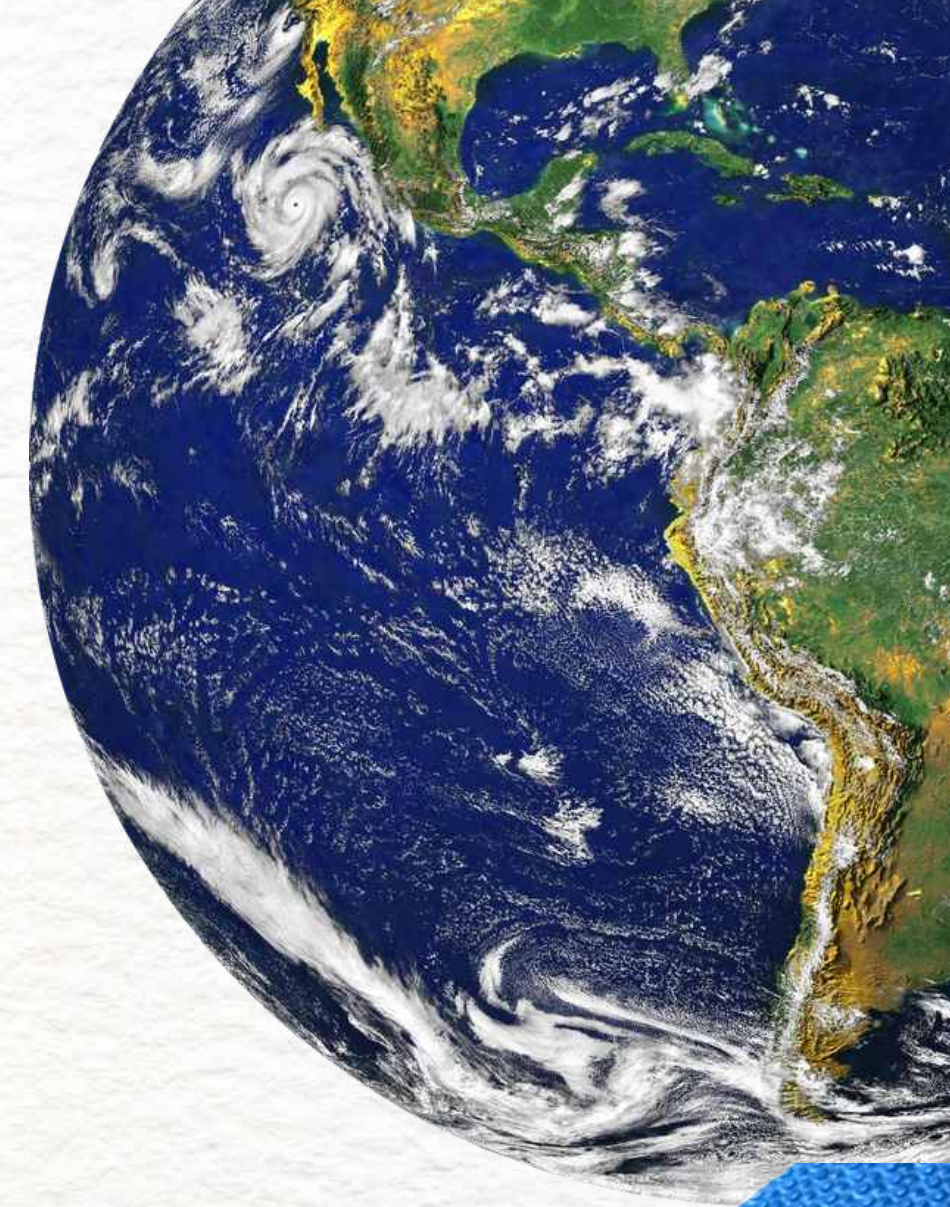


Turning Good Products into Sustainable Businesses

ABOUT US (EBERT BG GmbH)



ABOUT

- EBERT BG GmbH: Founded in 2022, owner-managed family business
- cagoon as the first brand – “Made in Germany, designed for the outdoors”
- Focus: sustainable, high-quality premium products with true circularity through modular design and end-of-life take-back
- 100% Made in Germany – from development to production
- Entrepreneurial mindset with short decision paths and high execution speed
- Based in Nendlberg (Prutting, Germany) with atelier, development, assembly, repair and direct customer interaction

Recognition & Awards:

- 2nd Prize, Rosenheim Start-up Award 2023
- Finalist, German Ecodesign Award 2025 and Meggle Start-up Award 2025

Cooperation Value:

A team that combines strategic thinking with hands-on execution – without corporate inertia, yet with a professional structure.



RESOURCES & CAPABILITIES | WHAT WE BRING

Operational & Digital Capabilities

- E-commerce & online shop management
- Automated order processing & logistics
- Customer support & after-sales
- Finance & commercial management

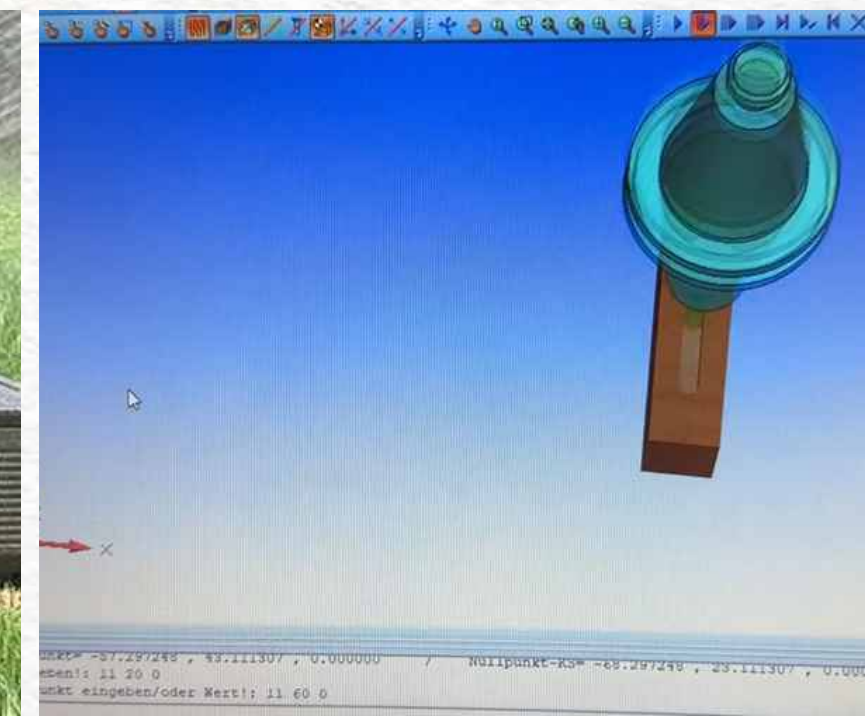
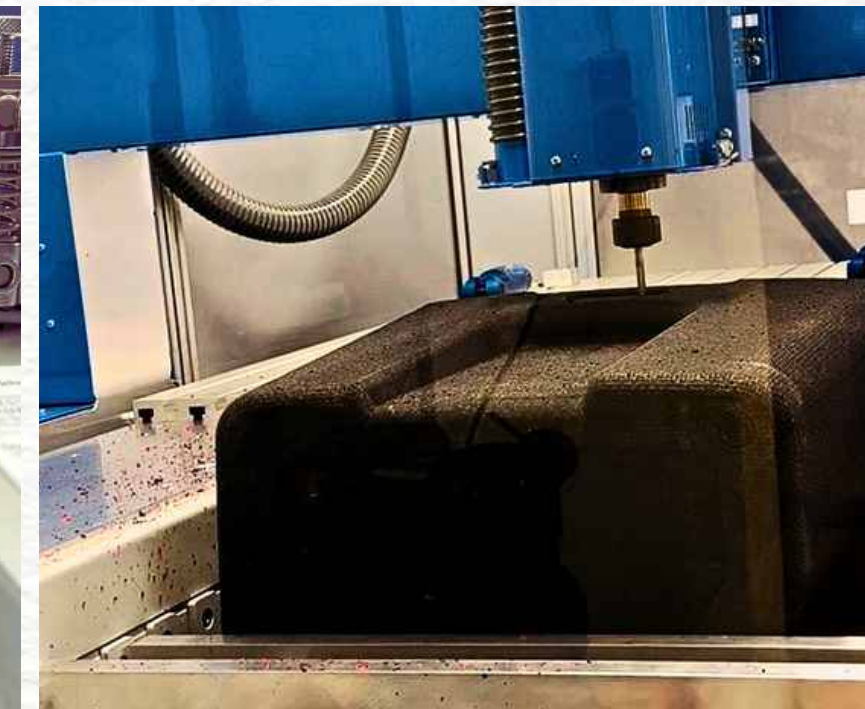
Physical Infrastructure on Site

- Atelier & development space
- Factory shop, fittings & customer feedback
- Warehouse, shipping & final assembly

Technical & Production Expertise

- CAD design capabilities
- High-quality, refined EPP products including supply chain management
- In-house 3-axis milling machine
- Final assembly & quality control
- Webbing production (with external partner)

Collaborations with TH Rosenheim on circular economy projects





THE FOUNDER TEAM

Johannes Ebert – Founder and Managing Director

Johannes is an engineer and entrepreneur with extensive experience in product development, international product and innovation management, and operational business leadership. He has held senior roles in GORE-TEX apparel and environmental technology, overseeing technology-driven products from development to market launch.

As CEO of EBERT BG GmbH, he manages the company end-to-end, overseeing all core areas: marketing, sales, order processing, logistics, production, shipping, and product development. His strengths lie in hands-on implementation, building efficient processes, and scaling high-quality, sustainable products.

Inga Ebert – Co-Founder and CFO

Inga has a strong background in business administration and extensive experience in controlling, consulting, and organizational development. In her professional legal and advisory environment, she regularly works on restructuring and transformation projects and is familiar with complex financial situations.

As Co-Founder of EBERT BG GmbH, she oversees the company's financial management, structuring, and strategic development. Her focus is on cost control, sustainable business models, clear decision-making foundations, and long-term growth.



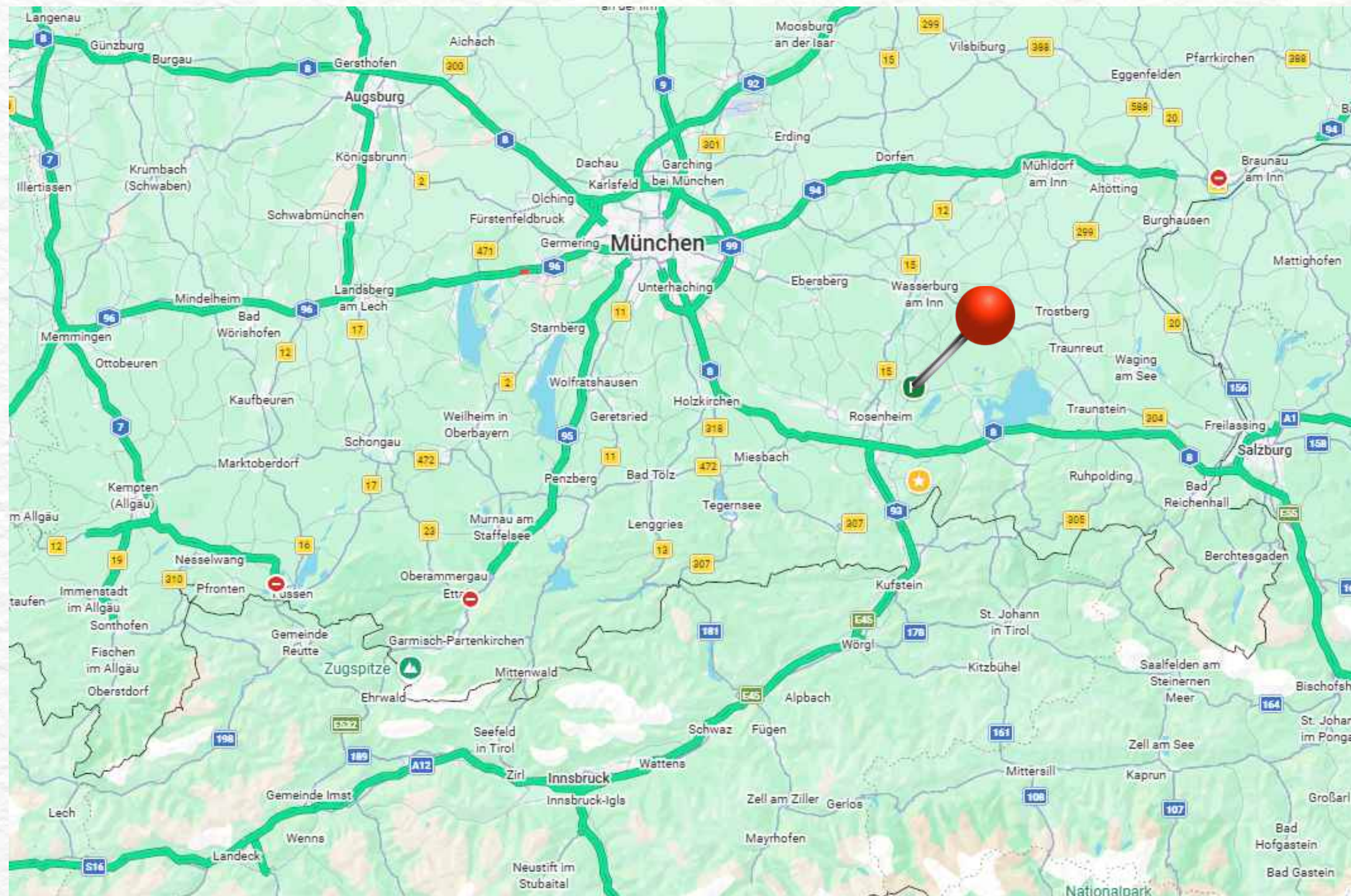
Our Bestseller: AEROSTUFFY M



The Performance ThermoBox - On the Go

- Ultra-lightweight: only 1.3 kg
- Robust & durable: load capacity up to 942 kg (tested by TH Rosenheim)
- Thermal insulation: keeps contents hot or cold for up to 48 hours
- Premium, soft-touch surface
- Versatile: designed for 365-day use
- Modular & circular: repairable, long-lasting, no composite materials, 100% recyclable
- 100% Made in Germany
- Lifetime spare parts guarantee

Our Location – Close to Munich, Innsbruck, and Salzburg



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