Introduction to Greenback

www.greenback.green
Soil health rating is the answer to drive the agroecological transition and its financing

→ A universal measure of impact based on soil sampling and metadata
→ Calibrated thanks to a proprietary soil reference (GSR), backed by a Machine Learning model
Soil rating enables...

To get the first measured and verified diagnostics of a soil’s health
Soil rating enables...

Fact-based monitoring and informed decision making for the Agroecological Transition
Soil rating enables...

To finance the transition through high environmental credits based on soil health

L'hermitage
7 parcels • 89 ha • 2.02 tCO2e/ha
Vine

What if we could create the first carbon neutral vineyard, aiming to eliminate CO2 emission from the wine equation?

Read more

Gaec Des Neuillys
8 parcels • 75 ha • 2.16 tCO2e/ha
Cereals No Labour

Gaec Des Neuillys is a farm located in the Normandy Region, with a production mainly focused on wheat and barley and currently in HVE transition.

Read more

Earl Rigollet
12 parcels • 187 ha • 1.92 tCO2e/ha
Vegetable crops Permaculture

We are a family in Burgundy starting an organic farm from scratch. Our dream is to make sustainable agriculture the norm in the years to come, and for this we...

Read more
Soil rating enables...
To set transition goals focused on soil’s Biology, Carbon & Pollution, and track their progress

<table>
<thead>
<tr>
<th></th>
<th>SDG</th>
<th>Description</th>
<th>Progress</th>
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<tbody>
<tr>
<td>1</td>
<td>SDG 15</td>
<td>100% of our soils shall reach a Biodiversity score of +20 by 2025</td>
<td>Completed 100%</td>
</tr>
<tr>
<td>2</td>
<td>SDG 13</td>
<td>100% of our soils shall reach a Carbon score of +20 by 2030</td>
<td>90%</td>
</tr>
<tr>
<td>3</td>
<td>SDG 12</td>
<td>60% of our supplier’s soils shall reach a Global score of +50 by 2035</td>
<td>48%</td>
</tr>
<tr>
<td>4</td>
<td>SDG 6</td>
<td>80% of our soils shall reach a Pollution score of +0 by 2024</td>
<td>Completed 85%</td>
</tr>
<tr>
<td>5</td>
<td>SDG 6</td>
<td>70% of our supplier’s soils shall reach a Copper score of +0 by 2030</td>
<td>66%</td>
</tr>
<tr>
<td>6</td>
<td>SDG 12</td>
<td>70% of our soils shall reach a Pollution score of +0 by 2030</td>
<td>Completed 72%</td>
</tr>
<tr>
<td>7</td>
<td>SDG 15</td>
<td>100% of our soils shall reach a Biodiversity score of +50 by 2035</td>
<td>64%</td>
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<tr>
<td>8</td>
<td>SDG 13</td>
<td>100% of our soils shall reach a Carbon score of +20 by 2040</td>
<td>51%</td>
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One rating answers the needs of the entire agricultural value chain

**Banks & Insurance**
- Risk models, Personalized offers

**Bio-sourced industries & Retailers**
- Procurement management, Ag practices monitoring, Differentiation

**Investors**
- Due Diligence & ESG Reporting

**Carbon Market Actors**
- Environmental credits purchase

**End-Consumers**
- Product origins & quality

**Farmers**
- Enhanced knowledge on best practices, monetization of impact on soils

**Governments & Local authorities**
- Conditional Subsidies
- Regulatory targets

**Land funds**
- Land certification, Impact target monitoring

**Agricultural Input Suppliers & Advisors**
- Data-driven recommendations
Trigger a virtuous transition cycle with Genesis' rating

- Genesis' economic incentive for environmental impact
- Diagnose Soils with Soil Health Rating
  - Based on real measurements not modelling
- Enhance economic value generation
  - High Impact Environmental credits (TCO2e)
- Healthy crops valorization
- Genesis' eCO2 environmental credit rewards farmers’ positive environmental impact and protects healthy soils
- Environmental & economical virtuous cycle
- Initiate and support the switch to the right ag. practices
- Correlate soil health and agricultural practices
- Monitor & report environmental impact
  - Track global environmental impact: Biodiversity, Carbon, Pollution
  - Monitor soils’ health dynamic
We’re establishing top notch partnerships

1. Assembling a “Haut Conseil de la Mission Greenback” with Monique Barbut as leading figure of the board

Monique Barbut is the president of WWF France and former executive secretary at UNCCD

2. Developing strong R&D collaborations with globally recognized partners

3. Setting up robust and innovative operational partnerships

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<td>Developing strong R&amp;D collaborations with globally recognized partners</td>
<td>Setting up robust and innovative operational partnerships</td>
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Use Cases
As an agricultural cooperative, put Genesis at the forefront of your strategy to drive the agroecological transition

| Shape an ambitious supply chain that values the agricultural goods based on their environmental impact |
| Improve your support to farmers: the tool for well-argued and fact-based advice |
| Set & Report achievable, quantitative environmental impact targets |

Provide tangible evidence to your clients, bio-sourced industries and end consumers

Mobilize your farmer’s community and increase their engagement

Preserve crops’ yields and enable better resilience to climate change

**Subscription**

- Track and monitor soil health over time
- 5 years subscription with annual rating
- Premium to include environmental target reporting

**Ad hoc**

- Offset your environmental impact
- €50/TCO2e credit/ha/year
- Credits issued annually after rating is performed

Generate Genesis High Environmental Value Credits to go beyond the decarbonization of your farmers’ community
**As a financial investor, shape sustainable finance and impact reporting**

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<th>Empower agricultural assets’ due diligence and transform risk analysis</th>
<th>Set and report achievable quantitative metrics to support your SDG targets</th>
<th>Monitor investment evolution and its environmental impact (biodiversity, carbon, safety)</th>
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<td>Correlate soil health and investment performance</td>
<td>Shape environmental impact MRV requirements for the financial industry</td>
<td>Master your environmental impact with the first credits encompassing more than just carbon and based on sampling</td>
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**Subscription**
- 5 years subscription with annual rating - track and monitor 
- annual subscription - access aggregated soil health data (farm, region..)

**Ad hoc**
- Offset your environmental impact 
- €50/TCO2e credit/ha/year 
- Credits issued annually after rating is performed

Share your impact with all stakeholders: from investors (CSR reporting) to end customers
As a leading bio-sourced industry, build competitive advantage through environmental value creation of your products

Cover your entire biosourced procurement: correlate Soil Health, practices and products’ organoleptic

Value your products that come from soils in good health

Set & Report achievable, quantitative environmental impact targets

Provide tangible evidence of your commitment to your stakeholders including final consumers

Enhance traceability of your agricultural resources

Engage your suppliers’ community around informed farming practices

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Ad hoc

- Offset your environmental impact
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Generate Genesis High Environmental Value Credits to go beyond the decarbonization of your supply chain
Greenback High Impact Environmental Credit.
*Fact based contributions to healthy agricultural environment*

**Premium**: a credit with high added value, based on Genesis soil health rating (50€/TCo2e)

**Trustwortlier**: 
A fact based credit relying on soil sampling measures  
A certified credit (in process with franch Label Bas Carbone or international standard)  
An ex-post credit retributing real *improvement* of soil health

**Simpler**: A credit without any requirement for farmers as it is based on measures, not declarative