

PRESS RELEASE

Stockholm, Sweden – November 4, 2011

Peepoople prepares to help solve one of the world's biggest problems by investing in its first high-speed production line

Peepoople, maker of the Peepoo single-use biodegradable toilet, announces the purchase of high-speed production line equipment that can help achieve the goal of providing dignified, hygienic sanitation for the most vulnerable people on earth.

In mid-August, Peepoople finalized a contract for the design, manufacture and delivery of the first fully-automated Peepoo production line. This major commitment and investment by Peepoople was made possible thanks to a 7 million Euro capital injection made by a select number of private individuals.

Manufactured by Bicma Hygiene Technology GmbH in Mayen, Germany, the automated production line machine will measure 24 meters in length after installation and is scheduled to be fully operational on November 1, 2012. The manufacturing location, in Europe, is expected to be chosen in the next two months. The machine will have a supply capacity of up to half a million Peepoos a day, or up to 12 million Peepoos a month. This opens up the opportunity for massive scale emergency preparedness by stockpiling of Peepoos in strategic locations.

“Our high-speed production facility will open up the possibility to help solve the global sanitation crisis in areas struck by emergencies as well as in urban slums,” explains Karin Ruiz, Peepoople CEO. “More than 2.6 billion people lack easy access to basic sanitation today. One billion people live in urban slums and, on average, more than 250 million are directly affected by natural disasters each year.”

“Women, girls and children, making up 80% of the world’s population of refugees and displaced persons, are particularly vulnerable,” Ruiz continues. “Peepoo was especially designed with their health and safety in mind.”

The Peepoo is in the form of a slim outer bag that contains a wider inner layer of gauze and urea. It is a personal, single-use toilet that sanitises human excreta shortly after defecation, thereby preventing the faeces from contaminating the immediate area as well as the larger environment. As such, the Peepoo helps prevent the inception and transmission of diseases caused by infectious and often lethal pathogens. After use, the Peepoo offers value as fertilizer for rural and urban farming.

“The facts are startlingly clear,” Ruiz continues. “One child dies every 15 seconds, every day, due to unsanitary living conditions and contaminated water. The acquisition of our high-speed production equipment has the potential to help us begin to reverse this human tragedy as we strive to achieve our long-term vision.”

For more information, please contact:

Karin Ruiz, CEO Peepoople, +46-70-6457804, kr@peepoople.com

Peepoople addresses one of the world's biggest problems – the fact that 2.6 billion people don't have a toilet. Peepoople's mission is that everyone should have access to dignified and hygienic sanitation. The Peepoo toilet was invented in 2005 by architect and professor Anders Wilhelmson and Peepoople AB was founded in 2006. From 2006 to 2009 the Peepoo solution was developed in cooperation with the Swedish University of Agricultural Sciences (SLU) and the Royal Institute of Technology (KTH), as well as industrial partners. Following successful field-tests in 2008-2010 in urban slums in Kenya and Bangladesh in cooperation with the German international cooperation agency GIZ, and on Haiti by the international NGO Oxfam, Peepoople is now launching the Peepoo sanitation solution to the market on a large scale. The main focus areas are disaster relief, refugee camps, urban slums and schools. In November 2010 the Peepoo was introduced in the Kibera slum in Nairobi where it is currently bought by more than 5,000 regular users and implemented in several schools. www.peepoople.com