



Butterfly

The ROI of Indoor Air Quality Monitoring
2025

www.butterfly-air.com

The Problem

Air pollution is the biggest threat to our health today.

The World Health Organization (WHO) recently recognized air pollution as a global health emergency and, according to the United Nations Environment Programme (UNEP), poor IAQ is linked to 1 in 9 premature deaths.

Globally, building owners and facility managers consistently track air quality and implement measures to reduce pollution, ensuring healthier environments for those inside.

The financial impact of inadequate indoor air quality is estimated to be in the tens of billions of dollars annually

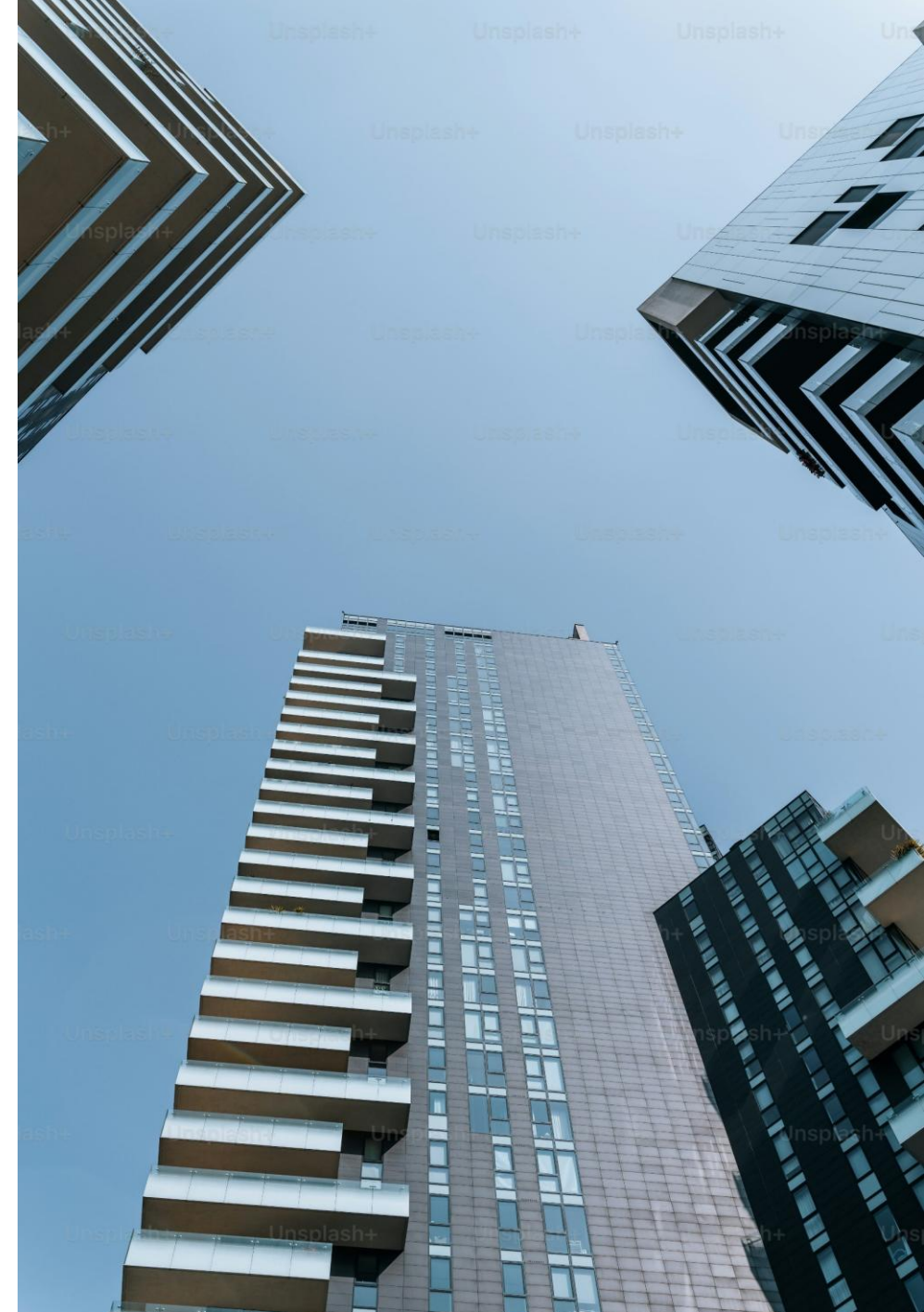


ROI Benefits

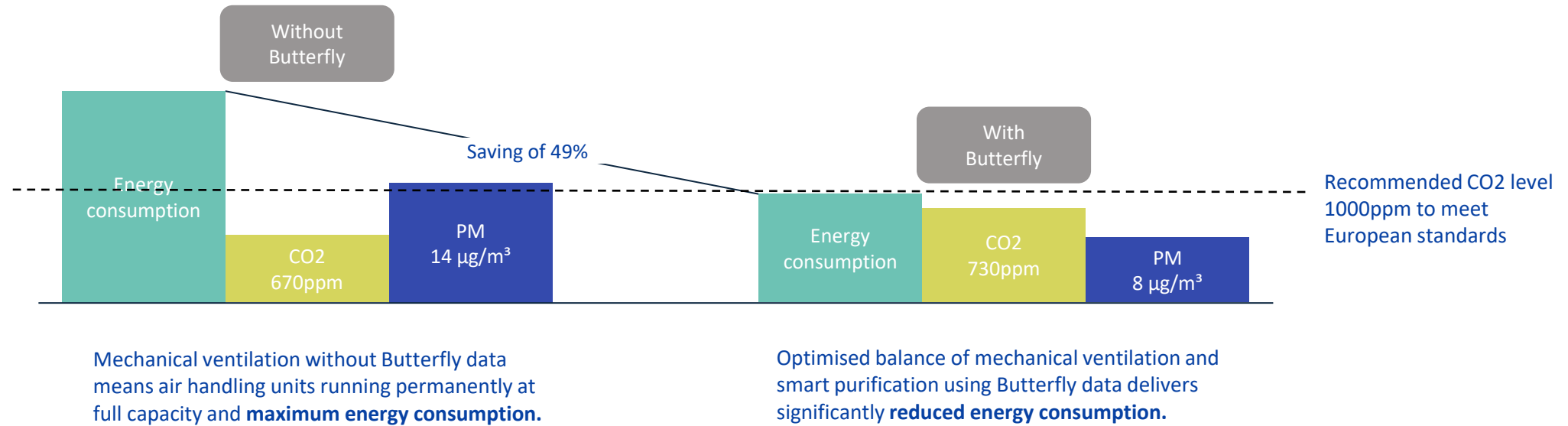
1. **+40% Energy Saving**
2. **Employers: Improved productivity, reduced absenteeism, easier recruitment**
3. **Employees: Healthy workplaces, happier teams, lower staff turnover**
4. **Regulatory Compliance & WELL Certification**
5. **Reduced insurance premiums**

Integrating Butterfly IAQ monitoring into your building management system (BMS) enables you to collect detailed information about the air in your indoor environment and use this to implement changes to improve and maintain healthy air quality.

The Butterfly system has been developed to link with (BMS) to achieve optimized IAQ with minimized energy use and so deliver significant customer ROI through **wellbeing and sustainability combined.**



1. +40% Energy Saving



Butterfly simultaneously measures all key Indoor and Outdoor Air Quality metrics to deliver accurate & trustworthy data upon which correct BMS decisions can be made – an industry first.

With this 20/20 vision of the way a building breathes, Butterfly can intelligently balance introduction of Outdoor air with purification of Indoor air to optimize health whilst minimising energy use – a 70% reduction in Outdoor air being heated or cooled as it enters the building delivers over 40% saving in energy.

In other words, Butterfly delivers health benefits, ESG alignment **and +40% energy saving in buildings combined.**

2. Employer Benefits

Over a span of 10 years, benefits to employers and property owners of achieving WELL Certification include:

- 6% higher tenant retention
- 5-10% higher occupancy
- 8-10% increase in building value
- 4- 7% increase in rental premium
- £5000 average increase in annual employee productivity
- Recruitment of top talent - Employees prioritize IAQ over nearly any other environmental concern in the workplace.
- Additionally, employers benefit from the brand equity gained by being recognized as industry leaders.

The costs of implementing Butterfly are more than offset by these gains.

<https://www.wellcertified.com/health-pays-back/>

3. Employee Benefits

Employees are demanding more transparency when it comes to IAQ. 65% of those who had returned to in-person work told researchers that they found it very important to be informed of the state of air quality in their buildings. More frequent monitoring corresponded with more regular information being shared with employees, highlighting the importance of a continuous Indoor Air Monitoring Policy.

Employees are aware of the impact of air quality on their health. 89% of the occupants surveyed reported that the quality of the air they breathe in buildings directly impacts their health and well-being; 98% believe that better air quality results in at least one health benefit. Nearly three-quarters could (correctly) state that indoor air might be less healthy to breathe than outdoor

62% of global workers said they would leave their job if their employer failed to create a healthier indoor environment.”

Healthy Building Survey 2022, Honeywell



4. Regulatory Compliance

The International WELL Standard achieved 3 billion square feet of global registrations between launch in 2014 and 2020, growing to 6 billion square feet by 2023 in a strong trend that is continuing across global brands in Education, Hospitality, Healthcare and Commercial Office Space seeking to deliver on their corporate ESG commitments.

A pre-requisite for WELL accreditation is accurate IAQ monitoring and Butterfly is Works With WELL certified in delivering the maximum 9 points across parts A0-8 and T1-7.

WELL, requires that all IAQ sensors are re-calibrated annually in order for buildings to maintain accreditation and Butterfly has a uniquely engineered sensor pod that can be easily swapped by a non-expert person to ensure regulatory compliance and circularity.

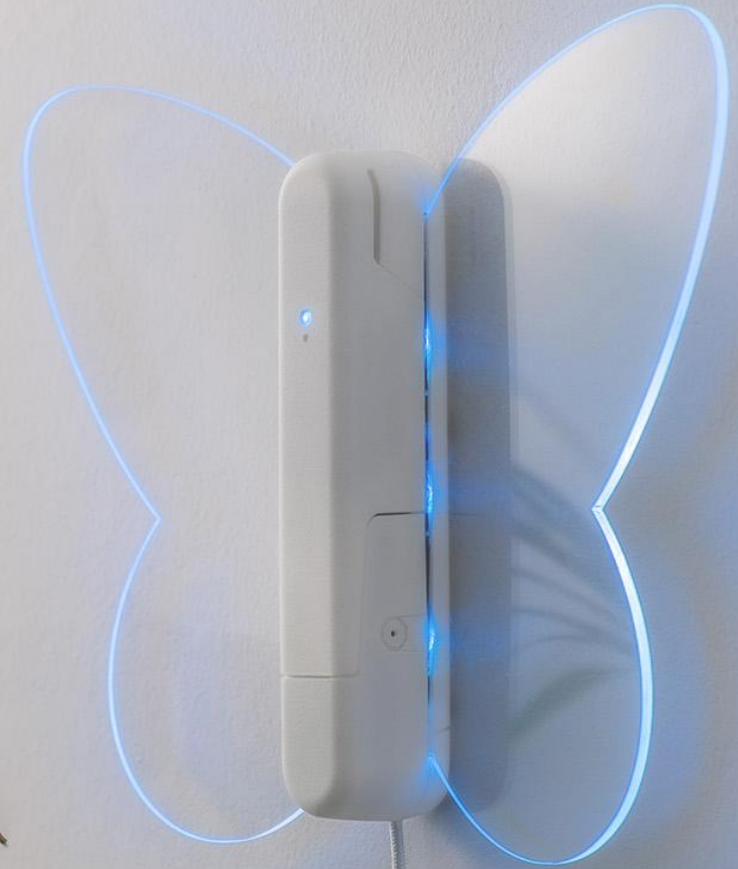


5. Insurance Premium Reduction

Installing a Butterfly system to improve IAQ in the workplace is considered by Insurers such as Gallaghers to mitigate risk in relation to public liability.

This is because an employer faced with a health & wellbeing claim from an employee would be able to evidence that they have taken due care to provide a healthy workspace with optimised IAQ, ruling that out as a cause for any claim.

Subject to specific circumstances, indications are that employers would benefit from a significant reduction in their insurance premiums.





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Thankyou

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