

Snap Inc. chooses Puro Standard projects to neutralize emissions and support carbon removal growth

Helsinki, May 25th, 2022 – We are excited to announce that Snap Inc., the makers of Snapchat app, has chosen Puro Standard carbon removal as part of their climate commitments.

- **Snap Inc. acquired Puro Standard CO2 Removal Certificates from bio-based construction materials projects Moelven and ARE**
- **The funding of carbon removal projects supports Snap Inc.'s Net Zero commitment and going beyond to make Snap Inc. net negative by 2030**
- **The projects sequester carbon from the atmosphere in innovative wooden building elements from certified sustainable forestry**
- **Agendi served as the carbon removal procurement partner**

"It's great to see a company that has millions of users in the digital world take responsibility for their carbon emissions in the real world by supporting innovative carbon removal projects. I am confident their climate action will inspire their users to act for the planet, too. Puro.earth is glad to help Snap Inc. with high-quality carbon removal issued under the Puro Standard," said Antti Vihavainen, CEO of Puro.earth.

Developed by Puro.earth, the Puro Standard is the world's first carbon standard for engineered carbon removal. It consists of high-quality removal methodologies that do not credit reduced or avoided emissions, only net removal. CO2 Removal Certificates, CORCS, are issued per metric ton of CO2 removed and the activity is verified by independent third-party auditors.

Snap Inc. has purchased 8000 CORCS from two bio-based construction materials projects, [Moelven](#) and [ARE](#), to support their Net Zero commitment [announced in 2021](#), and go beyond to become carbon net negative by 2030. These projects remove carbon from the atmosphere with innovative wooden building elements that use wood sourced from certified sustainably managed forests and store it in buildings for the long term, disrupting the normal carbon cycle and creating a net-negative process. When bio-based construction materials are produced from sustainable forestry, they maintain the biomass and carbon sequestered within a long-lived storage.

"We continue to build on our efforts to become carbon negative by 2030, to remove from the environment as much carbon as we emit each year because the latest science has made clear that more needs to be done to avoid climate change's worst impacts. Our products have significant reach with younger generations, and we feel a deep responsibility to take action at a pace and scale that can make a difference", said Emily Barton, Head of Sustainability at Snap Inc.

Agendi, the global climate and sustainability consultancy, assisted Snap Inc. in their climate strategy and served as the carbon removal procurement partner. "We are delighted to be able to offer our clients carbon removal from the Puro Standard- the leading standard in verified engineered carbon removal, and proud to have worked with Snap Inc. in their journey to realize their ambitious emission removal targets," said Arnaud Brohe, CEO of Agendi.

The retirement of the CORCs by Snap Inc. in the Puro Registry is transparently and publicly available at registry.puro.earth.

About Snap Inc.

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by

empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit snap.com.

About Puro.earth

Puro.earth is the world's first B2B marketplace, standard and registry focused solely on carbon removal. Aiming at climate and economic impact, our mission is to mobilize the world's economy to reward carbon net-negative emissions. We provide voluntary corporate buyers long-term carbon removal to fulfill net zero pledges, by identifying suppliers, verifying their negative emissions and issuing CO2 Removal Certificates (CORCs) with the Puro Standard, the first carbon standard for engineered carbon removal. Trusted by leading organizations, Puro.earth is driving forward a market of carbon negative industries, enabling a new revenue stream for carbon removal suppliers 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 and Twitter: @PuroCO2Removal

About Agendi

Pioneers in the fundamentals of greenhouse gas management, Agendi brings a team of multidisciplinary experts to develop and implement your climate and sustainability programs. Our seasoned specialists have demonstrated experience delivering a range of tailored sustainability solutions based on your desired level of ambition and stakeholders' expectations. We operate globally, with offices in New York, London, and Montréal. With climate action and ESG principles at the core of our operations, our experts leverage their knowledge to create and lead resilient strategies. We build partnerships with diverse clients across industries and of all sizes; whether you are just beginning, or have already set a net-zero target. Our goal is to unlock the next generation of climate leaders and pave the way for a sustainable future. Visit us at <https://agendi.co/>

Media contact: Tom Davis

puro@gongcommunications.com
