CarbonCure Media Primer

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CarbonCure manufactures a suite of technologies that enable concrete producers to add captured carbon dioxide into the production process, resulting in the same reliable concrete but with a reduced carbon footprint.

CarbonCure's carbon dioxide removal technologies are used in hundreds of concrete plants around the world every day, helping to reduce the carbon footprint of our built environment—one truck at a time.

LEADERSHIP TEAM

Robert Niven, Chair and CEO
Jennifer Wagner, President
Keith Abriel, CFO
Sean Monkman, SVP of Technology Development
Dean Forgeron, SVP of Engineering
Lori Aizer Bryenton, VP of Marketing
Sean Zuberbier, VP of Sales
Kim Saunders, VP of People & Culture
Christian Weisenburger, General Counsel

CARBONCURE'S ORIGIN STORY

CarbonCure was founded in 2012 by Rob Niven in Halifax, Canada, where the company's headquarters remain today. Rob had recently graduated with a Masters in Engineering from McGill University, where he studied the benefits of introducing CO_2 to fresh concrete. That year, Rob attended a United Nations summit on Climate Change, where he saw a global demand for solutions to reduce carbon emissions.

Inspired by the summit, Rob thought to himself, "The scientific community understands that CO_2 can be chemically converted to a mineral within concrete. So why can't we find a way to use CO_2 in every-day concrete, and help concrete producers respond to the demand for green building products?" Since 2012, CarbonCure has developed scalable technologies that provide economic advantages to its customers while reducing carbon emissions — truly a win-win solution.

HOW IT WORKS AND BRINGS VALUE

- The injected CO_2 reacts with the concrete mix and becomes a mineral (Calcium Carbonate), increasing the concrete's compressive strength and improving its performance.
- The strength gain enables the reduction of cement content in the concrete mix designs while maintaining the concrete's strength and performance.
- Concrete has a large carbon footprint due to the carbon intensive process of creating cement, the key ingredient that gives concrete its strength. Every pound of cement produced emits roughly a pound of CO_2 emissions.[1]
- By virtue of the CO_2 injected and reduced in the mixes, concrete made with CarbonCure reduces CO_2 by an average of 25 pounds per cubic yard (15 kilograms per cubic metre). That equals about 200 pounds (91 kilograms) of CO_2 saved per truckload delivered.
- Buildings made with CarbonCure concrete have a reduced embodied carbon footprint (the carbon footprint of building materials).
- Embodied carbon reduction is the current hot topic among the sustainable design and construction communities, as it historically has been overlooked and plays a key role in reducing the built environment's carbon footprint[2].
- By 2050, embodied carbon emissions will be responsible for almost half of all construction emissions[3].

CORRECTIONS TO MOST COMMON MEDIA MISTAKES:

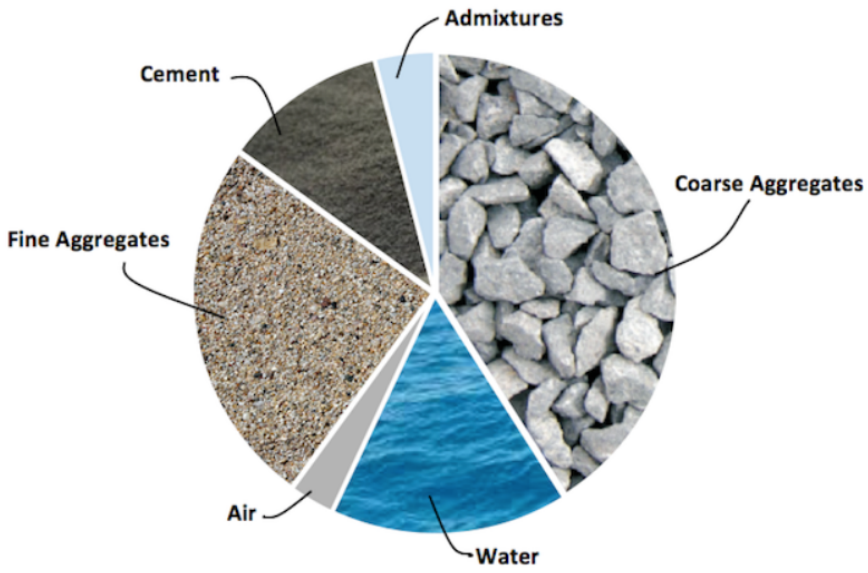
1. CarbonCure offers technologies for **concrete** (**NOT** cement; see page 3).
2. CarbonCure **does not** capture carbon dioxide.
3. CarbonCure is **one word** (full company name: CarbonCure Technologies).
4. Carbon dioxide - CO_2 - is with the letter "O" and the "2" is subscripted, not superscripted.

[1] Portland Cement Association
[2] The built environment is responsible for nearly 40% of greenhouse gas emissions. (Architecture 2030)
[3] Architecture 2030

CONCRETE AND CEMENT: NOT INTERCHANGEABLE

- Concrete is a mixture of ingredients, and cement is one component of a concrete mix. Cement is the flour; concrete is the cake.
- Therefore, when referring to CarbonCure, **it is vital to distinguish between concrete and cement** and not mix up the terms.
- Examples:
  - "CarbonCure provides a suite of carbon removal technologies for concrete production."
  - "CarbonCure enables the reduction of cement content in concrete mixes while maintaining strength requirements."

Concrete Mix Breakdown



- CarbonCure *does not* capture carbon. CarbonCure manufactures **carbon removal or utilization *technologies*** that work with carbon captured by a third party.

ADDITIONAL RESOURCES

CarbonCure Website

- About CarbonCure
- The Technologies
- CarbonCure's Path to the Decarbonization of Concrete
- CarbonCure Producer Map
- CarbonCure Reference Projects

Embodied Carbon in the Built Environment

- 2030 Challenge for Embodied Carbon (Architecture 2030)
- Bringing Embodied Carbon Upfront (World Green Building Council)
- Embodied Carbon: The Blindspot of the Buildings Industry (Canadian Architect)
- The Carbon Leadership Forum

Carbon Mineralization for Carbon Removal

- Global Roadmap for Implementing CO_2 Utilization (Global CO_2 Institute)
- How to Build a Circular Economy that Recycles Carbon (Vox)
- With Carbon Capture, Concrete Could One Day Be A Carbon Sink (NRDC)

For media related enquiries, please email media@carboncure.com.