

# PRESS KIT





# Who we are

EcoTree is a green-tech company specializing in sustainability. Our goal is to promote environmental awareness and engage individuals and businesses in eco-friendly behaviour **by offering simple, concrete, and financially viable solutions to becoming a tree or even forest owner.**

Every single day 3.4 billion tons of CO<sub>2</sub> is released into the atmosphere worldwide. In Europe, we are among the worst polluters in the world. While we can do a lot to reduce our emissions, it is impossible to stay completely CO<sub>2</sub> neutral. You can, in turn, offset your carbon footprint by planting trees. As a matter of fact, the forest is one of our best means to fight global warming, as trees absorb CO<sub>2</sub> through the process of photosynthesis. **EcoTree has democratized and digitalized forestry.** With EcoTree, it is easy and accessible both for individuals and businesses to contribute to the reforestation and preservation of our common green heritage.

**EcoTree enables everybody to become a tree owner.**

## **EcoTree rewards sustainability**

EcoTree has a team of forest experts that take care of planting and maintaining the forests in which your trees are located. You, being the owner of the trees, are entitled to receive 100% of the revenue generated from the wood sale when your trees have reached maturity, cut, and the forest is renewed. **EcoTree implements a “close to nature” forestry management plan in which the preservation of the biodiversity in the forest is kept at the heart of our activities,** and for every tree that is cut, EcoTree plants three new ones.

### **Our History**

The idea behind EcoTree came up when a group of French childhood friends went to Copenhagen on a trip in 2014. There were

many things that the group of friends adored about the Scandinavian lifestyle, but one thing that especially struck them was the well-functioning bottle deposit system. Consequently, the cities are clean and society more sustainable. This simple idea of rewarding sustainability led to the foundation of EcoTree.

Approximately 600,000 trees later, the idea that was born in Scandinavia returns to its place of origin, as **EcoTree has opened its new international office in Copenhagen in September 2019.** This combined with a new “Series A” financing round of 3€ million marks the beginning of EcoTree’s international expansion. EcoTree will now enable the Scandinavians, the Dutch, the English, and many other international clients, to become tree owners.

## **ECOLOGICAL AND ECONOMIC VALUE**



**Buy trees** and become a tree owner with **EcoTree**



EcoTree is responsible for **planting and maintaining** your forests



Your trees absorb CO<sub>2</sub> and **contribute** to the **biodiversity** in the forests



You can see the **location** and the **valuation** of your trees among with the amount of CO<sub>2</sub> absorbed



**Receive 100%** of the **revenue** generated from the final cut, with an expected **appreciation** of 2% annually



Contribute to the **regeneration** of the forest: for **each tree that is cut down**, EcoTree plants **three new trees**

# EcoTree in numbers



**20+**

**full-time employees**

In three locations:  
Copenhagen,  
Paris and Brest



**+ 600**

**hectares**  
and more than  
**600,000** trees



**+ 20 000**

**customers**



A "Seed" financing  
round of **€ 1.2 million** in  
2017, followed by a  
"Series A" round of

**€3**

**millioner**

in September 2019



**+ 350**

**business  
partnerships**



# Contact info



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