

Reforest'Action secures €20 million investment from blisce/ and Eiffel Essentiel

- Reforest'Action welcomes blisce/ and Eiffel Essentiel as investors to accelerate its positive impact on global environmental issues.
- The funding will support the launch of new technology aimed at reducing greenhouse gas emissions, the development of advanced impact monitoring tools, and the large-scale implementation of certified natural ecosystem restoration.

Paris, June 26th, 2024 - Reforest'Action, a leading global player in reforestation and agroforestry since 2010, is pleased to announce a €20 million investment from blisce/ and Eiffel Essentiel. This funding will amplify Reforest'Action's positive impact on the climate, biodiversity, and communities by advancing large-scale development of nature-based solutions and the deployment of a unique technological solution dedicated to impact monitoring, ultimately contributing to global decarbonization efforts.

High Market Demand

The United Nations Environment Programme emphasizes the urgent need to triple investments in nature-based solutions by 2030 to effectively tackle environmental crises. Aware of the crucial role of demonstrating long-term benefits of these solutions to attract large-scale investments, Reforest'Action has been developing innovative technology since 2021 to effectively measure and maximize their impact.

Development of a Technological Solution

Reforest'Action is developing a comprehensive information and data analysis system focusing on forest and agroforestry ecosystems. This innovative solution aims to highlight their benefits for the climate, biodiversity, soil-water systems, and communities.

Its objectives are:

- To estimate, optimize and demonstrate the benefits generated by ecosystems using reliable data and key performance indicators.
- To ensure the quality and transparency of project-related data, thereby strengthening investor confidence.

This comprehensive impact management approach, unique in the market, is backed by 15 years' experience, scientifically validated methodologies and technological tools.

Reforest'Action already provides a suite of analysis, projection and measurement tools to companies and investors. The company is enhancing the digitization of data and methodologies to better meet the needs for transparency, risk management, decision-making, and reporting.

Deployment of Certified Ecosystem Restoration Projects

The voluntary carbon market is a crucial source of financing needed to achieve climate goals. Reforest'Action is accelerating the development of high-quality certified projects designed to have a significant impact on the climate, biodiversity, and communities. By prioritizing sequestration projects that meet the highest international standards, the company can more effectively demonstrate the tangible benefits of carbon storage, despite the longer and more complex development process.

Reforest'Action has a portfolio of projects that are either certified or in the process of being certified in South Africa, Brazil, and Rwanda, and it is actively expanding its initiatives in Asia, Africa, and Latin America.

Stéphane Hallaire, Founder and CEO of Reforest'Action, stated: *"I would like to sincerely thank blisce/ and Eiffel Essentiel for their trust. This accomplishment is the result of 15 years of hard work by the Reforest'Action teams dedicated to ecosystem restoration. It showcases our commitment to accelerating and intensifying our efforts in tackling global challenges. We are dedicated to relentlessly pursuing our mission to create an even greater impact in support of the transition to a regenerative economy for the natural world."*

Charles-Henri Prévost, General Partner at blisce/, stated: *"We are convinced that technology alone is not the solution to the current climate crisis but is complementary to nature-based solutions. Their role in preserving biodiversity and stabilizing ecosystems is essential to ensuring a sustainable future for our planet. This conviction has been reinforced through our collaboration with Stéphane Hallaire and his teams, as we work to develop a joint offering and accelerate their development."*

Romain Ohayon, Managing Director at Eiffel Investment Group, stated: *"Reforest'Action has made a name for itself globally with high-quality projects that preserve biodiversity and benefit local communities. Its extensive field expertise, developed over many years, has led to the creation of a unique platform for impact data analysis and monitoring. This investment reflects our confidence in Reforest'Action's potential and its ability to capitalize on opportunities in a booming market to achieve global decarbonization goals. With this 10th investment, our Eiffel Essentiel fund reaffirms its commitment to supporting the growth of European leaders in the environmental transition."*

About Reforest'Action

Reforest'Action is a company whose mission is to restore terrestrial ecosystems on a large scale, to meet environmental challenges. As a world player in reforestation and agroforestry, Reforest'Action designs and develops projects with multiple benefits for the environment and communities that are monitored and measured over time. The basis of its action is the multi-functionality of ecosystems to optimize their resilience and stability over the long term.

Convinced that companies can be sources of regeneration for the living world, Reforest'Action aims to contribute to their transformation through nature-based solutions, enabling them to act within or beyond their value chain. Reforest'Action is mobilizing its strengths around the deployment of regenerative agriculture, the development of carbon projects and impact measurement.

Since its creation in 2010, Reforest'Action has carried out over 1,500 projects in 45 countries, mainly thanks to funding from over 3,500 companies.

About blisce/

[blisce/](#) is an investment firm based and operating between the United States and Europe.

Its mission is to develop responsible finance by investing in innovation that serves the people and our planet.

In 2020, blisce/ became the first fund in Europe to obtain B Corp certification. The company has a unique value-sharing model, with 20% of capital gains compensation being donated to social causes. blisce/ supports companies such as [Too Good To Go](#), [Headspace](#), [Talkiatry](#), [Welcome to the Jungle](#) and others.

About Eiffel Investment Group

Eiffel Investment Group is an asset manager with €5.5 billion under management*. Backed by the Impala group founded by entrepreneur Jacques Veyrat, Eiffel Investment Group cultivates a strong industrial expertise, in particular in the field of the energy transition, but also in the life sciences, agri-food and digital sectors.

Eiffel Investment Group invests for a sustainable world. Its investment strategies aim to generate not only a strong financial performance but also positive social and environmental impacts. Eiffel Investment Group's team counts around 100 talented professionals, in France (Paris), BeNeLux (Amsterdam), the United States of America (New York) and the UAE (Abu Dhabi).

* as of 30/06/2023, including uncalled commitments.

About Eiffel Essentiel

Eiffel Essentiel is a fund managed by Eiffel Investment Group and strictly reserved for professional clients.

Eiffel Essentiel is a private equity fund dedicated to environmental transition, focusing on three target sectors: energy, agriculture, and health. Eiffel Essentiel has raised

approximately 400 million euros in commitments from leading investors such as the European Investment Bank, BPI France, Banque de France, and some major institutional investors. Eiffel Essentiel is a signatory of the TIBI initiative.

Eiffel Essentiel distinguishes itself from existing private equity funds, notably through several key elements:

- Its primary focus is on companies involved in energy transition and sustainable development, helping them accelerate their growth strategy.
- Its support for talented managers and successful entrepreneurs as a minority shareholder and long-term partner.
- Its longer investment horizon, tailored to the energy sector, where industrial development and project construction require time.

Eiffel Essentiel Consulting

Eiffel Essentiel Corporate Lawyers : Squire Patton Boggs (Maxime Dequesne, Kevin Cosmao)

Eiffel Essentiel Strategic Counsel : Emerton (Sébastien Zimmer, Axel Ghanimi)

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