



MEDIA RELEASE – FOR IMMEDIATE RELEASE

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Climate Friendly completes management buy-out

Independent, Australian-owned company plans to scale up its ambitions and new carbon farming partnerships to help build a productive, zero-net emission Australian land sector.

Climate Friendly is once again Australian-owned after completing a management buyout of its former majority shareholder since 2012, South Pole Holding. As a 'profit for purpose' organisation, Climate Friendly already manages over 100 carbon farming projects in Australia, and the entire team will now be focused on expanding our impact to secure a zero net emissions Australia.

Founded in 2003, Climate Friendly was established to tackle the climate challenge. Carbon farming makes farmers, agricultural producers, foresters and traditional custodians part of the solution - they provide a service by helping to reduce Australia's carbon emissions and are paid based on the measured results they deliver. All of Climate Friendly's activities over the last 15 years have been focused on achieving large scale impacts while delivering economic, social and environmental benefits. *"As a 'profit for purpose' company, we measure our success by more than just our bottom line. Instead, we're motivated by freedom and flexibility for carbon farmers, sustainability for the land, and a bright future for the next generation"* says **Freddy Sharpe, CEO and Director**.

Josh Harris, Executive Manager – Operations & Finance explained that Climate Friendly has a dynamic group of employees that are united in their vision to actively support Australia's regional, rural and remote families and business to regenerate the land through carbon farming. *"With more than 100 carbon farming projects nationwide, we've already seen huge improvements in land health and regeneration. We have already saved close to ten million tonnes of carbon from being emitted since 2015, and this is just the start."*

Climate Friendly is in the business of reducing emissions and catalysing action at scale, which requires innovation and a partnership approach. Our small Australian business has set stretch targets of delivering 20 million tonnes by 2020, scaling up to 100 million tonnes by 2025. We are achieving our purpose by developing carbon farming partnerships with rural, regional and remote Australians including farmers, foresters and traditional custodians, which reduce Australia's greenhouse gas emissions and regenerate the landscape. *"We're ambitious. But we've already achieved so much – and we're determined to help Australia tap into its potential to tackle the climate challenge through the land sector"*, says **Skye Glenday, Executive Manager – Strategy & Analytics**.



Climate Friendly's experienced leadership team are always abreast of current practices, trends and information affecting the land sector, and are experts in connecting the dots between movements in the marketplace, shifts in the regulatory landscape, and impacts at ground level. *"As an independent, Australian-owned company we will be even better placed to pursue our vision for a productive, sustainable land sector that contributes to a zero net emission Australia,"* **says Joel Fleming, Founding Chairman.**

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About Climate Friendly

Climate Friendly has been in business for over 15 years, and in that time we have helped hundreds of regional, rural and remote families and businesses to reduce Australia's greenhouse gas emissions and regenerate the landscape through carbon farming.

We support the widest range of project types of any carbon farming business, and our expert team is ready to help you tap into the opportunities carbon farming offers, whether you're a farmer, an agribusiness, a forester or a traditional custodian.

For more information about this event or Climate Friendly, please contact us via the above details or visit our website: <https://www.climatefriendly.com>