

# Carbon Credits: The New Revenue Opportunity for Concrete Producers



CARBON  
CURE™

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# Today's Agenda

- What are carbon credits?
- The new carbon credit opportunity: concrete
- CarbonCure's credits in the marketplace
- The massive opportunity for concrete producers



## Presented by:

**Eric Yee**

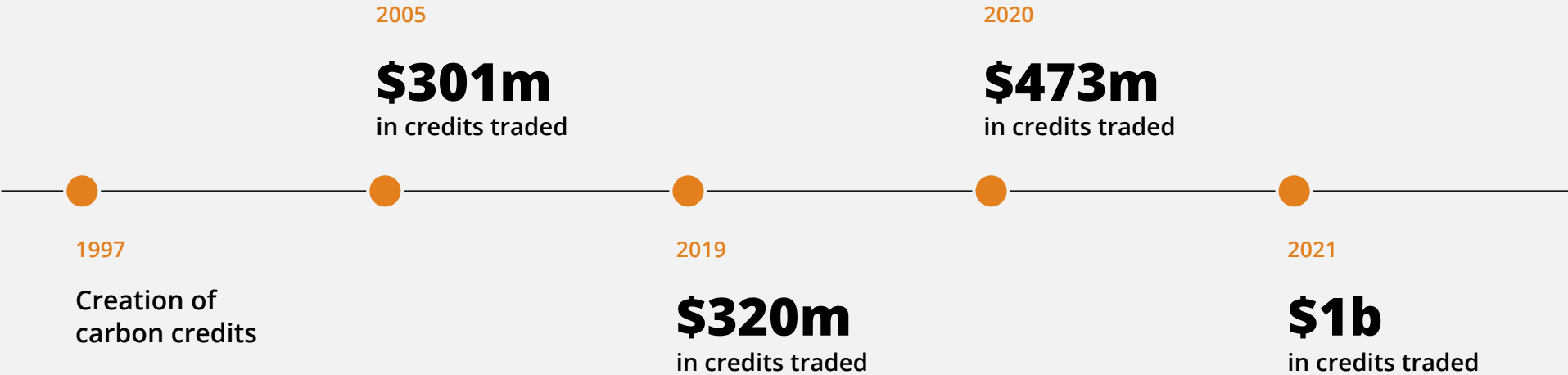
Product Marketing Manager  
CarbonCure Technologies



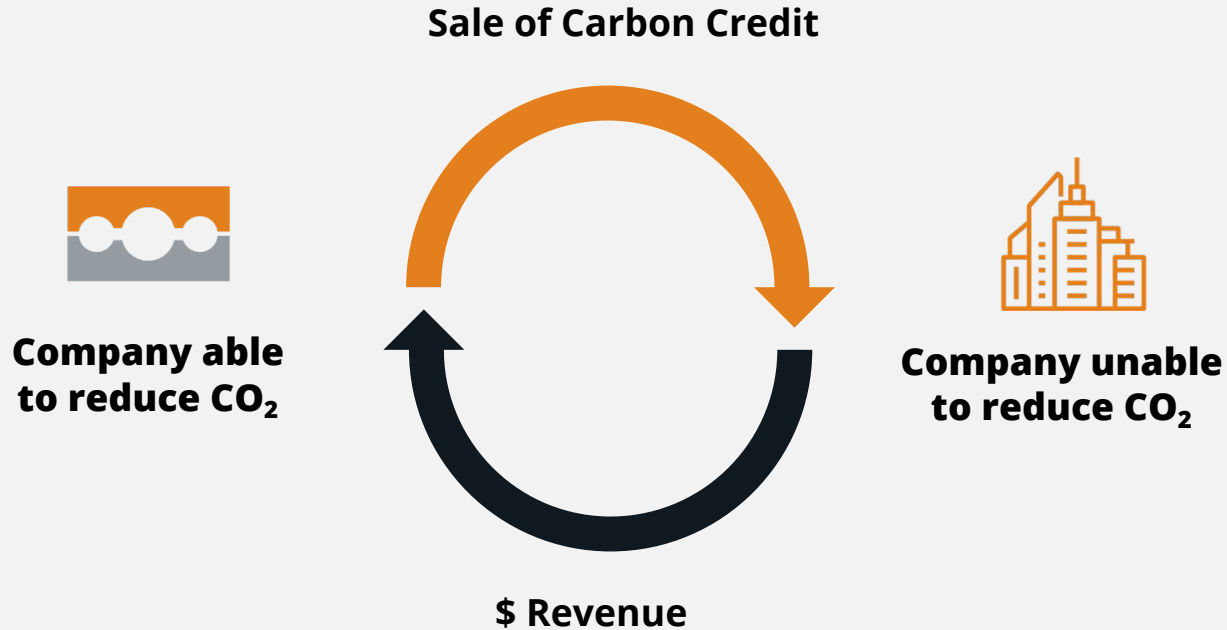
**What is a Carbon Credit?**

**1 Carbon Credit = 1 Metric Ton of CO<sub>2</sub>**

# Brief History of Carbon Credits



# Why Carbon Credits Were Created





# Who Generates Carbon Credits?

**Forestry Projects**



**Direct Air Capture**



**Carbon Storage**



**+ Other Carbon Reduction, Avoidance and Removal Projects**

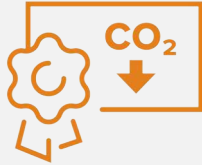


An aerial, high-angle photograph of a construction site. Several workers wearing hard hats and safety vests are visible, working on a large, textured concrete slab. One worker in the upper left is using a long-handled tool. Another worker in the center is also using a similar tool. A third worker is visible in the lower center. The concrete surface shows some texture and shadows, suggesting it's a fresh pour or being prepared. The overall scene is in a dark, monochromatic color palette.

# The New Carbon Credit Opportunity: Concrete



# Carbon Credits Can Be Created When...



**Carbon Emissions are  
Reduced from Operations**



**Carbon Emissions are  
Avoided Altogether**

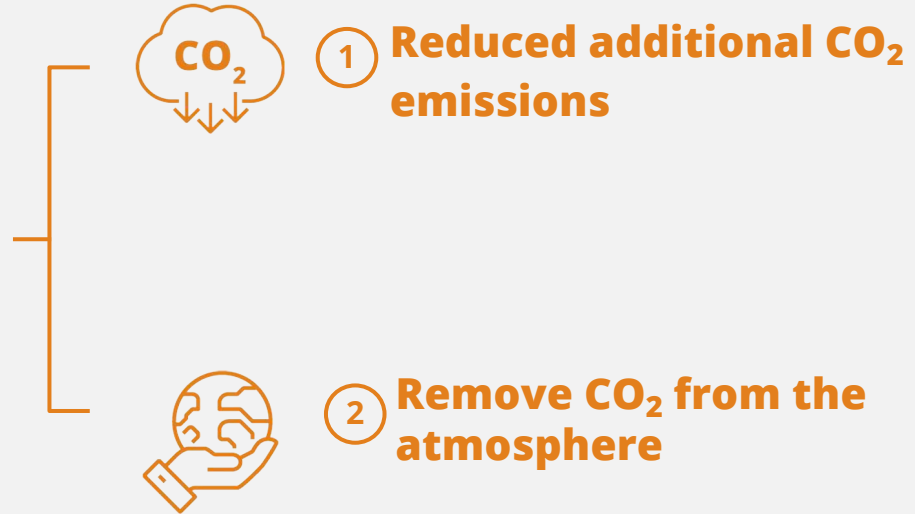


**Carbon is Removed  
From the Atmosphere**

# Concrete: Reducing and Removing CO<sub>2</sub>

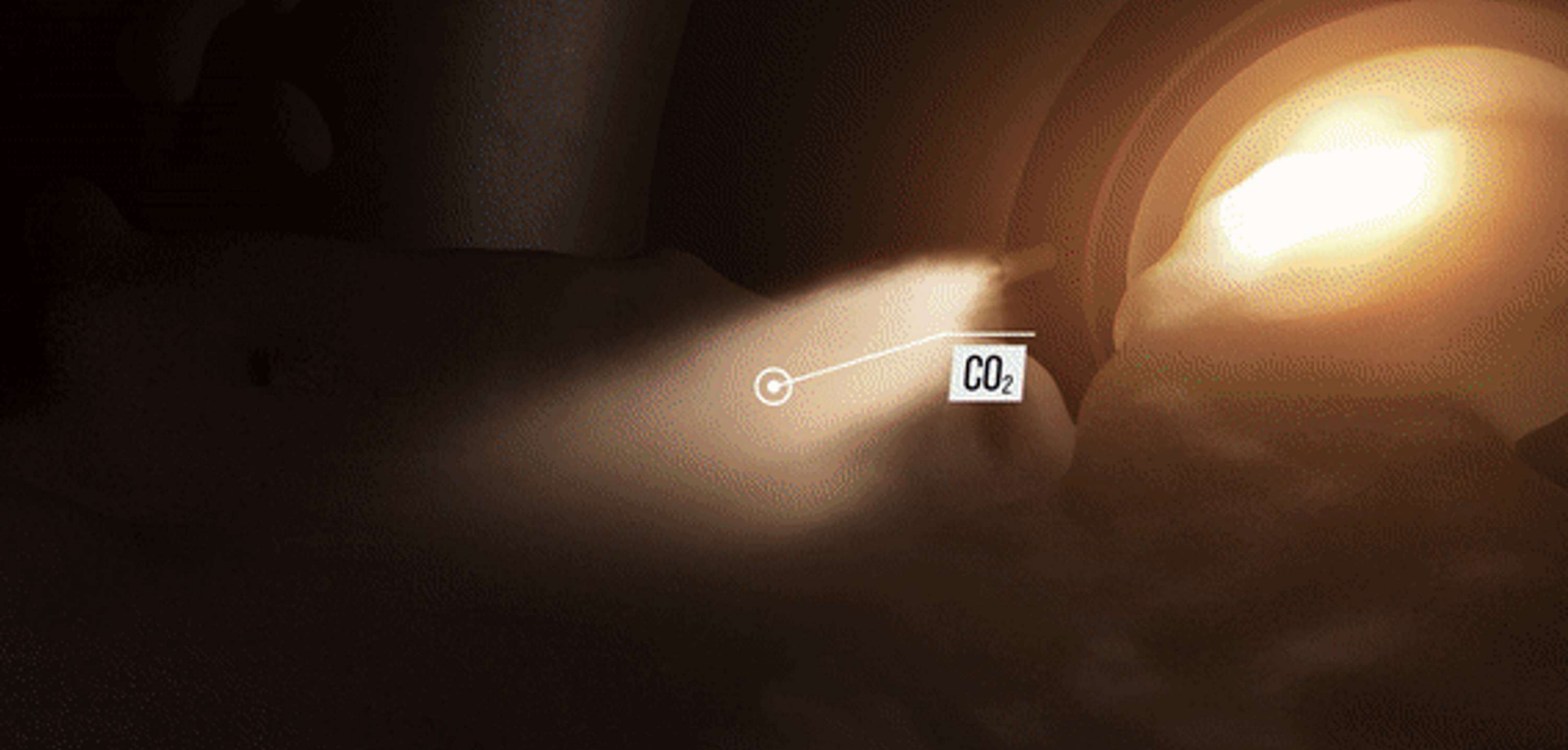


Injecting CO<sub>2</sub> into concrete during mixing, resulting in...





# CO<sub>2</sub> Injection



# $CO_2$ Mineralization



# Who Buys Carbon Credits?

amazon

 shopify

stripe

 Microsoft

BMO 



Chan  
Zuckerberg  
Initiative 

  
Audi

 Square

In 2021 the voluntary carbon market grew to

**\$1 Billion**

**Voluntary Market Size \$1B in 2021, Growing Significantly**

**“The unified market for carbon offsets could be worth \$100 billion by the end of the decade, up from about \$300 million in 2018.”**



**Mark Carney**

Taskforce on Scaling Voluntary Carbon Markets

# How CarbonCure Generate Credits



**Approved  
Methodology.**



**Revenue  
Shared.**



**Repurposed  
Carbon.**



**Carbon  
Removed.**



**Producers have received significant proceeds from carbon credits already.**

CarbonCure has distributed more than  
**\$1.7M** of proceeds from carbon  
credits sales back to producers.

# From Carbon to Concrete to Credits

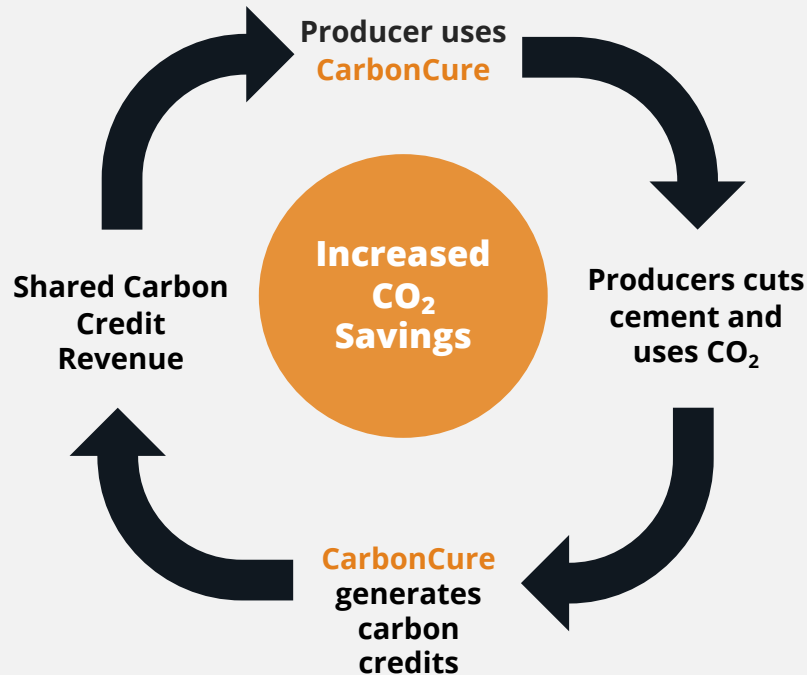


**How it Works**

# Carbon Removal Credit Data Collection Process

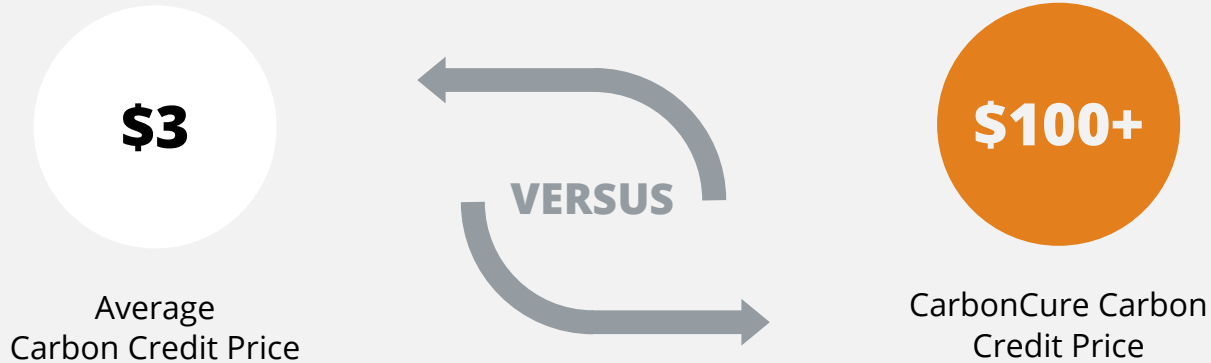


# Carbon Credits Create an **Additional Revenue Stream** for Concrete Producers





# How are Carbon Credits Valued?



**How much money can producers expect to make from credits?**

Concrete producers who pour 50,000 yd<sup>3</sup> of CarbonCure concrete can earn up to **\$25,000** in carbon credit revenue.

# The Huge Investment Opportunity in Carbon Credits Produced by Concrete

*“In a 10-year agreement, Invert and minority funder Ripple will provide \$30 million (USD) of upfront capital in exchange for hundreds of thousands of high-quality carbon credits providing immediate, centuries-long carbon storage.”*



# What This Means for Concrete Producers

- Limited time signing bonus\*
- CarbonCure cuts producers a cheque
- New line of revenue for producers





**“It’s near impossible to find credits in the market with this level of permanence and verifiability at the quantities CarbonCure has available right now.”**



**Stacy Kauk**

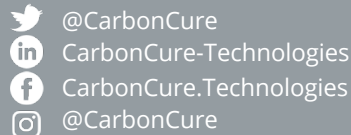
Shopify Sustainability Fund



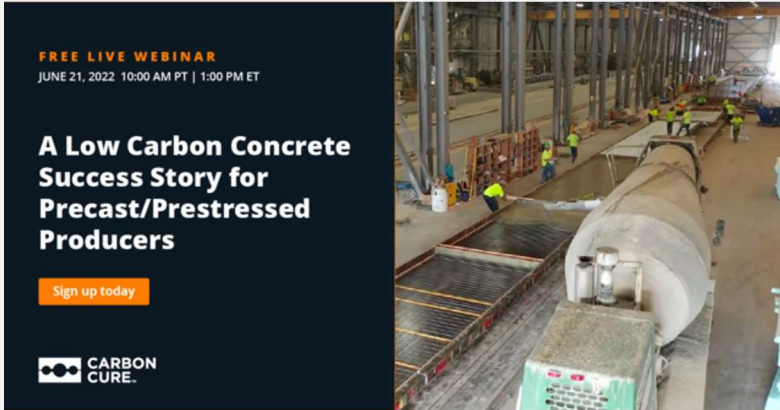
# Thank You!

## Questions?

Eric Yee  
Product Marketing Manager  
CarbonCure Technologies




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