

## **Puro.earth announces new independent Advisory Board to improve integrity of carbon markets**

*With the new advisory board, Puro.earth, the leading B2B marketplace, carbon standard and registry focused on carbon removals, is enhancing its governance*

Helsinki, November 1st, 2021- The carbon standard, registry and marketplace, Puro.earth announces today a new external Advisory Board as part of its commitment to the integrity and transparency of the carbon markets. The Advisory Board brings together a notable and diverse group of scientific and sustainability experts, with complementary experience and viewpoints on carbon removal, all united by their shared passion and commitment for addressing the climate crisis and scaling the carbon markets. They will provide critical insights and governance to continue to develop Puro.earth's carbon crediting principles in 2022 and beyond.

"We're seeing an explosion of interest in carbon offsetting, as more and more companies commit to net zero emissions. But to be consistent with the global transition to net zero, offsetting must shift rapidly from paying others to avoid emitting to actively removing carbon dioxide from the atmosphere, which is why I'm interested in Puro.earth's model," said Chairman Professor Myles Allen.

At the core of the Board's mandate is ensuring high carbon credit integrity and robust principles for a science-based carbon removal standard. "In order to build a global carbon removal market, further strengthening its integrity and robustness will be crucial. The new advisory board will continue to build quality and trust in Puro.earth verification standards," said Fredrik Ekström, President of Nasdaq Stockholm and Chairman of Puro.earth's Board of Directors.

"This independent advisory board will allow us to continue to efficiently manage verification rules for recently discovered carbon removal methods. Well-crafted voluntary standards can reduce barriers to investment in innovative projects and increase climate action in the 2020s", continued Marianne Tikkanen, Head of Supply at Puro.earth.

The Advisory Board members are:

- Chairman Professor Myles Allen
- Member Ms.Nikki Batchelor
- Member Dr. Mai Bui
- Member Mr.Todd Flach
- Member Ms.Larissa Lee Beck
- Member Mr.Remi Bouteille
- Secretary Mr. Jimmy Kvarnström, Deputy General Counsel, Nasdaq

The Board of Directors will continue to separately oversee the overall business and carbon trading aspects of the marketplace. To learn more about the valuable expertise and competences of the Advisory Board members, visit our Governance page at <https://puro.earth/governance/>

### About Puro.earth

Puro.earth is the world's first B2B marketplace, standard and registry focused solely on carbon removal. Our mission is to mobilize the world's economy to reward carbon net-negative emissions. We do this by helping voluntary corporate buyers accelerate carbon dioxide removal at an industrial global scale. Puro.earth provides carbon removal as a service, through identifying suppliers, verifying

their carbon removals and issuing CO2 Removal Certificates (CORCs), an integral part of long-term procurement portfolios to fulfill net-zero pledges. Aiming at climate and economic impact, Puro.earth is driving forward a market of carbon negative industries, enabling a new revenue stream to accelerate their growth. In 2021, Nasdaq acquired a majority stake in Puro.earth.

Visit us at <https://puro.earth> or on LinkedIn Puro.earth CO2 Removal Marketplace and Twitter @PuroCO2Removal

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