



The Geocycle brand was created in 2007 as the dedicated identity used to brand waste management solutions in the Holcim Group with an objective to uniting all activities related to the provision of waste management solutions under the single, strong and clearly positioned brand.

*Geo* means 'earth' in Greek. *Cycle* evokes recycling. But it also suggests a larger process – the regenerative cycle in nature where waste materials are the foundation for blossoming new life. The name Geocycle alludes to the 'holistic' nature of what we do: turning unusable waste into a safe, usable resource. By this, we contribute to a regenerative, circular economy that closes resource cycles and minimizes the wastage of scarce resources.

Many industrial companies generate waste as a by-product of their production process. Dealing with this waste in a responsible, reliable and economically feasible way can be challenging, especially when it comes to hazardous waste. Geocycle offers a solution that ensures compliance and reliability, achieves good environmental performance and protects their reputation and brand image. In most cases these are multinational players (global or regional) and large national companies.

The same is true for municipalities when handling the waste from private households. Many municipalities, especially in emerging economies, are confronted with increasing waste volumes. They look for environmentally and economically viable alternatives to land-filling, as landfills are countered by regulatory, public opinion and economic pressures. Geocycle is a *provider of waste management solutions* that solves those waste challenges for customers.

We believe in a future without waste, one that humanity can realize by minimizing and re-purposing waste. Our dedicated experts and partners work persistently toward this goal. We take the extra step to solve waste challenges for our customers and society as a whole. State-of-the-art technology, tailored processes and in-depth expertise enable us to provide sustainable, safe and reliable answers to society's waste challenges.

Our promise is clear: We work relentlessly to bring society a step closer to a zero-waste future.