

## Key Achievements and Milestones

### 2018: Laying the Foundation

- GHG Methodology Development: We initiated the development of a Greenhouse Gas (GHG) quantification methodology tailored for mobility apps, marking the beginning of our sustainability journey.
- First Digital MRV for Credit Generation: Greenlines pioneered the first digital Measurement, Reporting, and Verification (dMRV) systems specifically designed to generate credits. The Mobility Carbon Engine (MCE) becomes the first dMRV for urban mobility.
- Cowlines App Debut: The Cowlines app was piloted in Vancouver, Canada, gaining widespread recognition and customer satisfaction.

### 2019: Emissions Validation

- Patent Protection: Recognizing its potential, we filed for patent protection for the MCE in the United States and international markets to safeguard our innovation.
- Cowlines App expands across US & Canada: The Cowlines app was launched across 60+ urban areas in the United States and Canada with over 300 transport providers available, serving as a practical demonstration of the MCE's capabilities.
- Historic Carbon Credit Verification: The first emission reductions generated by individuals opting for low-carbon transport modes were successfully verified by an independent third-party Validation/Verification Body (VVB), a significant milestone in the carbon sector.
- First Carbon Credit Sale: These credits were sold to a North American buyer under a 5-year agreement, demonstrating the market demand for human-generated credits.
- Emission Reduction Impact: Cowlines' users achieved an average emission reduction of 1.75 kg CO<sub>2</sub>e (3.5 lbs CO<sub>2</sub>e) per trip, showcasing the real-world impact of sustainable choices.
- International Acclaim: The Cowlines app garnered international recognition and media attention for its innovative approach to sustainable transportation.

### 2021: Expanding Sustainability Focus

- ECE Unveiled: The E-Commerce Carbon Engine (ECE) was introduced, a digital MRV system designed for e-commerce platforms, aimed at promoting sustainability in digital shopping.
- Global Patent Pursuit: Similar to the MCE, we filed for patent protection for the ECE, highlighting our dedication to innovation and intellectual property protection.

### 2023: Patent Achievement

- US Patent No. 11,774,255 Granted: The United States Patent was granted for the Mobility Carbon Engine (MCE), recognizing its pioneering role in the climate-tech landscape.



## Introduction

At Greenlines, we are on a mission to revolutionize the way individuals and businesses engage with carbon markets. We believe that sustainability should not be limited to the realm of experts—it should be accessible to everyone. Founded in 2018 and headquartered in Vancouver, Canada, Greenlines Technology is at the forefront of climate technology, dedicated to developing innovative solutions that drive global decarbonization.

### *Our Mission*

Greenlines is democratizing access to carbon markets with user-friendly tools that generate carbon-based financial incentives to influence human behavior. We empower individuals and businesses to make a positive impact on the environment through advanced digital MRV (Measurement, Reporting, and Verification) processes that generate carbon credit-based revenue from sustainable behavior in the mobility and e-commerce industries.

### *Unlocking Access to Carbon Markets*

Our cutting-edge systems, including the patented Mobility Carbon Engine (MCE) and patent-pending E-commerce Carbon Engine (ECE), provide third-party organizations in the urban mobility and e-commerce sectors with the tools to capitalize on carbon markets and monetize their emissions reductions generated by end users. By implementing our solutions, organizations can take a proactive role in addressing climate change and make a real impact on the future of our planet.

### *Pioneering Sustainability*

Greenlines is pioneering the way in the fight against climate change with the first-of-its-kind digital MRV systems for accurately measuring and monetizing the reduction of greenhouse gas (GHG) emissions. Our systems generate financial rewards for sustainable behavior, encouraging individuals and businesses to make a positive impact on the environment. As a leader in the field, Greenlines is committed to driving the sustainability movement forward and making a real difference through our advanced technology.

### *Human-based Solutions (HbS)*

At Greenlines, we've coined the term 'Human-based Solutions' (HbS) to describe our decarbonization solutions that enable individuals to reduce their carbon footprint by generating financial incentives via carbon credits. We firmly believe in the potential of carbon markets and financial incentives to drive positive change in human behavior. It is our goal to make carbon markets accessible to everyone and empower individuals and organizations to make a real difference in the fight against climate change.

### *Helping Achieve Our Climate Targets*

Greenlines is dedicated to helping the world meet the climate goals outlined in the Paris Agreement under Article 6.2. Our Mobility Carbon Engine (MCE) and E-Commerce Carbon Engine (ECE) play a crucial role by generating high-quality carbon credits. These credits are instrumental in decarbonizing societies, aligning with the global commitment to combat climate change. Through our innovative technologies, we actively contribute to reducing greenhouse gas emissions and fostering a sustainable future.



## Leadership Team

*David Oliver, CEO*

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David Oliver, the Co-Founder and Chief Executive Officer of Greenlines Technology Inc., is a renowned thought leader in the field of carbon markets. With a visionary outlook and extensive experience in the industry, Mr. Oliver has been instrumental in shaping the company's mission and direction. His leadership and dedication to sustainability have made Greenlines a driving force in the field.

Mr. Oliver is the mind behind Greenlines' groundbreaking Mobility Carbon Engine (MCE™) and E-Commerce Carbon Engine (ECE™). In addition to his role at Greenlines, he has held various significant positions, including serving as the Head of Carbon at DevvStream Holdings, a publicly listed carbon streaming company. Furthermore, Mr. Oliver has acted as the Deputy for the Global Leadership Council (GLC) within the Global Energy Alliance For People and Planet (GEAPP), where he collaborates with Prime Minister Jonas Gahr Støre and The Rockefeller Foundation President Dr. Rajiv J. Shah.

*Jonathan Whitworth, CSO*

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Jonathan Witworth, Co-Owner and Chief Strategy Officer for Greenlines Technology Inc., is a strategic executive with over 30 years of management, operations, marine, shipbuilding, and oil & gas experience. Jonathan's last position was CEO of Seapsan ULC, a diversified company primarily operating in marine operations and shipbuilding and repair. His 14 years as a CEO have equipped him with a deep understanding of strategic leadership.

Jonathan sits on three corporate boards and is Chairman of the Texas A&M University of Galveston, where his strategic acumen and industry expertise contribute significantly to Greenlines' strategic initiatives.

*Arturo Miguel, COO*

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Arturo Miguel, Co-Founder and Chief Operating Officer for Greenlines Technology Inc., is an international logistics and operations executive with over 15 years of experience in retail goods, management, marketing, and sales. As a former co-owner and COO of one of the largest agricultural importers and distributors, he successfully led the company to an exit with a major US player.

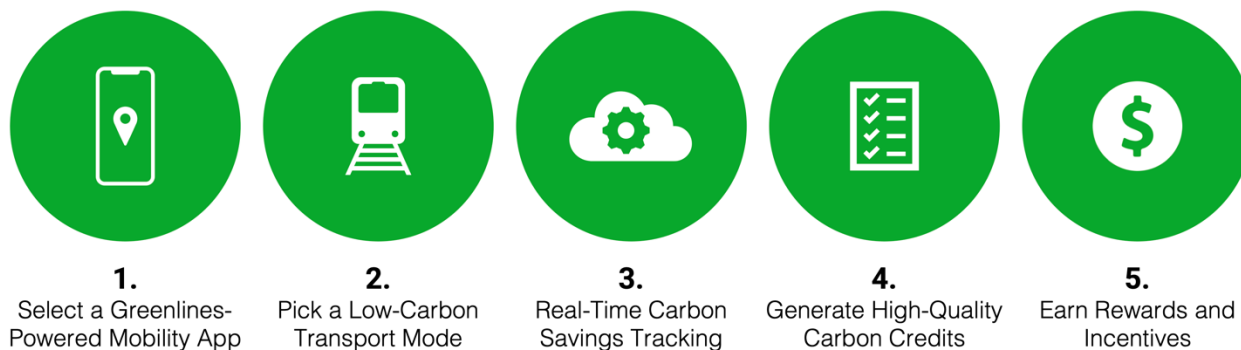
Mr. Miguel brings invaluable expertise in operations and management to Greenlines, ensuring the seamless execution of day-to-day operations. His contributions are instrumental in executing smooth integrations in collaboration with our partners.

## Products & Services

### Mobility Carbon Engine (MCE™)

What It Is: The Mobility Carbon Engine (MCE) is an innovative and patented<sup>1</sup> digital platform developed by Greenlines Technology that revolutionizes the way individuals and businesses engage with sustainable transportation. At its core, MCE is a user-friendly, sustainable mobility app that empowers users to make eco-conscious choices when it comes to their daily journeys.

How It Works:



1. **Select a Greenlines-Powered Mobility App:** Start your eco-conscious journey by choosing a mobility app powered by Greenlines.
2. **Pick a Low-Carbon Transport Mode:** Select your preferred low-carbon transportation mode to reach your destination sustainably. Public transit, shared mobility, or active transportation.
3. **Real-Time Carbon Savings Tracking:** The app tracks your carbon impact in real-time, compares it to your personalized baseline, and provides instant insights into your carbon savings.
4. **Generate High-Quality Carbon Credits:** Upon completing your trip, the Mobility Carbon Engine (MCE) calculates verifiable emission reductions to generate high-quality carbon credits. A carbon credit is generated for every 1,000 kg of carbon dioxide equivalent avoided.
5. **Earn Rewards and Incentives:** Enjoy rewards and incentives that directly correlate with the amount of carbon you've saved during your journey. Your eco-conscious choices pay off!

### Use Cases

1. **Mobility Aggregator Apps:** Apps that aggregate multiple transport modes, like Cowlines app, can generate credits and convert them into offset revenue.
2. **Public Transit Apps:** Mobility apps from public transit agencies can generate offset revenue by incentivizing low-carbon transport modes across cities.
3. **Private Mobility Providers Apps:** Apps owned by private mobility providers, including ride-hailing, bike-sharing, e-scooter sharing, and more, can monetize emissions reductions achieved by their users, encouraging sustainable mobility choices.

<sup>1</sup> United States Patent No. 11,774,255



### *E-commerce Carbon Engine (ECE™)*

What it is: The E-Commerce Carbon Engine (ECE) is an innovative and patent-pending digital solution developed by Greenlines Technology. It is designed to integrate sustainability into the e-commerce industry by enabling consumers to generate financial rewards when purchasing low-carbon products and services. At its core, the ECE empowers consumers and corporations to make environmentally responsible choices when purchasing products and services.

#### How It Works:

1. **Integration with E-commerce and Online Platforms:** The ECE seamlessly integrates with e-commerce platforms, making it accessible to online shoppers worldwide.
2. **Green Shopping:** Users can easily identify and select environmentally friendly products while browsing online stores. The ECE provides clear information about the carbon footprint and potential savings of products when compared to personalized baselines.
3. **Emissions Reduction Quantification:** For each eco-friendly purchase, the ECE calculates the associated emissions reductions. It precisely measures the carbon footprint reduction achieved by choosing sustainable products.
4. **Carbon Credit Generation:** Just like the MCE, the ECE enables our partners to transform emissions reductions into valuable carbon credits. These credits are a tangible representation of users' contributions to reducing greenhouse gas emissions.
5. **Financial Incentives:** Users earn financial rewards with every sustainable purchase. Consumers and corporations can receive discounts, coupons, or even cash incentives, correlated to the carbon savings generated, offering a financial reward for eco-conscious shopping.

#### Use Cases:

1. **E-commerce Marketplaces:** The E-Commerce Carbon Engine is versatile and can seamlessly integrate with various types of e-commerce marketplaces. This includes independent e-marketplaces, buyer-oriented and supplier-oriented e-marketplaces, as well as both vertical and horizontal e-marketplaces.
2. **Online Stores:** The E-Commerce Carbon Engine extends its capabilities to accommodate private marketplaces, such as the online presence of numerous vendors offering a wide array of products and services. It's especially effective for products with a low-carbon impact during their use phase.
3. **Traditional Brick and Mortar Stores:** The applicability of the E-Commerce Carbon Engine extends beyond the online realm. It can also be effectively applied to traditional physical stores by seamlessly connecting to their Point of Sale (PoS) systems. This bridges the gap between the physical and digital worlds, enabling sustainable shopping choices even in brick and mortar stores.



## Contact Information

For inquiries or further information about Greenlines Technology, please feel free to reach out to us at:

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## Media Contact

For media inquiries, interviews, or press-related information, please contact our dedicated media relations team:

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## Social Media

Follow us on social media for updates, news, and insights:

- Twitter: [@Greenlines\\_Tech](https://twitter.com/Greenlines_Tech)
- LinkedIn: <https://www.linkedin.com/company/greenlines-tech/>

Feel free to reach out to us through these channels, and we'll be happy to assist you with any inquiries or media-related requests.