



INVITATION TO



PARTNERSHIP

PROOF OF CONCEPT

We give fire extinguishers a second life through:

- Reuse
- Turning waste into value
- Making circular economy practical and scalable.

We have a proven concept with profitable operations and are positioned as a first mover in this space. Now we are ready to scale globally.

Making a shift



A preliminary glimpse of upcoming projects and new technology. Visuals are intentionally limited at this stage.



OUR SOLUTION

Our circular business model

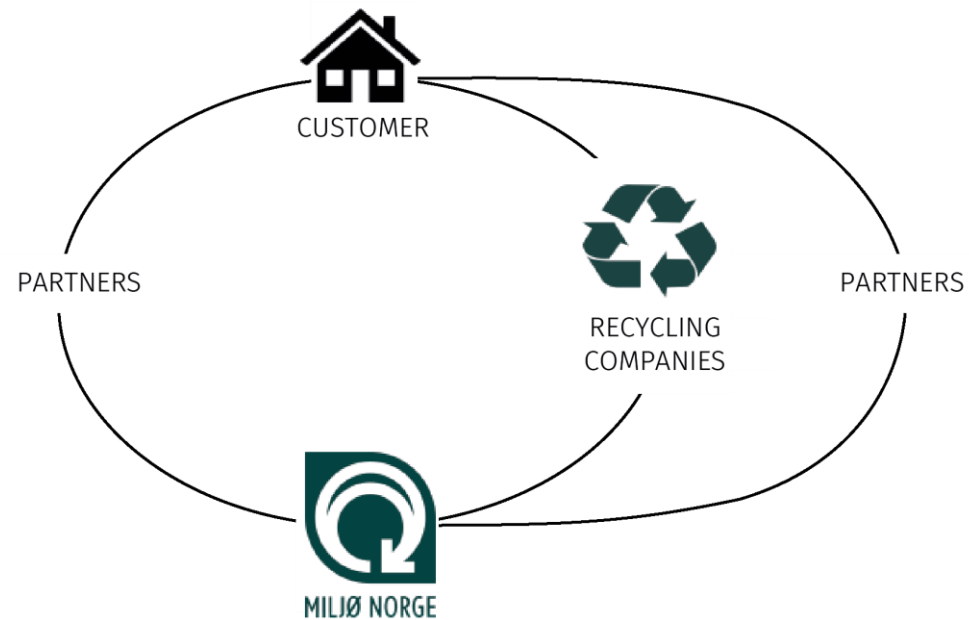


Business model

Miljø Norge AS has developed an industrialized and scalable model for the circular management of fire extinguishers. The company combines advanced process expertise, automated production, and a partner-based distribution model to transform a traditionally linear product category into a circular value chain.

Production line

- Self-developed automatic technology
- Produces up to 2 extinguishers per minute, i.e. ~500 thousand per year which equals avoided CO2 emissions similar to 10 thousand fossil cars per year
- Unique worldwide



MEET OUR BRILLIANT TEAM



Management



CEO
Geir L. Mathisen

CEO of Miljø Norge since February 2, 2024. Serial entrepreneur with a background in sales, management and business development. Co-founder and largest shareholder of Miljø Norge/ Nordic Assets.



Head of Business Development
Petter L. Mathisen

Background from the Armed Forces and trained as a teacher. Co-founder and has worked alongside Geir in Norsk Brannvern for all years. Business developer who has initiated Brannsport Norge, the Foundation Min Villskog, and Miljø Norge.



CCO
Njål Kjellesvik Norheim

25 years of commercial leadership experience from SuperOffice Norge AS, Elendomsfinans AS, and Dpend Elendom AS, as well as co-ownership in various companies.



Chairman of the Board
Jens Petter Mathisen

Co-founder of Miljø Norge AS. Former Marketing Director at Capgemini and Sun Microsystems, as well as Northern Europe Director at Bull (Sopra Steria) for systems integration.



Boardmember
Richard Tandberg Olsen

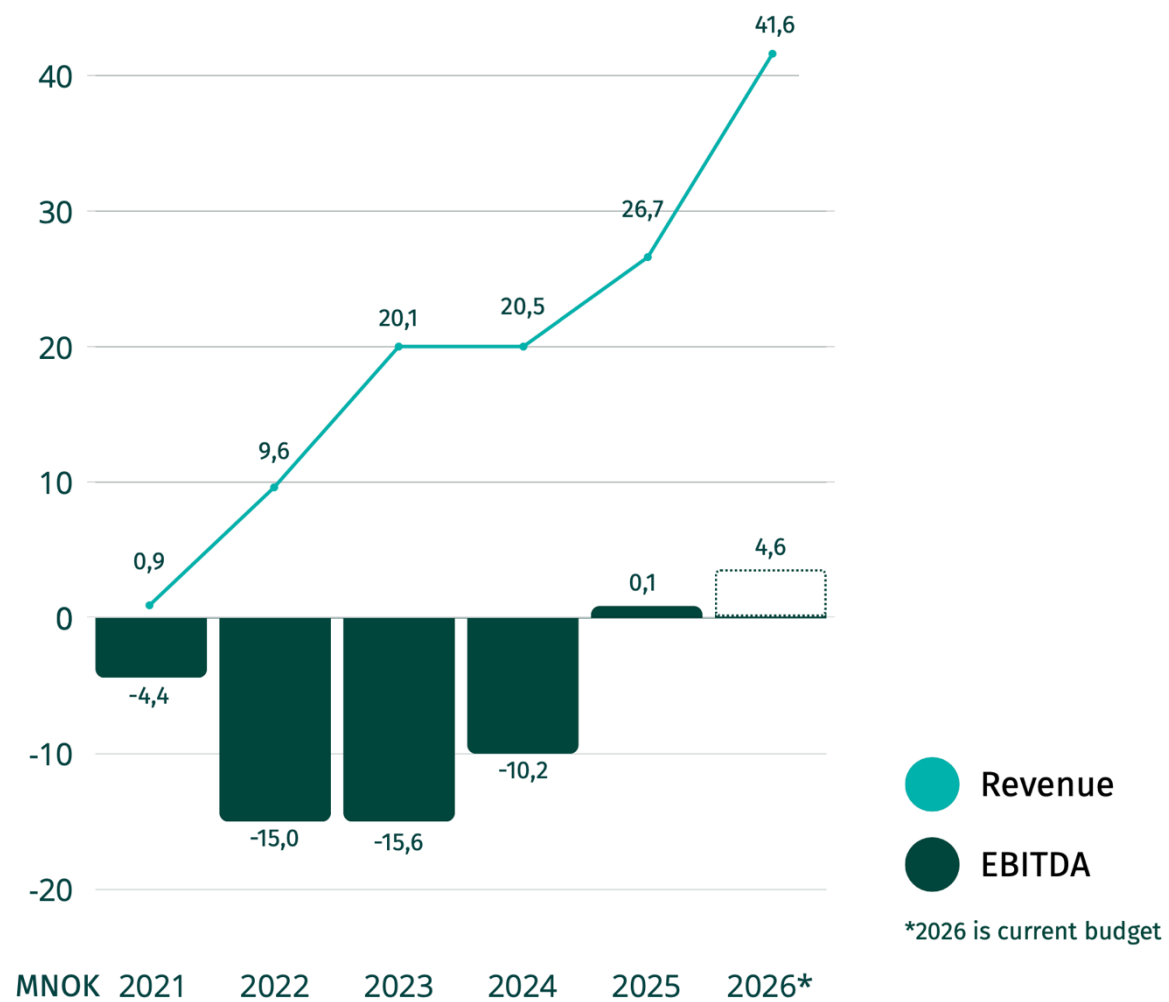
Richard Tandberg Olsen is a state-authorized public accountant who contributes through an active board role with a focus on financial and strategic input. He is currently CFO of RVS AS and Frognes AS.

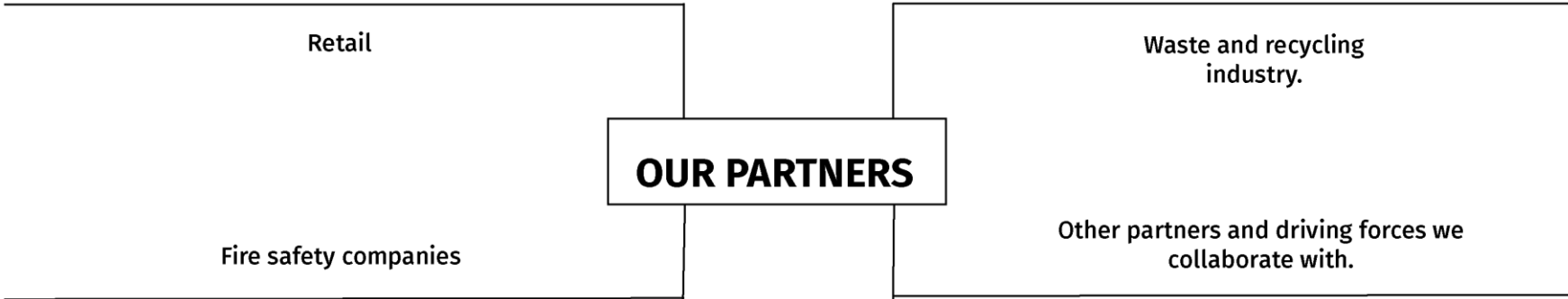
About

Brothers Geir and Petter Mathisen built Norsk Brannvern from 2002. The company operates in the fire protection industry and delivered positive results every year, with nationwide operations and more than 100 employees. The company, together with the majority stake in Brannsport Norge and shares in other companies, was sold to a Swedish private equity firm in 2020.

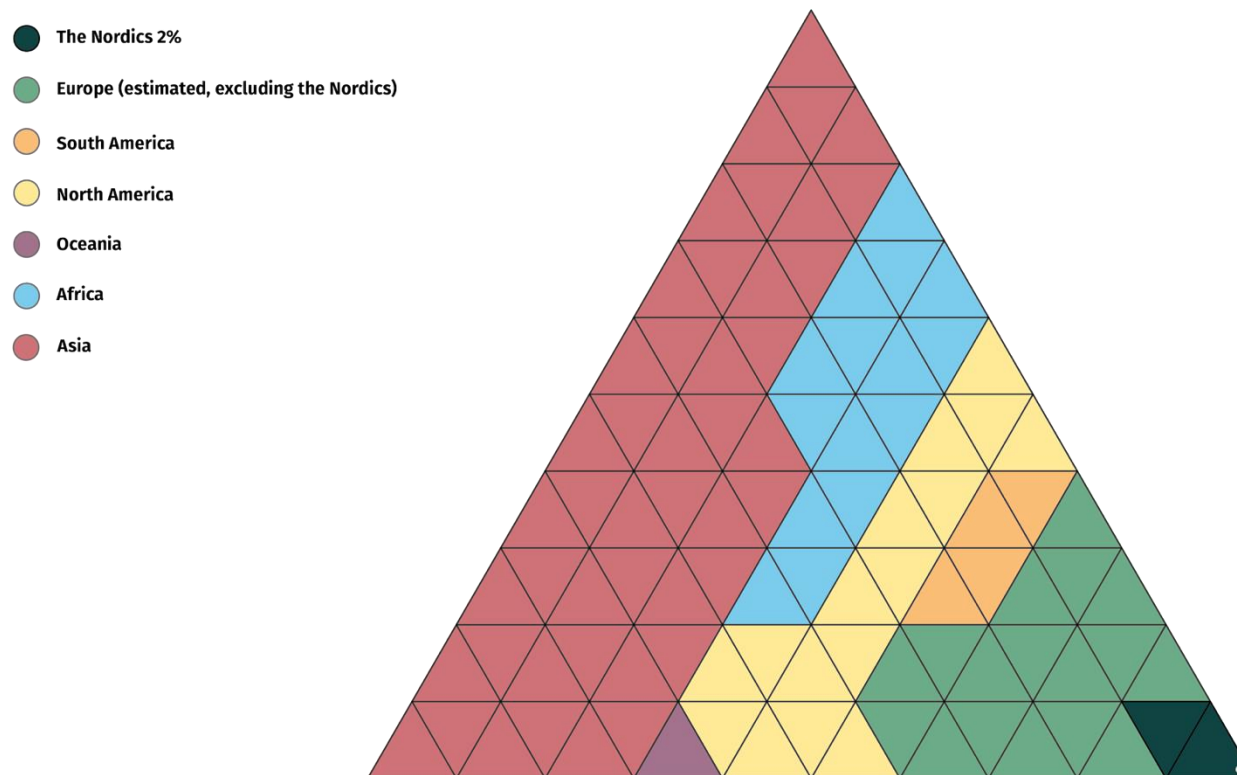
At the start, Jens Petter was involved in establishing Miljø Norge as Managing Director. Jens Petter is now Chairman of the company.

THE LAST 6 YEARS





THE MARKET GENERATES USD 7,5 BILLION ANNUALLY



This illustration highlights the significant global market potential:
We currently hold only 15% of the fire extinguisher market in Norway and have just begun operations in Sweden. The illustration is based on estimated market sizes for fire extinguishers across different continents.

The illustration consists of 98 squares distributed according to estimated market shares:
Asia 45 squares (45.8%), Europe 17 (16.8%), North America 15 (15.5%), Africa 14 (14.7%), South America 4 (4.1%), the Nordics 2 (2%), and Oceania 1 square (1.2%).

As of January 1, 2026,
Slåkkfabrikken has approximately a 15% market share in Norway and 2% in Sweden.

MILJØ NORGE IS ABOUT TO TAKE A LEADING ROLE WITHIN THE CIRCULAR ECONOMY



Without subtitles

<https://www.youtube.com/watch?v=TiMd6Bh4CDQ>

English subtitles

<https://www.youtube.com/watch?v=dzCKSDpp8Yo>

German subtitles

<https://www.youtube.com/watch?v=HAiFDwmFv1o>

We are featured in *Dagens Næringsliv (DN)*, highlighting our strong growth, profitability, and international expansion. The article focuses on our reuse of thousands of fire extinguishers each week and how we turn waste into valuable resources in a circular economy.

Learn more at:

nordicassets.no

miljonorge.no

If you believe you could be the right partner to join us in scaling this globally, we would like to hear from you.

- Contact us via the contact form on our website, **nordicassets.no**
- Or email us at **plm@miljonorge.no**

We will follow up as we move forward through 2026.





Disclaimer

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Want to know more?

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