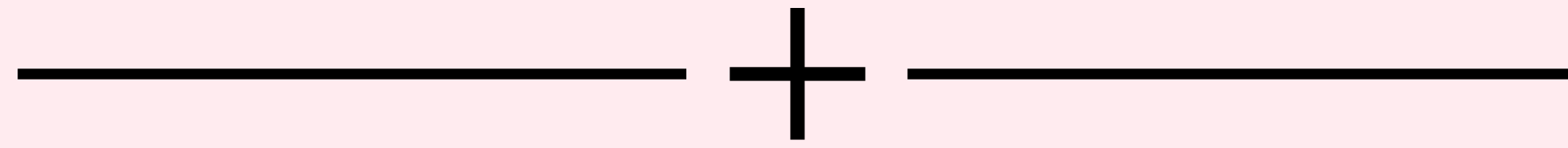


Hornbeam
& Co.



Phyconomy

Tracking the seaweed economy

In 2022, investment in seaweed fell 28% from \$169m to \$120m.

Kelp needs help - and we are here to catalyse its growth.

- Phyconomy report, 2023

Hornbeam & Co. and Phyconomy work in partnership to bring a unique proposition to those who are pursuing the commercial and environmental benefits of seaweeds and kelp.

Hornbeam & Co.

Hornbeam & Co. is an impact accelerator which answers environmental, social and commercial challenges through the collaborative application of over 20 years' experience in advertising, strategic communications and brand-building.

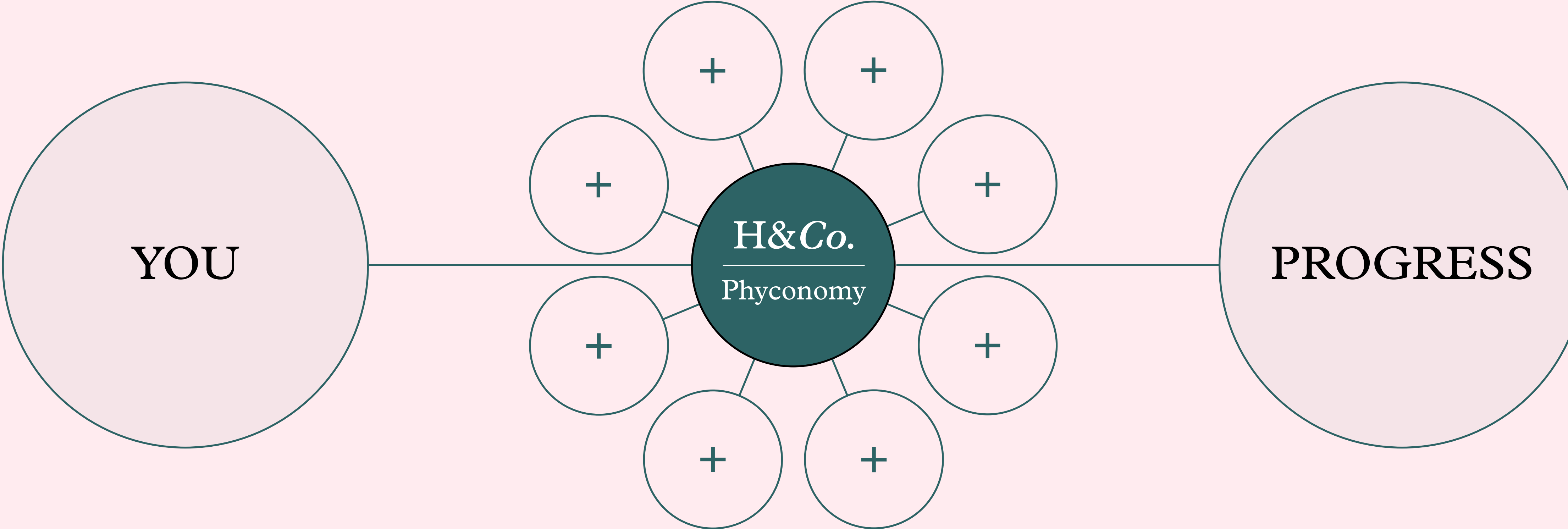
Having supported world-renowned clients in global private, public and third sectors including ARUP, HKS Architects, MTV, SSE, Virgin Atlantic, The Waitt Institute and many more, the UK-based collective create robust engagement strategies which promote sustainable initiatives and stoke a deep-rooted desire for action, utilising their own expertise and an enviable network of creative and media partners.

Phyconomy

Phyconomy improves the flow of information in the seaweed industry, connecting different parts of the value chain, academia, businesses, investors and governments worldwide.

Founded in 2020, Phyconomy has grown to become the go-to resource for the seaweed economy, providing accurate reporting, trusted guidance, informed opinion and access to an unmatched global network of those who are driving this exciting emerging sector forward.

Phyconomy has consulted for clients including multinationals, environmental NGOs and development banks, and been featured in the Financial Times, Semafor, academic and policy papers, including Hatch's World Bank Report, Seaweed for Europe, and various EU Blue Bioeconomy papers.



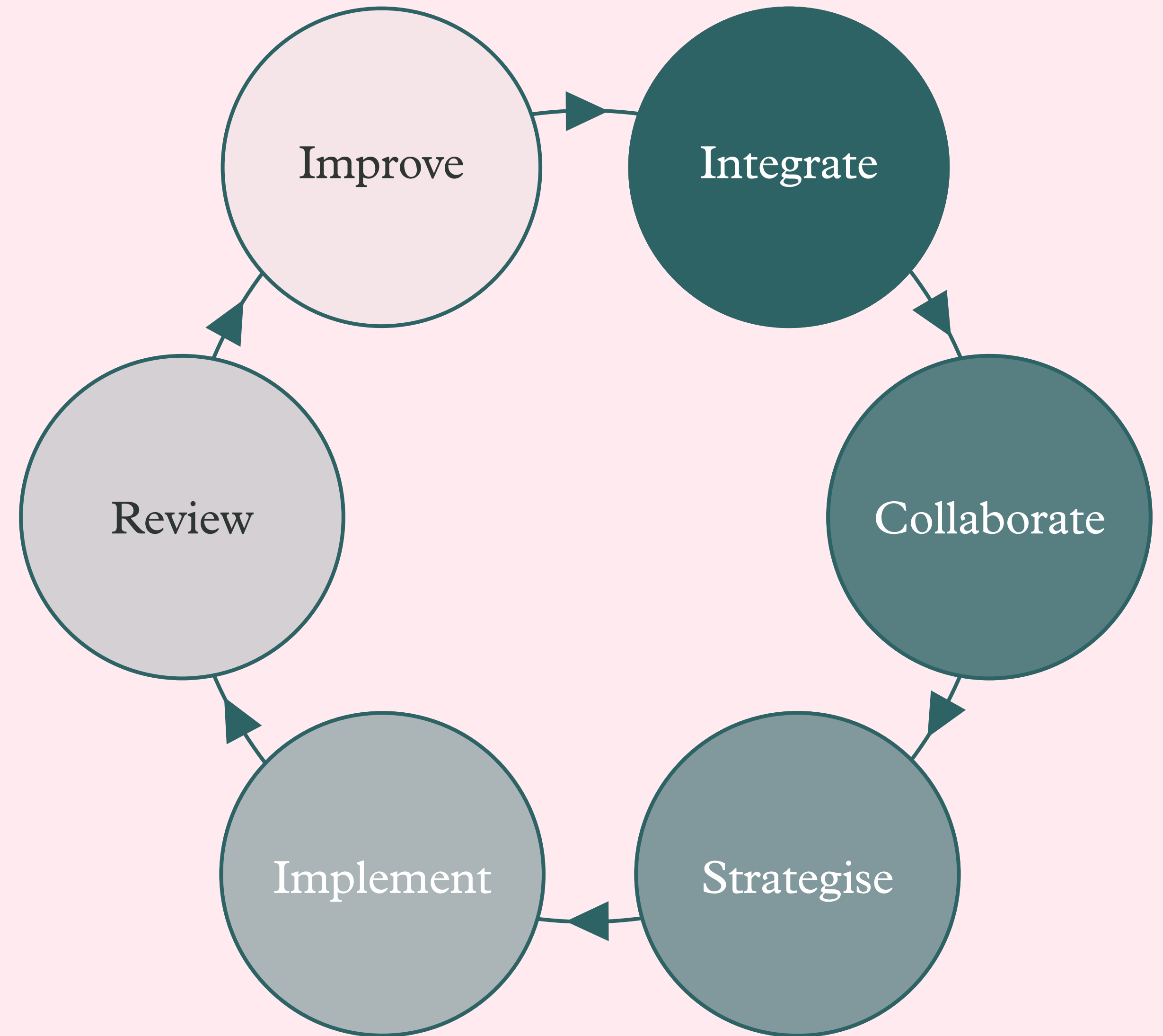
“Tactics without strategy
is the noise before defeat”

- Sun Tzu

Our Strategic Process.

Our comprehensive working practice creates a close professional relationship, underpinned by complete immersion in your organisation.

We **integrate** with your team to understand your vision, **collaboratively** establish a bespoke **strategy** to pursue crucial objectives, train your team to **implement** it successfully or equip supporting agencies to deliver, then **review** its impact in partnership or empower you to do so independently, assuring long-term efficacy through constant **improvement**.



Our Services.

Hornbeam & Co. and Phyconomy work best when utilised holistically, providing - but not limited to - the following services:

- Navigation of the global seaweed network
- Identification of commercial and environmental opportunities
- Strategic Communications
- Partnerships and Collaborations
- Brand Strategy and Positioning
- Change Communications and Brand Reputation
- Crisis Communications and Issues Management
- Creative Direction and Executive Production, including events and content creation, branding, pitches etc

By 2028, the value of the global commercial seaweed market is forecast to reach \$25bn.

- Statista, 2023

Huge commercial and environmental potential can be found beyond seaweed's many challenges.

Partner with us to benefit from the knowledge and creativity which can overcome them.

World-class strategic creativity is informed by an unrivalled knowledge of the sector.

Our support can unlock the potential of your organisation through exceptional insight, collaborative creative and commercial development, and purposeful stakeholder engagement.



Phyconomy

Tracking the seaweed economy

Hornbeam & Co. is based in the United Kingdom
The founding partners are: [Georgie Baker](#),
[Sarah Coggins](#), [Matt Purdon](#) and [George Smart](#).

[Phyconomy](#) is based in Belgium and was founded
by [Steven Hermans](#). Both companies operate globally.

Email: hello@hornbeam.co

Thank You.