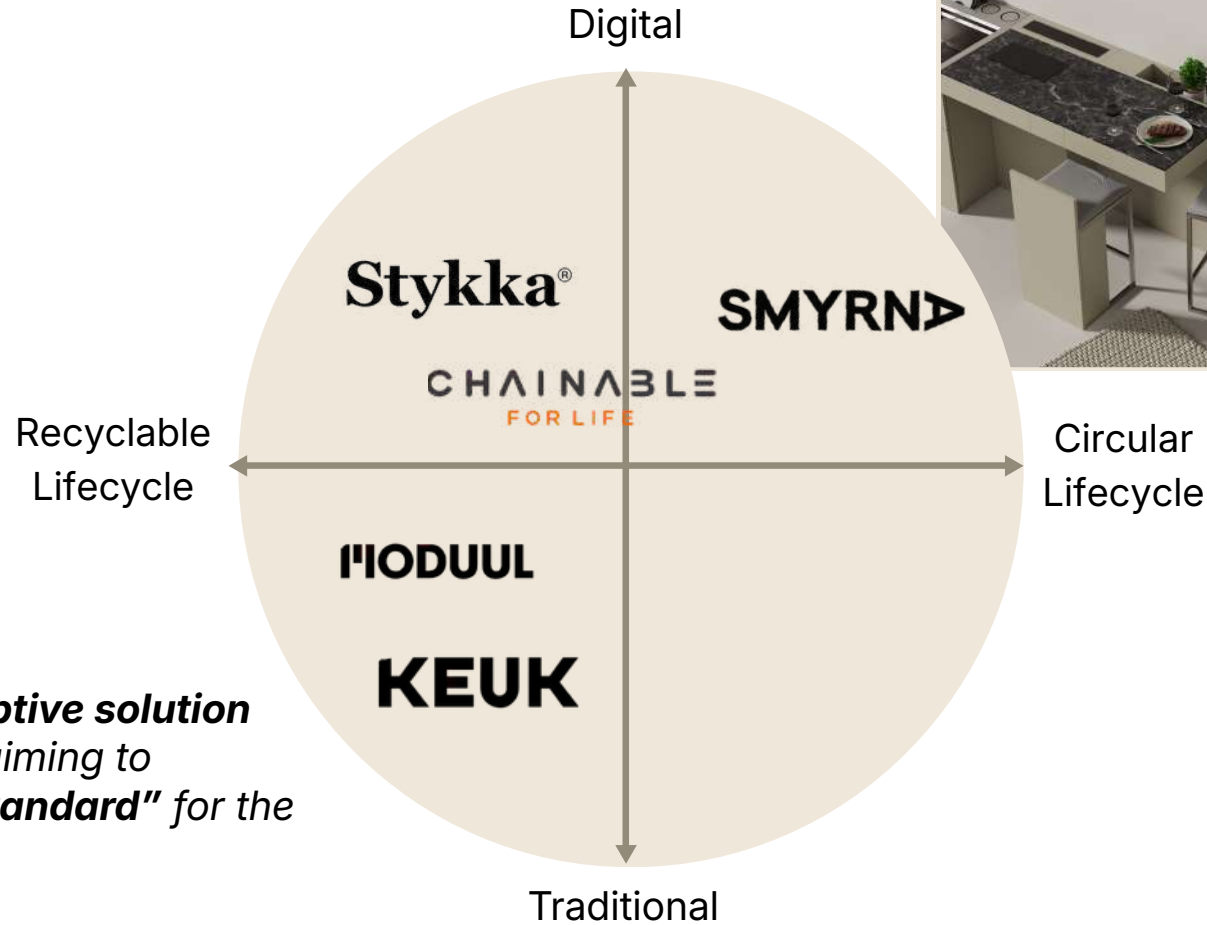


MARKET SIZE

"The modular, sustainable and **smart kitchen segment** is set to grow at **~7–9 % CAGR**, outpacing the European kitchen furniture market (**~4–5 %t CAGR**) thanks to regulation, **LOHAS demand and smart-home adoption.**"



COMPETITION



*Smyrna delivers a **disruptive solution** for the kitchen industry aiming to become the **"Industry Standard"** for the circular kitchen.*

BUSINESS MODEL - GTM

1

Current Focus B2B2C/B2B

Partnering with **kitchen studios** and **developers**.
Targeting **tiny spaces / green construction projects**.

Kitchen Studios /
Showrooms



Rental Micro-
Apartments



Tiny/Floating House
Manufacturers



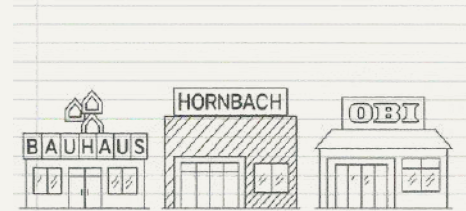
Green
Construction



2

Future Scaling D2C

Selective **retail and e-commerce** expansion.
Direct-to-consumer sales.



RETAIL CHANNEL



E-COMMERCE

EARLY MARKET TRACTION

Kitchen Studios /
Showrooms



**Signed supplier contract
with GEDK**

The unique kitchen purchasing
group for +1000 kitchen studios



Rental Micro-
Apartments



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Manufacturers



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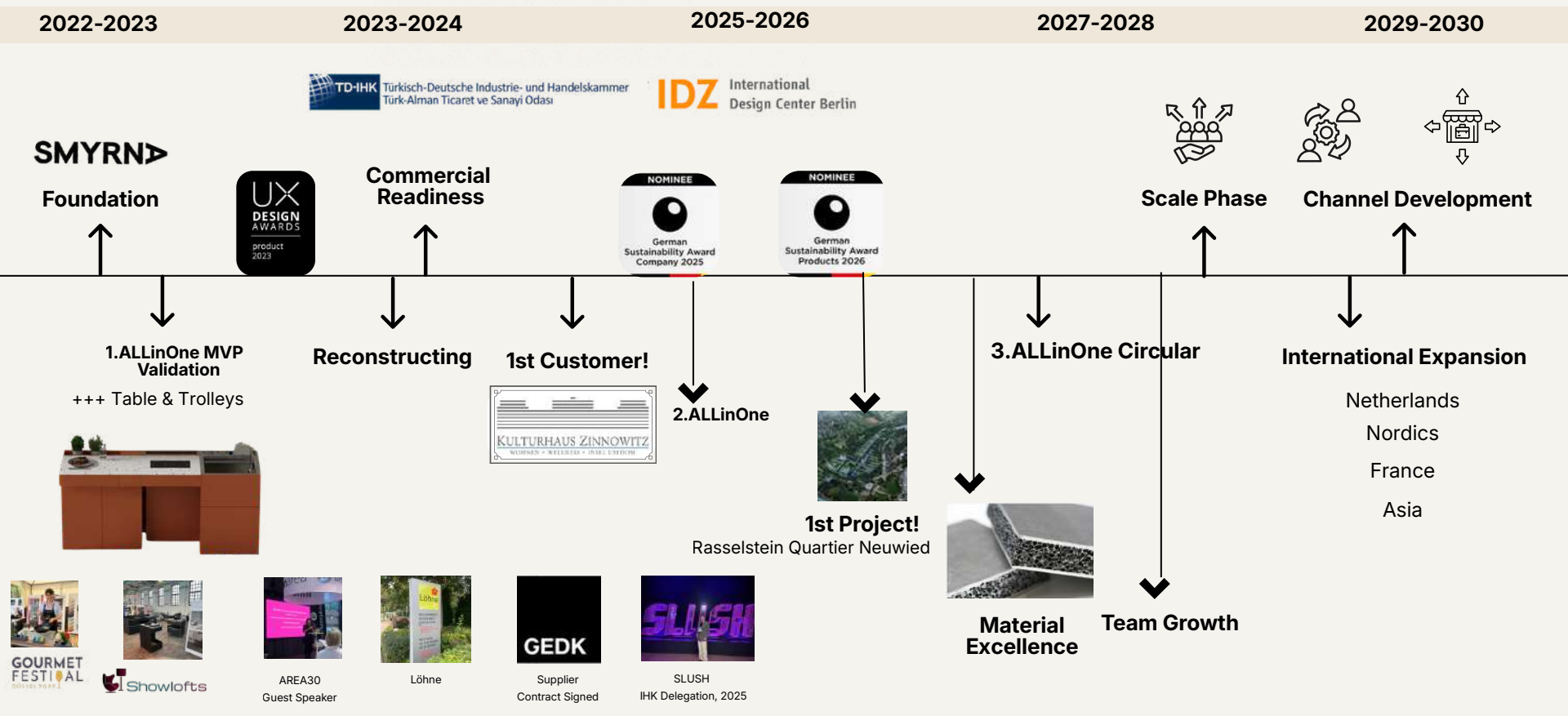


**Signed supplier contract
with TINY HOUSE MANUFACTURER**

First project will take place in Neuwied
in August 2026



ROADMAP



TEAM



Pürlen Karaçam
Founder, CEO



Aret Jiroyan
Head of Sales



Murat Dursun
Digital Architecture Lead, CTO



Sevgi Karkin
Business Development & Sustainability



Advisory Board:



Bedriye Kebanli
Risk Management Professional



Citi, UK



QNB, TR

Thank you!

SMYRNA



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in Smyrna Design GmbH