



LAND  
Betterment

positive social and environmental impact



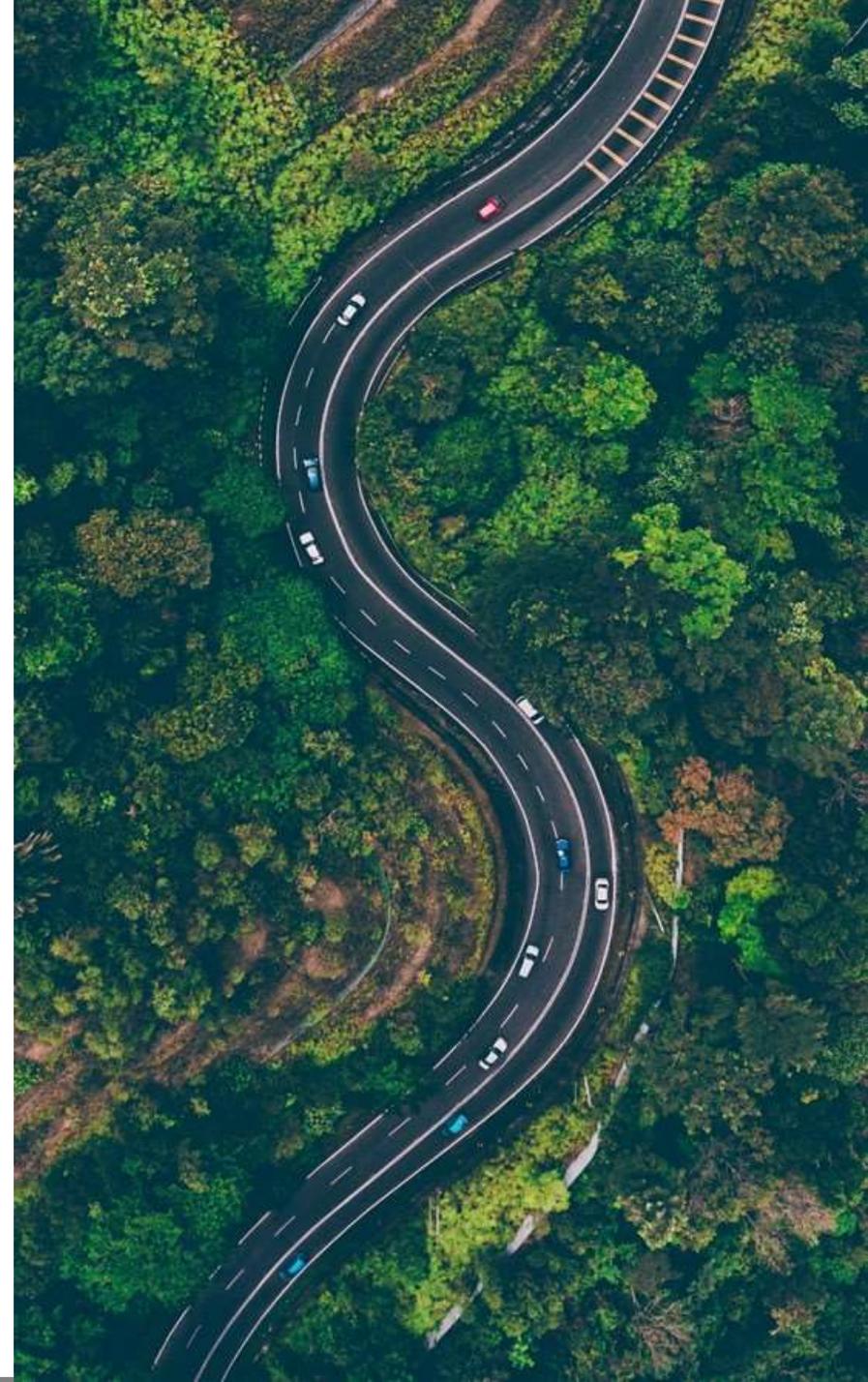


# LAND Betterment

An environmental solutions firm committed to positive social and environmental impact by upcycling former coal mining and industrial sites to create sustainable community development and job creation.

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“Land Betterment is committed to efficiently restore and remediate former coal mining and industrial sites and upcycle the land into areas that the local communities can be proud of, while generating employment and reinvigorating the region as society transitions away from coal-based fuels.”



# The Environmental and Social Need

Thermal coal use is rapidly declining in the United States at a record pace, with very little reason to see a material change in that trend.

- Utility generation from thermal coal in the US is down to 27% from 50% in only 13 years due to the increased use of natural gas and renewables.
- In 2016, coal mine employment in the US was at its lowest numbers in at least 125 years (employing ~ 50,000 people).

## COAL MINE CLOSURE COSTS

Industry changes have left a massive liability to communities.

- ✚ 40 years of environmental reclamation work required in the Central Appalachian region\*.
- ✚ Industry predicts mine closures will continue to increase at an expedited pace.

**\$500,000,000+**

remediation work on phase one properties\*

## COMMUNITY NEEDS

- ✚ Thermal coal mining was the number one economic and community engine in central Appalachia.
- ✚ Without such work, a massive void of employment is taking its toll on local and regional communities.

“We provide solutions for a forward-looking economy in an area with a highly skilled and dedicated workforce but little work.”

\* Company and industry research estimates.



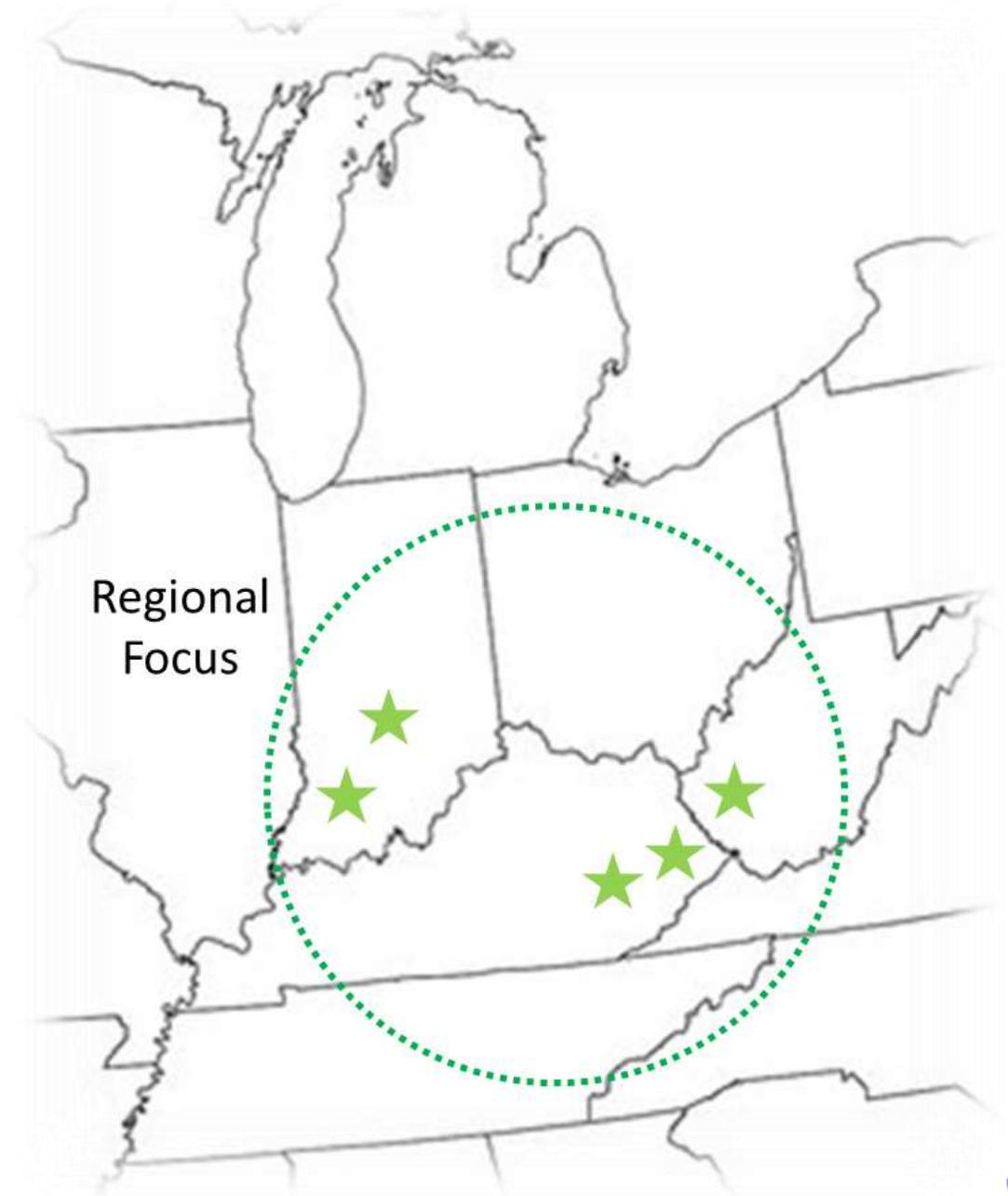
# A Regional Jobs Crisis

- ✦ Land Betterment's emphasis is on areas deemed high impact zones within Central Appalachia and the Midwest.
- ✦ Areas of impact have experienced massive economic swings resulting in substantial and long-term environmental and community needs.
- ✦ The Eastern Kentucky marketplace possess a minimal number of real participants that have created any sustainable jobs or businesses given most don't possess the understanding or knowledge of the landscape or regulatory environment for usable land.

# 28%

**POVERTY RATE**  
IN REGIONAL FOCUS

★ Active projects or projects under evaluation by Land Betterment



# Company History and Formation

Land Betterment Corporation, founded in 2020, was born from members of management team's fourteen years of operating history in the region. The team has a long and successful history of identifying, acquiring, restructuring and operating mining assets at American Resources Corporation (NASDAQ: AREC) to better fit the modern-day marketplace.

## **Formation of Environmental Solutions**

Over the years the team has focused on acquiring complexes and eliminating legacy liabilities (thermal coal operations) that its predecessors just kicked down the road – achieving over \$20 million in environmental bond releases in five years. This success and experience of repairing and remediating the land was the founding framework for Land Betterment's **Environmental Solutions** division.

## **Formation of Sustainable Development**

During the fourteen-year history, and given the deep knowledge of the region, the team realized it wasn't enough just to fix its predecessors environmental impact, the community needed sustainable forward-looking opportunities to support their families. The Communities needed a shot in the arm in terms of economic opportunity and hope for the future. Land Betterment's **Sustainable Development** division was created to upcycle this previously impacted land utilizing sustainable businesses lines that can operate profitably while better matching a forward-looking economy, and at the same time are supported by the community and desired by the displaced labor force.

## **Control of over 13,000 acres**

Land Betterment, through its relationship with Land Resources & Royalties, has gained control of over 13,000 acres in the region that can be developed. This is more acreage than any land holding company has provided for sustainable development in the region over the last 20 years.

## **Experience Navigating Regulatory Process**

The teams, long and successful history and business experience in the region provides it real life knowledge of navigating the permitting, bonding, tax handling and environmental remediation process. Land Betterment can utilize such experience to efficiently bid projects and select parcels to be developed to maximize social impact and profitability while ensuring the environmental impact is resolved timely and efficiently.

## **Funding History**

Land Betterment has been predominantly funded by its founding members. In 2020, in order to allow the community participate, the Company put in place a small crowdfunding round under Reg-CF. As a Benefit Corporation that is built upon a community and solutions-based platform, the Company believed it was important to initially offer equity to “Main Street” before pursuing more traditional financing sources. Additionally, the Company has secured LOI's of over \$12 million of New Market Tax Credits to leverage additional capital raised.



# Operating Divisions

When it comes to the environment and community, it does not have to be a win / lose scenario for the future.

Our Environmental Solutions division is our near term scalable revenue generator while also being stage one of our Sustainable Development build out.



**Environmental  
Solutions**



**Sustainable  
Development**



**Governance**

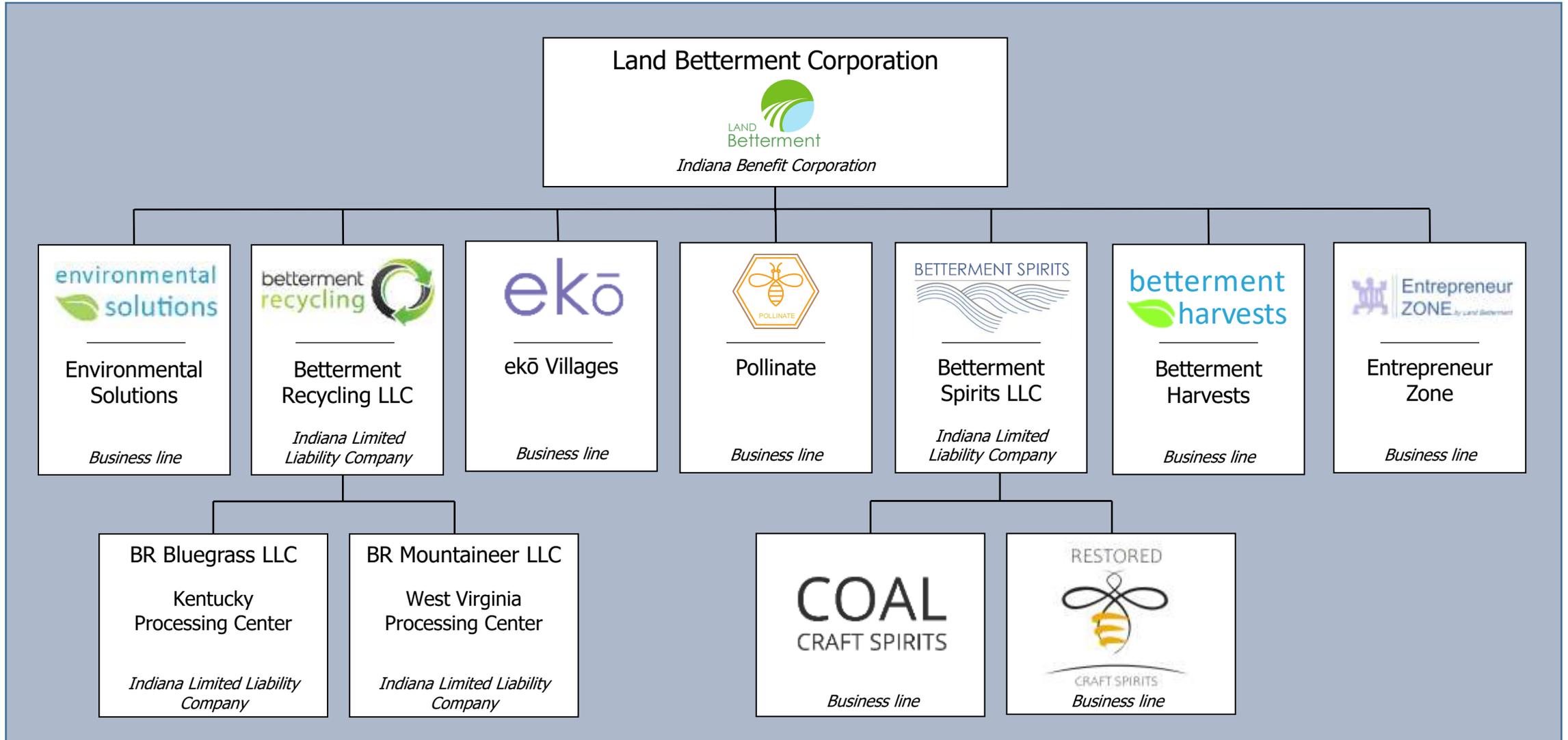


# Strategic Partners

Partners	Land Betterment (“LB”) Benefit
Mining Companies (American Resources Corporation, etc.)	American Resources engaged the company for its environmental solutions business on a cost-plus business model. LB will entertain asset value payments, cost plus or straight bid relationships.
Land Holding Companies (Land Resources & Royalties “LRR”, etc.)	LRR has provided LB control of 13,000+ developable acreage at Land Betterments discretion. LB will look to secure additional lands in other markets to continue its expansion.
Environmental Bonding (Surety) Companies	Sitting on hundreds of millions of environmental reclamation bonds. LB is in discussions with various sureties to bid on work to resolve the environmental impact while creating future jobs.
Regulatory Bodies (State and Federal Agencies)	There is currently hundreds of millions of abandon mine lands and the figure is ever growing. The process of reclaiming such lands is very meticulous given the regulatory process, which LB is well versed to accomplish given its teams history.
City’s and School Systems	Working directly with the local cities and local school programs to create an educational and beneficial relationship between all stakeholders in the region.
Experts / Private Enterprises Partners (SSI, Custom Container Homes, etc.)	The expertise of our partners enables a quick, efficient and sustainable business build out of our forward-looking operational lines. For example our operating partner on Betterment Recycling bring training and operating experience to retrain the existing workforce in the region.



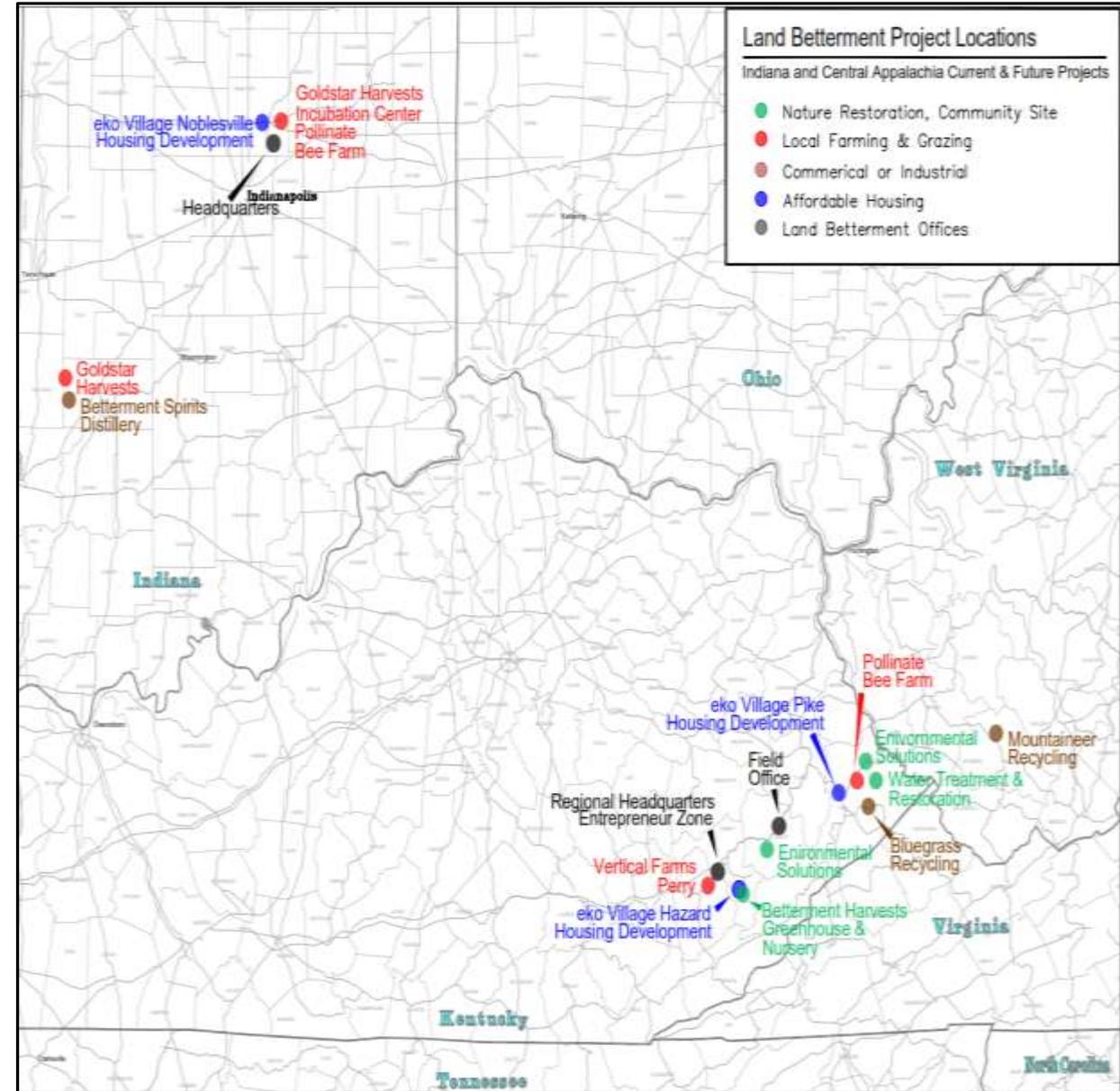
# Organizational Chart



# Phase One Projects

Land Betterment, through its processes, has secured the land for over **ten initial projects** under its various sustainable business pillars, and have begun the development process at six sites.

- ❖ Land Betterment's Environmental Solutions division is conducting work on several sites (3 sites located on the map).
- ❖ Two Betterment Recycling **fire recycling plants** in development.
- ❖ Three ekō **housing villages** with capacity to accommodate a total of approximately 360 sustainable container-based, homes. Two sites in initial development.
- ❖ Four **agriculture facilities** focused on cover crop organic farming, vertical farms, greenhouse farms and bee apiaries. Two sites are in development.
- ❖ One Betterment Spirits **craft distillery** in development.





## Creating real solutions for complex environmental problems

Former coal mining and industrial properties litter the country representing **billions of dollars** of environmental remediation liabilities. With the United States' transitioning away from coal-based fuels, those liabilities are expected to grow at an accelerated pace.

The team leading our Environmental Solutions division has a longstanding history of efficiently and effectively cleaning up the impacted land associated with mining and industrial activity to maximize the value for all stakeholders. Through its nearly fifteen years of operating in the region the team has extensive experience in acquiring and restructuring mining assets, and has developed a deep knowledge and network in navigating the permitting, bonding, licensing and reclamation process. The team has efficiently and successfully completed releases of over \$21 million of environmental reclamation bonds. As such, the Environmental Solutions division is a preferred partner of outsourced environmental work for various entities such as:

1. Mining companies holding such properties that can't perform the work as efficiently as we can
2. Surety bond companies securing such properties; as well as
3. state agencies (ultimately taxpayers) that are left holding the abandoned land.

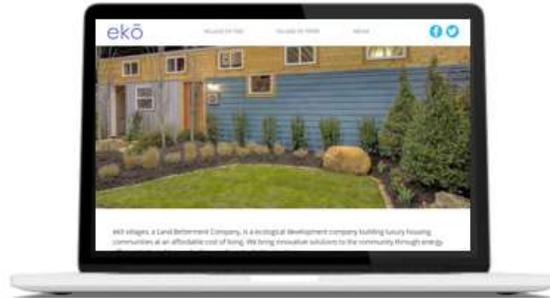
We operate on either a bid-based or a cost-plus revenue model to create environmentally-sound solutions that fit the need of our clients while also creating substantial well-paying jobs for the local communities.

We have already created over 40 jobs in a region in need of economic revitalization and diversification with the ability to continue to rapidly grow the team and hire from the highly-skilled, local labor force.



# Sustainable Business Line Overview

Our Sustainable Development division is focused on addressing social and economic issues management has witnessed over fourteen years of operating experience in the region. Once the land and environment impacted from prior coal mining and industrial activity has been repaired by our Environmental Solutions division, we upcycle and repurpose the land by establishing new sustainable and profitable businesses that benefit the community and better fit a modern-day economy.



## EKO - [ekovillages.com](http://ekovillages.com)

An ecological affordable development company using innovative solutions to upcycle land for the community through high end energy efficient modular homes.



## BETTERMENT RECYCLED MULCH - [bettermentmulch.com](http://bettermentmulch.com)

Rubber recycling company primarily utilizing abandoned tires from prior thermal coal mining activities to create high quality mulch on previously impacted lands.



## BETTERMENT SPIRITS - [coalcraftspirits.com/restoredspirits.com](http://coalcraftspirits.com/restoredspirits.com)

A contract manufacturer of premium spirits as well as the owner of two brands; COAL Craft Spirits and Restored, farm to bottle small batch craft spirits brands.



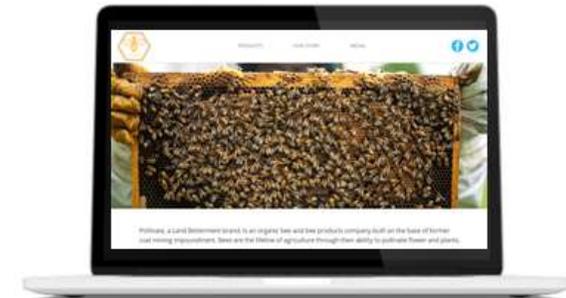
## ENTREPRENEUR ZONE

Entrepreneur ZONE is an educational and incubation facility to bring forward looking industry to the region



## BETTERMENT HARVESTS - [bettermentharvests.com](http://bettermentharvests.com)

Sustainable farming company using upcycled land and infrastructure to provide high quality agriculture direct to consumers, farmers market or farm to bottle customers.



## POLLINATE - [beespollinate.com](http://beespollinate.com)

Organic bee farm and processing facility established on a protected site upcycled from its prior life as a coal mine refuse disposal area.



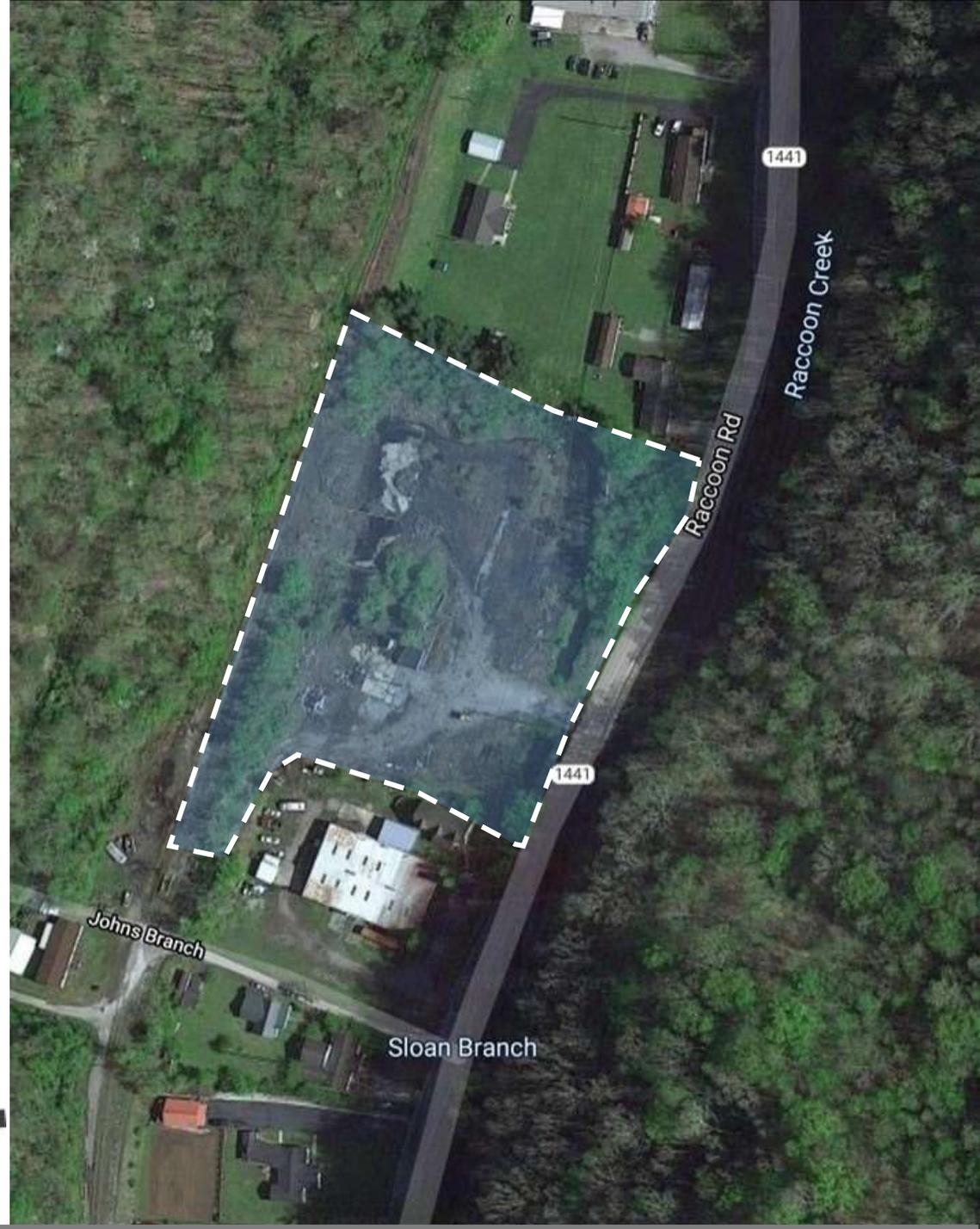


# Village of Pike

- 4-acre controlled development site 8 miles from downtown Pikeville, KY.
- An economy that is diversifying with an emphasis on the hospitality, medical field and higher education.
- Designed as 21 one home village with potential to modify to expand for six additional homes.
- Includes community area with farm and gather spot (picnic and fire pit community area).

## Community Benefits

- Shared gardens
- Fire pit and picnic area
- Yard space
- Common space provided services (mowing, snow plowing)





# Bluegrass Plant

- Bluegrass Plant, located in Pike County Kentucky, is on a former coal storage property.
- Facility will bring over \$10,200,000 of new capital investment into the county.
- Primary customers will be wholesale mulch users such as the largest regional health network and state road contractors for the use of the rubber crumb.
- Facility has secured \$12,800,000 of New Markets Tax Credits bringing over \$2,800,000 of equity like capital into the business.

## Community Benefits

- Brings a new industry and economic diversification to the region.
- Will create over 35 permanent jobs that already fit a highly skilled local labor force with a blended compensation rate of greater than \$20 per hour.



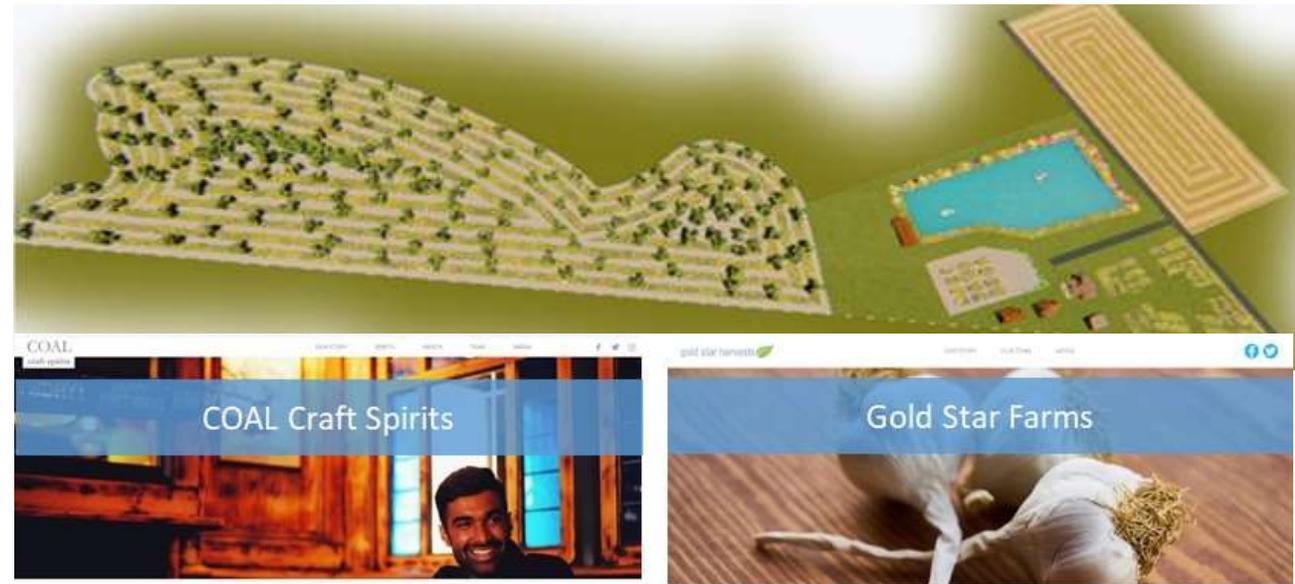


# COAL Craft Spirits / Restored Spirits

We partner with leading experts in each division to successfully scale the business lines to profitable, highly scalable platforms.

- ✦ We contracted to reclaim the property and obtain future development rights through contractual arrangements.
- ✦ We commenced environmental solutions work
- ✦ We evaluated the landscape, employment force and property availability.

**Result: Real impactful change!**



COAL Craft Spirits is small batch craft spirits brand that is earth grown from the roots of organic craftsmanship with a focus on environmental stewardship, quality and refreshment.

Gold Star Harvests, a LandRestoration Company, is a sustainable farming company that has adopted the land that has been previously impacted from prior coal mining and industrial activity. We provide the highest quality of agriculture while providing job opportunities to a region that is in need of sustainable employment.





A 10,000 Square foot office building located in the heart of Hazard, KY being completely renovated and updated to provide a modern and technologically driven education and entrepreneur zone to incubate new forward-looking industries in the region.

- ✦ We have transformed a prior coal mining headquarters into a modern and diverse Entrepreneur Zone to incubate entrepreneur spirit with the local community.
- ✦ We will provide office suites and entrepreneurial support at the facility for our businesses, businesses we invest in or third-party businesses that utilize the facility.





**VERTICAL**  
*by land betterment*



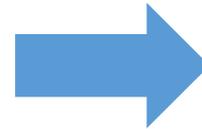
**GROH GREEN**  
*by land betterment*

Technology and sustainability meets upcycling. Result is year high-quality, year-round organic agriculture.

**VERTICAL** - Focuses on business to business propagation market using 2,000 to 5,000 square foot individual hydroponic grow rooms offering complete environmental and climate control. The first site is upcycling a 21,000 square foot prior coal warehouse.

**GROH GREEN** – Is high end technologically developed greenhouses being built on prior coal mining and industrial properties to grow high end agriculture.

Gold Star Farms – is a cover crop relationship being established to supply Betterment Spirits with organic feed stock for its spirits business. Land Betterment is partnering with local farmers previously unable to utilize cover crops economically, reducing environmental harm in the process.





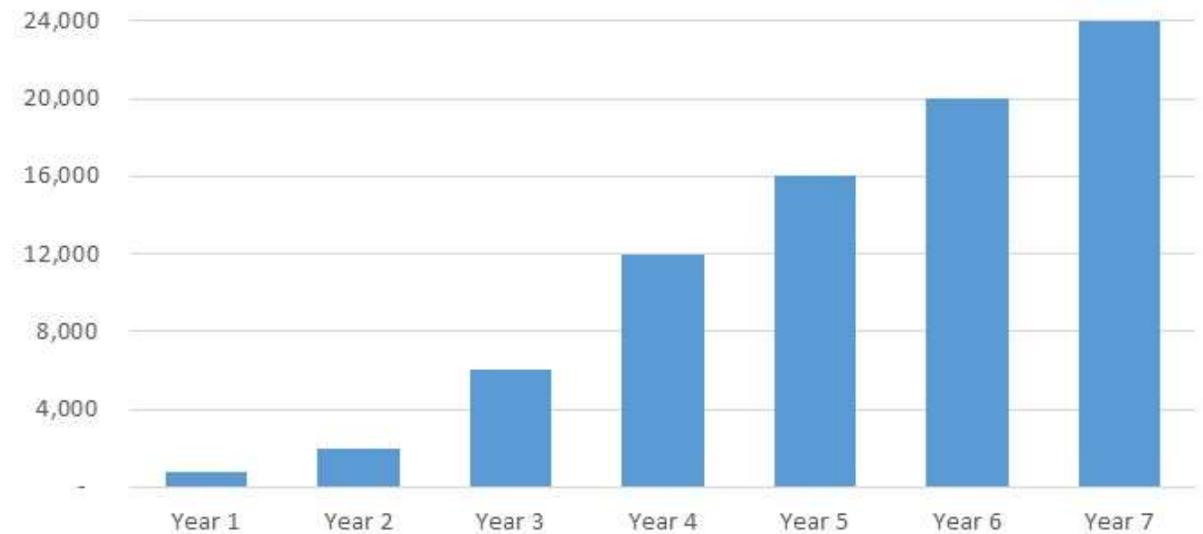
Pollinate is a rapidly growing apiary development arm utilizing the latest technology to minimize the disturbance to be colonies while maximizing the honey harvest potential per hive.

Hive population growth provides a triple bottom line approach to Land Betterment. 1) assists in remediating environmental impacted lands 2) Helps grow the world's distressed bee population 3) provides a revenue generating business line including the raw material for the companies Restored Spirits product line.

#### Target Markets:

- Restored Spirits (honey for distillation purposes)
- Farmers markets
- Farm to Table market and restaurants
- Commercial and wholesale applications

Projected Hive Growth



# Historical Performance - Environmental Solutions

Land Betterment Corporation has been a vital contractor to millions of dollars of essential environmental remediation work in the United States.

Our method is focused on meeting the needs of the environment, the community as well as the future economic mobility of the region.

The Company is bidding on millions of dollars of business currently and targeting to expand its efforts in the near future.

The contracts are bid based on overall value received or on a cost plus model\*.

*\* American Resources contract is based on a cost plus model where Land Betterment gets paid its costs plus a percentage fee*

A former coal load out facility that Land Betterment was contracted to complete reclamation at the site cleaning and a removing any prior waste. Land Betterment also secured control of the property to be developed for sustainable housing village under eko division.

**Before Land Betterment Involvement**



**After Land Betterment Involvement**



Land Betterment was contracted to complete all groundwork which has been completed. The remediation work was completed with strict guidelines of the landowner to ensure the usability of the land for their desired purpose while also providing a visual appeal that they desired for the community.

**Before Land Betterment Involvement**



**After Land Betterment Involvement**



# Historical Performance - Sustainable Development

## eko village of Pike

This site depicts the progression from a mining / industrial site into a site with a new sustainable commercial enterprise.

The Village of Pike in eastern Kentucky which will contain approximately twenty container-based modular homes under the Company's ekō division.

1. Old mining service site prior to undergoing the environmental cleanup.
2. Post environmental cleanup of the site and removal of all structures.
3. Layout of the ekō Village of Pike and example of its container homes.

1.



2.



3.



# Change Agents

We are you. We are people who want change for our future.



Mark Jensen  
Executive Chairman



Kirk Taylor, CPA  
President & CFO;  
Director



Lisa Little  
Director of Human Resources



Thomas Sauve  
Chief Development Officer;  
Director



Mark LaVerghetta  
Chief Governance Officer  
/ Corporate Finance



Kristie Slone  
Environmental Solutions /  
Water Management



Tarlis Thompson  
Director of Operations



Jody Baldwin  
Development Coordinator



Debbie Fouts  
Director of Security Services



Joe Wright  
Environmental Solutions /  
Coal Craft Spirits



Winson Slone  
Environment Solutions /  
Reclamation



# Governance



Diversity of mind and spirit are at the forefront of the decisions that we make to empower positive movement for our stakeholders, communities and the environment.

Land Betterment Corporation is a pending B Corporation starting with an 86-point B impact assessment.

- ✚ B Impact Assessment evaluates how your company's operations and business model impact your workers, community, environment, and customers.
- ✚ Benefit corporations are required to provide shareholders with more information than a traditional corporation through an annual benefit report.
- ✚ There is over \$3.7 Trillion in socially responsible investing assets under professional management today; and
- ✚ The benefit corporation structure reduces due diligence time for those investors to find businesses that meet their investment goals.

**Certified**



**Corporation**  
**PENDING**



# Financial Profile

The Company is rapidly expanding its revenue base from its environmental solutions division, which is expected to grow by multiples in the coming year. In the next five years it is anticipated that its sustainable development revenue will surpass environmental solutions.

- To date, Land Betterment affiliates have provided Land Betterment developmental control to over 13,000 acres of land in the region.
- Internally the company has been financed by its founders to date.
- Externally the company has secured over \$12,000,000 in tax credits from local, state and federal level.
- The Company is currently seeking to raise up to \$10,000,000 in equity to further expand its environmental solution and sustainable development vertical.

	Year 1	Year 2	Year 3	Year 4	Year 5
<b><u>Income Statement</u></b>					
<b>Revenue</b>					
Environmental Solutions	18,505,733	48,314,089	71,490,268	90,320,674	118,988,585
Sustainable Development	4,216,241	22,546,359	63,675,464	107,035,680	136,268,425
<b>Total Revenues</b>	<b>22,721,974</b>	<b>70,860,449</b>	<b>135,165,733</b>	<b>197,356,354</b>	<b>255,257,010</b>
<b>EBITDA</b>	<b>7,529,227</b>	<b>23,662,680</b>	<b>39,005,291</b>	<b>50,922,113</b>	<b>64,527,497</b>
<b><u>Balance Sheet</u></b>					
Current Assets	16,246,947	35,484,010	68,671,506	110,574,691	160,686,483
Current Liabilities	2,796,667	4,306,162	8,198,273	12,460,067	16,176,140
Long Term Debt	4,083,333	3,083,333	2,083,333	1,083,333	83,333



# Leveraging Private Investment with Government Programs

We are combining this raise with federal, state and local government programs to financially support our growth.

✚ Received a term sheet for \$6.6 million in New Market Tax Credit financing for our Betterment Mulch division.

✚ Applying for over \$85 million of additional public capital to leverage our crowdfunding and other private financings.



# Community Endorsements

*“Land Betterment is a company in the Appalachian region that truly needs your investment as it's vital for long term job opportunities in this economically distressed area. I've worked with Land Betterment and I fully support their new project.”*

Dan Heffernan, Community Ventures

*“Land Betterment's work tackles multiple pressing issues with innovative solutions: sustainable development, meaningful employment in former coal communities, environmental improvement, and more. With personal roots in both eastern Kentucky and South Africa, I am excited to see impactful environmental solutions, including rubber mulching and shipping container housing, that are used in places like South Africa become a reality in communities in the Midwest and Appalachia. These are large challenges, and I hope to see Land Betterment emerge as an environmental leader in the region.”*

Jake Budler, Endeavor



# Land Betterment Corporation

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[www.landbetterment.com](http://www.landbetterment.com)

## Earth and Community First

