

# Puro.earth: The World’s Leading Crediting Platform for Engineered Carbon Removal

Taking businesses to net zero emissions with CO<sub>2</sub> Removal Certificates (CORCs)

Puro.earth brought the world's first crediting platform for engineered carbon removal to the market in 2019 and has paved the way with high-quality methodologies under the Puro Standard ever since. Joining forces with Nasdaq, together, we will fuel a global scale-up phase of carbon removal that will create a world where companies are part of the change to combat climate change, while bringing trust, integrity, and transparency to the solution.

## The race to net zero

Since the industrial revolution, we have added an excess of 2,500 gigatons (GT) of CO<sub>2</sub> to the atmosphere. We’re already experiencing some of the impacts of climate change, but to avert the worst, we need to drastically defossilize our economy. The number one priority is to reduce annual emissions by as much as 80-90% by 2050 – but this alone is not enough. Even with this reduction there will still be residual emissions in addition to historical emissions and the only way to manage those is with carbon removals. **To reach net zero, we need to remove a further 5-10GT of CO<sub>2</sub> each year.**

## What is carbon removal?



Carbon removal involves physically capturing CO<sub>2</sub> from the atmosphere and stabilizing it into durable storage. Carbon removal can be achieved through a variety of methods, including nature-based solutions such as afforestation and reforestation (planting trees to absorb CO<sub>2</sub>) and engineered methods such as direct air capture (machines that remove CO<sub>2</sub> from the atmosphere) and biochar (organic material converted into a solid form of carbon that is resistant to biological decomposition and can be used in agriculture to enhance the soil).

"For credible net zero, we need to “Shift offsetting towards long-lived storage, which removes carbon from the atmosphere permanently or almost permanently.”

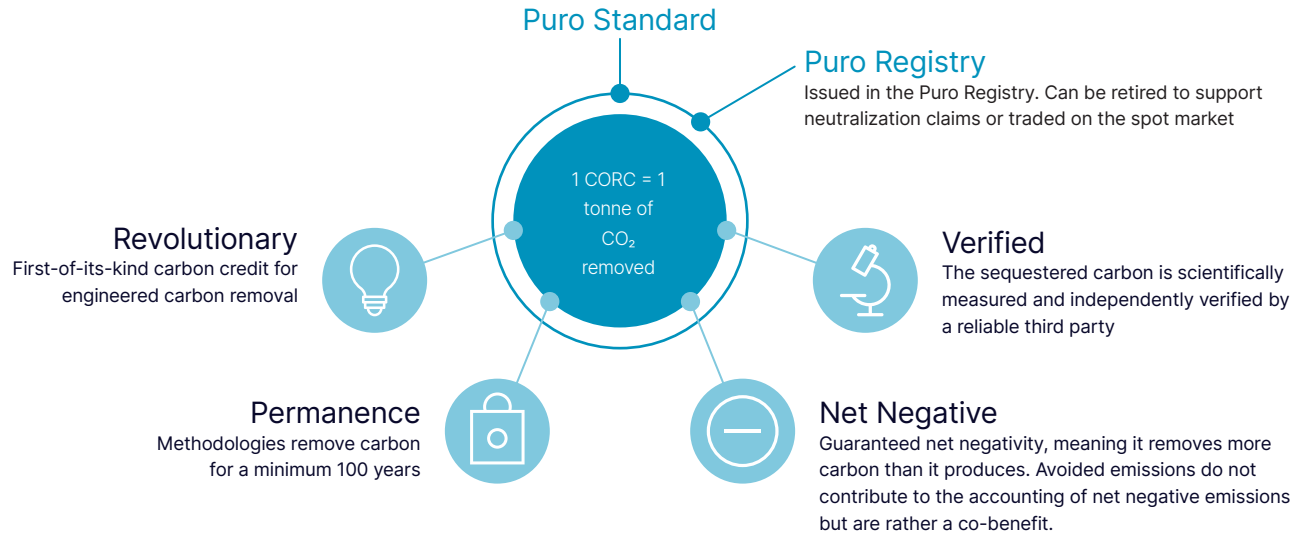
– Professor Myles Allen, the Oxford Net Zero initiative & Chairman of Puro.earth's Advisory Board

Puro.earth focuses solely on engineered carbon removal methods that durably store carbon for 100 to thousands of years.

## A first-of-its-kind carbon credit - CORCs™

Puro.earth issues verified **CO<sub>2</sub> Removal Certificates (CORCs)** to accredited suppliers whose carbon removal processes meet the stringent net-negative and environmental requirements of the Puro Standard. Issued in the **Puro Registry**, CORCs can be purchased and retired by climate-conscious companies to neutralize the emissions they cannot avoid.

**1 CORC = 1 tonne of CO<sub>2</sub> removed with minimum 100 years permanence**



## How can a company buy CORCs?

CORCs can be purchased directly from suppliers by connecting with them via Puro.earth or through third-party marketplaces.

Companies can secure their future supply of CORCs in a supply-constrained market and at a set price through advance market commitments. Advance market commitments are contractual agreements between a supplier and buyer to purchase future issuances from carbon removal facilities that are still setting up or looking to scale their operations and enable climate-conscious companies to go the extra mile in actively enabling the much-needed acceleration of carbon removal production.

## Current engineered carbon removal methods



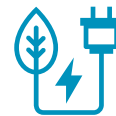
Biochar



Terrestrial storage of biomass



Carbonated Materials



Geologically removed carbon such as Direct Air Capture



Enhanced rock weathering

**New potential methods:** Ocean-based carbon removal such as aquatic storage of biomass burial & ocean alkalinity enhancement

## Take your business to net zero emissions

For more information about Puro.Earth, please visit:

 [www.nasdaq.com/carbon](http://www.nasdaq.com/carbon) or  [puro@nasdaq.com](mailto:puro@nasdaq.com)