

Company Impact Expansion

1.0 · MARCH 2026

An institutional expansion of TRA's environmental, social, economic, and health-and-safety impact. Reformulated from the Community Return on Investment paper and the Master Business Plan — every paragraph carries explicit provenance. No claim in this document is generated by an unverified summarisation.

Sources

This expansion is a mechanical reformatter. Each section identifies the canonical document(s) it draws from. The generator does not summarise, embellish, or invent. Reviewers may cross-check every section against the cited source in the TRA Data Room.

Community Return on Investment

Primary source. Data Room ID: ext-community-roi. Depth audit score 82/100. Defines TRA's six dimensions of community return — Environmental, Economic, Social, Health & Safety, Long-Term Sustainability, and Quantified ROI Metrics.

Master Business Plan · §9 — Community and Environmental Impact

Supplementary source. Data Room ID: ext-master-business-plan. Depth audit score 100/100. Used to expand the environmental, regional employment, and council value paragraphs.

Master Business Plan · §16 — Social Impact and ESG Commitment

Supplementary source. Used for the ESG framing and long-horizon social commitment paragraphs.

Exclusions

Specific dollar values, council-level uplift figures, and forward-looking carbon abatement totals are not asserted by this generator. Where the source documents express them as ranges, they appear verbatim and are labelled SOURCE-STATED.

SECTION 01

Environmental Impact

SOURCE: • Community Return on Investment (Community ROI) §1 – Environmental Impact ROI
• Master Business Plan (March 2026) §9 – Community and Environmental Impact

- **Illegal Dump Reduction:** With free monthly tyre drop-off days and public incentive systems, illegal dumping of tyres is projected to decrease by 70%-95% within five years. ROI: Cleaner streets, parks, bushlands, and waterways, reducing the ecological footprint and preserving biodiversity.
- **Reduction in Carbon Emissions:** Recycling over 3 million tyres annually will prevent the release of approximately 30,000 tonnes of CO₂ per year while reducing methane emissions from tyre decomposition in landfills. ROI: Improved air quality and significant progress toward Australia's national zero-emissions goals.

Impact Our contribution to environmental sustainability and community wellbeing

9.1 Environmental Impact TRA's operations generate significant environmental benefits through the elimination of illegal tyre dumping and the promotion of responsible tyre recycling: **CO₂ Reduction:** Each tyre recycled instead of dumped reduces CO₂ emissions by approximately 30kg. At 156,000 tyres annually, TRA's operations reduce CO₂ emissions by 4,680 tonnes annually, contributing to Victoria's climate change mitigation goals. **Land Protection:** Illegal tyre dumps contaminate soil and water, create fire hazards, and degrade natural habitats. By eliminating illegal dumping, TRA protects Victoria's land and water resources. **Fire Prevention:** Tyre dumps are significant fire hazards, with tyre fires burning for months and releasing toxic smoke. TRA's detection and rapid response capabilities prevent tyre dump fires, protecting communities and environments. **Circular Economy:** By ensuring all collected tyres are processed through accredited recycling facilities, TRA supports the circular economy, where end-of-life tyres become valuable raw materials for new products rather than environmental liabilities.

Environmental Metrics TRA's Year 1 operations will deliver measurable environmental impact: 156,000 tyres removed from illegal dumps or improper disposal, 4,680 tonnes of CO₂ emissions avoided, protection of countless hectares of land from contamination, and prevention of multiple potential tyre dump fires. These impacts will grow as we expand operations.

9.2 Community Impact TRA's operations benefit Victorian communities in multiple ways: **Cost Savings for Councils:** By preventing illegal dumping and enabling rapid response when dumps occur, TRA reduces council clean-up costs, freeing resources for other community services. **Improved Community Amenities:** Elimination of illegal tyre dumps improves community aesthetics, reduces health hazards, and enhances quality of life for residents. **Local Employment:** TRA creates local jobs in truck driving, drone operations, technology, and administration, contributing to local economic development. **Community Engagement:** TRA engages with communities through education programs about responsible tyre disposal, reporting mechanisms for illegal dumping, and participation in community environmental initiatives.

9.3 Regulatory Alignment TRA's operations are fully aligned with EPA Victoria's regulatory objectives and enforcement priorities: **Waste Tracking:** Our WasteChain™ system provides complete chain-of-custody documentation, supporting EPA's waste tracking requirements. **Illegal Dumping Prevention:** Our detection and surveillance capabilities directly support EPA's enforcement of illegal dumping regulations. **Compliance Reporting:** Our platform generates comprehensive compliance reports that simplify regulatory reporting for councils and businesses. **Environmental Protection:** Our operations contribute to EPA's environmental protection objectives by eliminating illegal dumping and promoting responsible recycling. TRA positions itself as a partner to EPA Victoria and other regulatory agencies, supporting their objectives while providing commercial services to councils and businesses.

9.4 UN Sustainable Development Goals TRA's operations contribute to multiple UN Sustainable Development Goals: **SDG 11: Sustainable Cities and Communities:** By eliminating illegal tyre dumps and improving waste management, TRA contributes to sustainable urban development. **SDG 12: Responsible Consumption and Production:** By promoting tyre recycling and responsible waste management, TRA supports sustainable consumption and production patterns. **SDG 13: Climate Action:** By reducing CO₂ emissions through tyre recycling, TRA contributes to climate change mitigation. **SDG 15: Life on Land:** By protecting land from tyre dump contamination, TRA supports terrestrial ecosystem conservation. Our alignment with these global goals demonstrates TRA's commitment to environmental sustainability and social responsibility.

SECTION 02

Economic Impact

SOURCE: · Community Return on Investment (Community ROI) §2 – Economic Impact ROI

- Job Creation and Economic Growth:

Year 1: Creation of 500 new jobs (drivers, drone operators, recycling technicians, and community educators).

Year 5: Over 1,000 direct and 2,000 indirect jobs projected as operations expand.

ROI: Boosts in local economies, particularly in regional areas, through increased employment opportunities and associated spending.

- Government Cost Savings:

Illegal dump cleanups cost councils millions of dollars annually. By proactively addressing tyre disposal through drop-off programs and drone-monitored cleanup initiatives, significant savings can be realized.

ROI: Taxpayer money redirected to vital public services, such as healthcare, education, and infrastructure development.

SECTION 03

Social Impact

SOURCE: • Community Return on Investment (Community ROI) §3 – Social Impact ROI
• Master Business Plan (March 2026) §16 – Social Impact and ESG Commitment

- Accessible Disposal Options: Free monthly drop-off events eliminate barriers to responsible tyre disposal, fostering community engagement and trust. The public incentive system, offering credits or vouchers, further encourages participation. ROI: Increased public satisfaction with government initiatives and greater community involvement in environmental efforts.
- Educational Outreach: Workshops, school programs, and awareness campaigns will instill sustainable practices in younger generations and promote public understanding of the benefits of recycling. ROI: Long-term behavioral changes within communities that prioritize sustainability and environmental stewardship

Our commitment to environmental, social, and governance excellence

16.1 Environmental Commitment

TRA is fundamentally an environmental business, and environmental responsibility is core to our mission:

- Carbon Footprint Reduction:** We measure and report our carbon footprint, implementing reduction strategies where possible
- Sustainable Operations:** We optimize routes for fuel efficiency, maintain equipment for minimal emissions, and choose environmentally responsible suppliers
- Biodiversity Protection:** Our operations protect biodiversity by eliminating tyre dumps that harm ecosystems
- Resource Efficiency:** We promote resource efficiency through tyre recycling and circular economy principles

16.2 Social Commitment

TRA is committed to positive social impact:

- Local Employment:** We create local jobs and contribute to local economic development
- Community Engagement:** We engage with communities through education and participation in local initiatives
- Workplace Diversity and Inclusion:** We promote diversity and inclusion in our hiring and workplace practices
- Employee Wellbeing:** We prioritize employee safety, training, and career development

16.3 Governance Commitment

TRA maintains strong governance practices:

- Ethical Business Practices:** We operate with integrity and ethical standards in all business dealings
- Transparency:** We maintain transparent reporting to stakeholders including customers, investors, and regulators
- Accountability:** We maintain clear accountability structures and performance monitoring
- Regulatory Compliance:** We maintain comprehensive compliance with all applicable regulations

16.4 ESG Reporting

TRA will implement comprehensive ESG reporting: Annual ESG report covering environmental metrics, social impact, and governance practices

Third-party verification of ESG performance where appropriate

Alignment with global ESG reporting frameworks and standards

Integration of ESG metrics into business decision-making

Our ESG commitment demonstrates our responsibility to stakeholders beyond financial returns and positions us for long-term sustainable success.

SECTION 04

Health and Safety Impact

SOURCE: · Community Return on Investment (Community ROI) §4 – Health and Safety ROI

- Fire Hazard Reduction:

Tyre stockpiles pose a significant fire risk, releasing toxic smoke and gases. Tyre Revolution Australia

ensures proper recycling to eliminate these hazards.

ROI: Safer communities with reduced reliance on emergency services and fewer long-term health

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impacts from pollution exposure.

- Disease Control:

Discarded tyres are breeding grounds for mosquitoes and pests, which can transmit diseases such as

dengue fever. Responsible disposal removes this risk.

ROI: Healthier communities with lower public health costs and fewer disease outbreaks.

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SECTION 05

Long-Term Sustainability

SOURCE: · Community Return on Investment (Community ROI) §5 – Long-Term Sustainability ROI

- Circular Economy:

Tyres recycled into valuable materials like tyre-derived fuel (TDF) and rubber crumb contribute to infrastructure projects, such as roads and playground surfaces.

ROI: Communities benefit from visible outcomes, such as improved infrastructure and public

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amenities, driving local pride and satisfaction.

- Global Leadership:

The integration of drone technology and innovative recycling methods positions Australia as a leader in

sustainable waste management.

ROI: Increased international recognition, attracting further investment and partnerships.

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SECTION 06

Quantified ROI Metrics

SOURCE: · Community Return on Investment (Community ROI) §6 – Quantified ROI Metrics (SOURCE-STATED)

Figures below are reproduced as stated in the source Community ROI document. They are illustrative of the framework's structure, not a platform-generated projection.

Impact Area	Year 1 ROI (AUD)	Year 5 ROI (AUD)
Illegal Dump Cleanup	\$5M	\$10M
Savings		
Public Participation	\$3M	\$8M
Value		
Job Creation Economic	\$12M	\$30M
Boost		
Health & Safety Savings	\$2M	\$5M
Carbon Emission Equivalent to	\$4M in environmental	Equivalent to \$10M in environmental
Reduction value annually	value annually	
Total ROI	\$26M+	\$63M+
Additional Community-Oriented Suggestions		

SECTION 07

Council Value Proposition

SOURCE: · Master Business Plan (March 2026) §3 – Operations and Infrastructure
· Master Business Plan (March 2026) §8 – Go-To-Market Strategy

Our operational model, technology stack, and physical infrastructure

3.1 Operational Model

TRA's operational model is designed for efficiency, scalability, and compliance. Our foundation model operates with 2 trucks and 4 drivers, providing capacity to collect 156,000 tyres annually (3,000 tyres per week). This foundation is deliberately lean to ensure strong unit economics while maintaining the flexibility to scale operations as demand grows.

Truck Operations:

Our truck fleet is equipped for safe and efficient tyre collection, with appropriate loading equipment, safety systems, and GPS tracking. Each truck operates with 2 drivers to ensure compliance with fatigue management regulations and maintain operational continuity. Trucks follow optimized routes based on collection schedules, dump locations, and recycling facility locations to minimize fuel consumption and maximize efficiency.

Drone Surveillance:

Our drone fleet conducts regular surveillance flights across council areas and B2B customer sites.

Drones are equipped with high-resolution cameras and AI-powered detection systems that can identify

tyre dumps from the air. Flight paths are planned to maximize coverage while complying with aviation regulations and privacy requirements. All drone operations are conducted by certified pilots with appropriate Remote Pilot Licences (RePL) and Operator Certificates (ReOC).

AI-powered drone surveillance enables rapid detection of illegal tyre dumps

Collection and Processing:

When tyre dumps are detected or collection requests are received, our dispatch system coordinates the nearest available truck to respond. Collection operations follow strict safety protocols and environmental procedures. Collected tyres are transported to accredited recycling facilities where they are processed into crumb rubber, tyre-derived fuel, or other recycled products. Complete chain-of-custody documentation is maintained for every tyre from collection to recycling.

3.2 Technology Infrastructure

TRA's technology platform is the backbone of our operations, enabling detection, tracking, reporting, and compliance management. Our technology stack includes:

TyreChain™ - Detection and Classification System: Our proprietary AI system analyzes drone imagery to detect tyre dumps with 95%+ accuracy. The system classifies dumps by size, location,

accessibility, and urgency, enabling prioritized response and efficient resource allocation.

WasteChain™ - Tracking and Verification System: Blockchain-verified tracking ensures complete chain-of-custody documentation for every tyre. The system records collection, transportation, and processing events, creating an immutable audit trail that supports compliance reporting and environmental accountability.

Surveillance Platform: Our web-based platform provides councils and B2B customers with real-time access to surveillance data, dump reports, collection status, and compliance documentation. The platform includes automated reporting, alert systems, and analytics dashboards.

Dispatch and Logistics System: Integrated routing and dispatch software optimizes truck operations, coordinates driver schedules, and ensures efficient response to collection requests. The system integrates with GPS tracking to provide real-time visibility into fleet operations.

Our technology infrastructure is hosted on secure cloud platforms with appropriate data security measures, backup systems, and disaster recovery protocols. All systems are designed for scalability, allowing us to expand operations without technology constraints.

3.3 Physical Infrastructure

Headquarters and Operations Base:

TRA's headquarters is located at 44 Berkshire Road, Sunshine, Victoria 3020. This facility serves as our operational base, housing administrative offices, drone operations center, dispatch systems, and equipment storage. The location provides strategic access to Melbourne's metropolitan area and key regional corridors.

Equipment and Assets:

Our Year 1 equipment includes 2 trucks, 2 drone units, tyre bins for customer sites, and supporting technology infrastructure. All equipment is maintained according to manufacturer specifications and regulatory requirements. We maintain appropriate spare parts and backup equipment to ensure operational continuity.

Vehicle Fleet:

Our truck fleet is selected for reliability, fuel efficiency, and appropriate capacity for tyre collection operations. Vehicles are maintained through regular servicing schedules and are equipped with safety equipment including fire extinguishers, first aid kits, and communication systems.

Our truck fleet is equipped for safe and efficient tyre collection operations

3.4 Safety and Compliance

Safety is fundamental to TRA's operations. We maintain comprehensive safety protocols covering:

Workplace Health and Safety: All operations comply with Victorian OH&S regulations. Team

members receive regular safety training, and we maintain safety management systems covering hazard identification, risk assessment, and incident reporting.

Vehicle Safety: Trucks undergo regular safety inspections and maintenance. Drivers are trained in defensive driving techniques and fatigue management. All vehicles carry appropriate safety equipment.

Drone Safety: Drone operations comply with CASA regulations. All pilots hold appropriate certifications, and flights are conducted according to approved safety procedures. We maintain insurance coverage for drone operations.

Environmental Safety: Collection and transportation procedures minimize environmental impact. We work only with accredited recycling facilities to ensure responsible end-of-life processing.

TRA maintains appropriate insurance coverage including public liability, professional indemnity, vehicle insurance, and workers' compensation. All operations are conducted in compliance with EPA Victoria regulations, local government requirements, and industry best practices.

Closing Notice

Every section above carries explicit provenance. No section in this expansion is the product of an unverified summarisation. Where the source documents express figures or ranges, they are reproduced verbatim and labelled SOURCE-STATED. Where supplementary depth was needed beyond the Community ROI document, only sections of the Master Business Plan already audited at 100/100 depth were used.

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