



CARBON LEADER

Risk Optimisation and Capital Allocation

Carbon Leader helps emissions-exposed organisations optimise multi-million dollar decarbonisation capital allocation decisions by combining facility-level abatement economics, market intelligence, and financial analysis.



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The Capital Allocation Dilemma

The Problem: Organisations face \$50M–500M+ investment decisions without integrated tools, relying on static reports or backward-looking accounting

MARKET VOLATILITY

Price swings in credits (AU30–70+) and allowances (€50–€100+)

REGULATORY UNCERTAINTY

Shifting baselines and 2026 policy review cycles

TECHNOLOGICAL MATURITY

Timing the switch to green hydrogen, CCS, or electrification



Board Risk Lens

- Over investing with limited capture of upside
- Under investing and facing higher future prices and associated cash flow risks
- Competitive disadvantage and falling behind peers



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Carbon Leader Operates on Two Integrated Layers



Economy Scenario Navigator

Open access

Open to all stakeholders, this tier provides economy-wide scenario modelling using publicly available data—regulatory frameworks, carbon price forecasts, technology cost curves, and policy trajectories. Explore market dynamics, stress-test industry scenarios, and benchmark exposure without sharing proprietary information.



Facility-Specific Optimisation

Proprietary access

Companies can input facility-specific emissions, financial data, and capital constraints, to unlock tailored carbon strategies—personalized MACC curves, NPV-ranked abatement options, procurement timing optimisation, and EBITDA impact analysis. Your data remains private while leveraging our market intelligence engine.

Portfolio Access

Open-access

Economy Scenario Navigator

Open access



Regulatory Frameworks



Carbon Price Forecasts



Technology Cost Curves



Policy Trajectories

+ Facility Data

Facility-Specific Optimisation

Proprietary access

Proprietary



MACC Curves



NPV Analysis

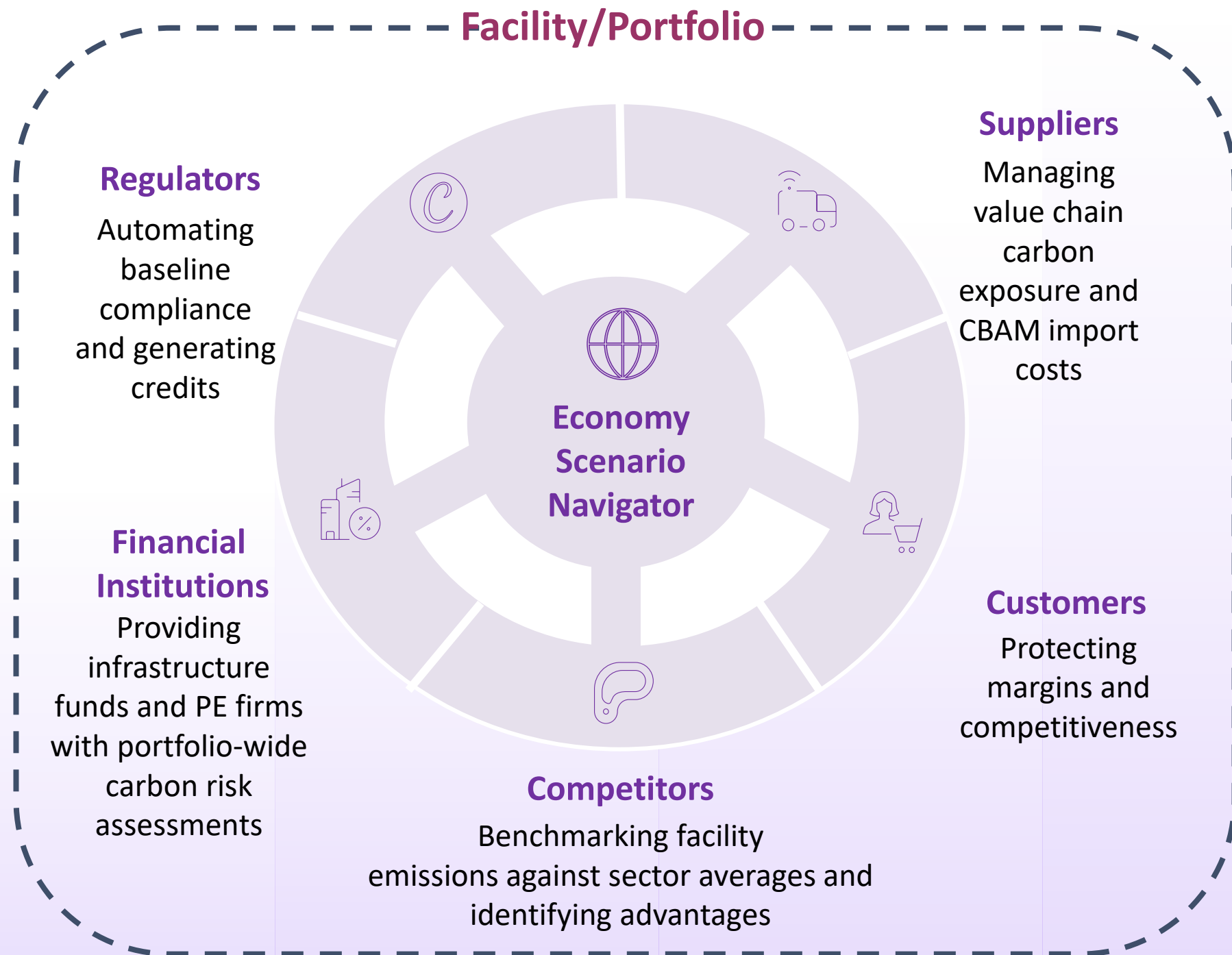


Procurement Timing



EBITDA Impact

The Commercial Levers of Carbon Advantage



What success looks like



Relationships

Proactive alignment with government policy trajectories and regulatory bodies



Access to Capital

Meeting investor demands for rigorous climate risk disclosure and "bankable" abatement paths



Brand

Moving from 'compliance burden' to 'decarbonisation leader', enhancing industrial competitiveness



Financial Metrics

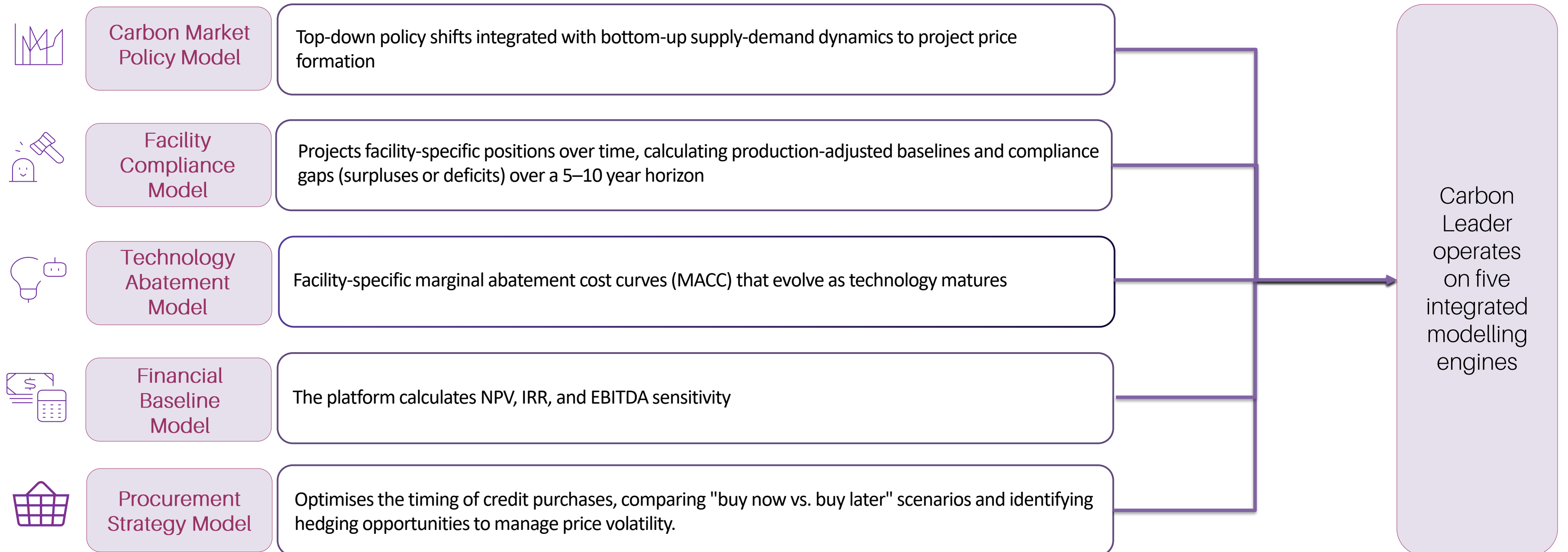
Integration of carbon strategy into core corporate finance—NPV, IRR, EBITDA sensitivity, and Enterprise Value



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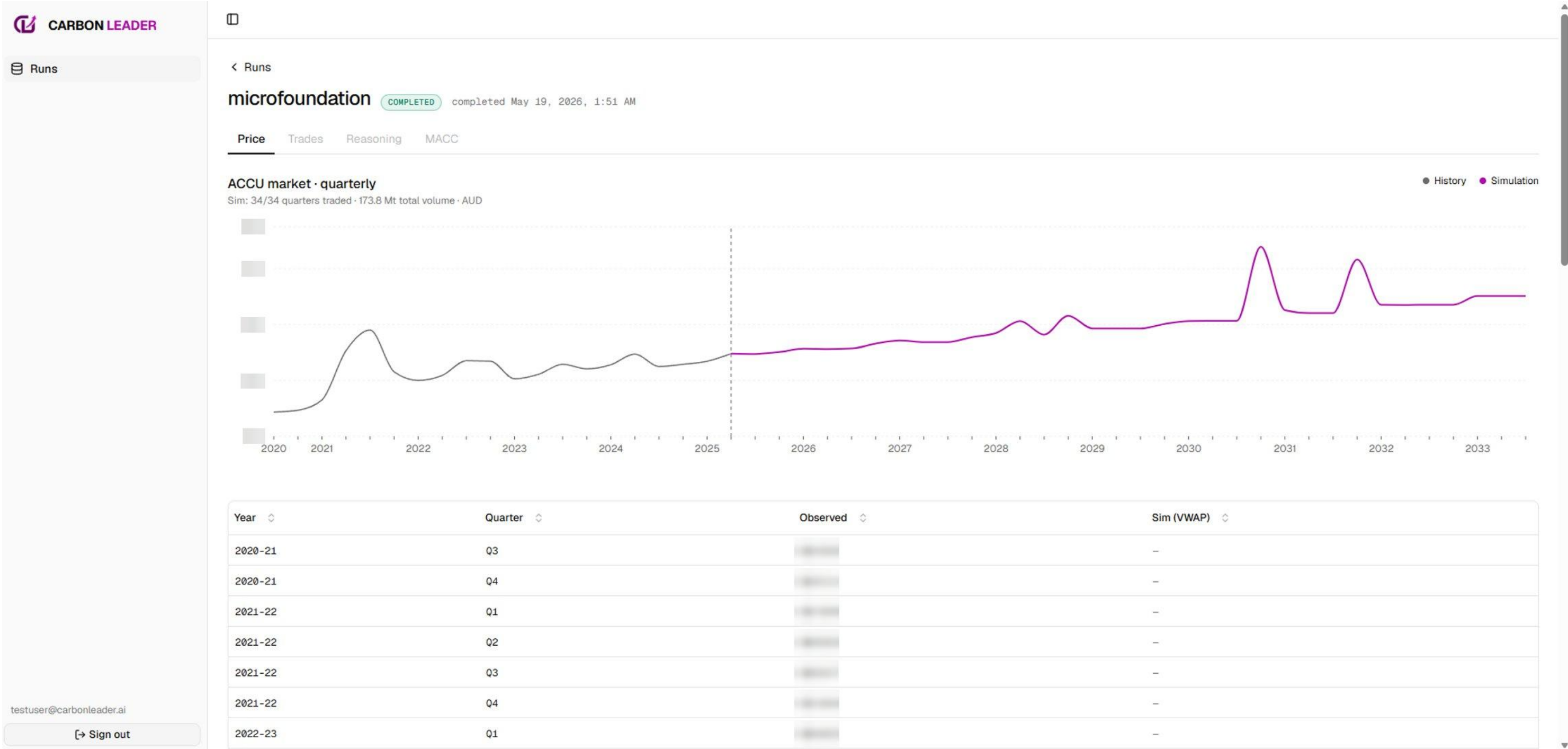
The Five-Engine Capital Allocation Model

Carbon Leader enters the market as the first carbon capital allocation and risk optimisation engine purpose-built specifically for CFOs, VPs of strategy, and capital allocators. It product-ises high-end data driven insights into a continuous, self-service platform that integrates five core modelling engines



Forward Price Curves to inform capital decisions

For each scenario run in the simulation the Capital Allocation Model provides forward price curves at the market and at the facility level¹

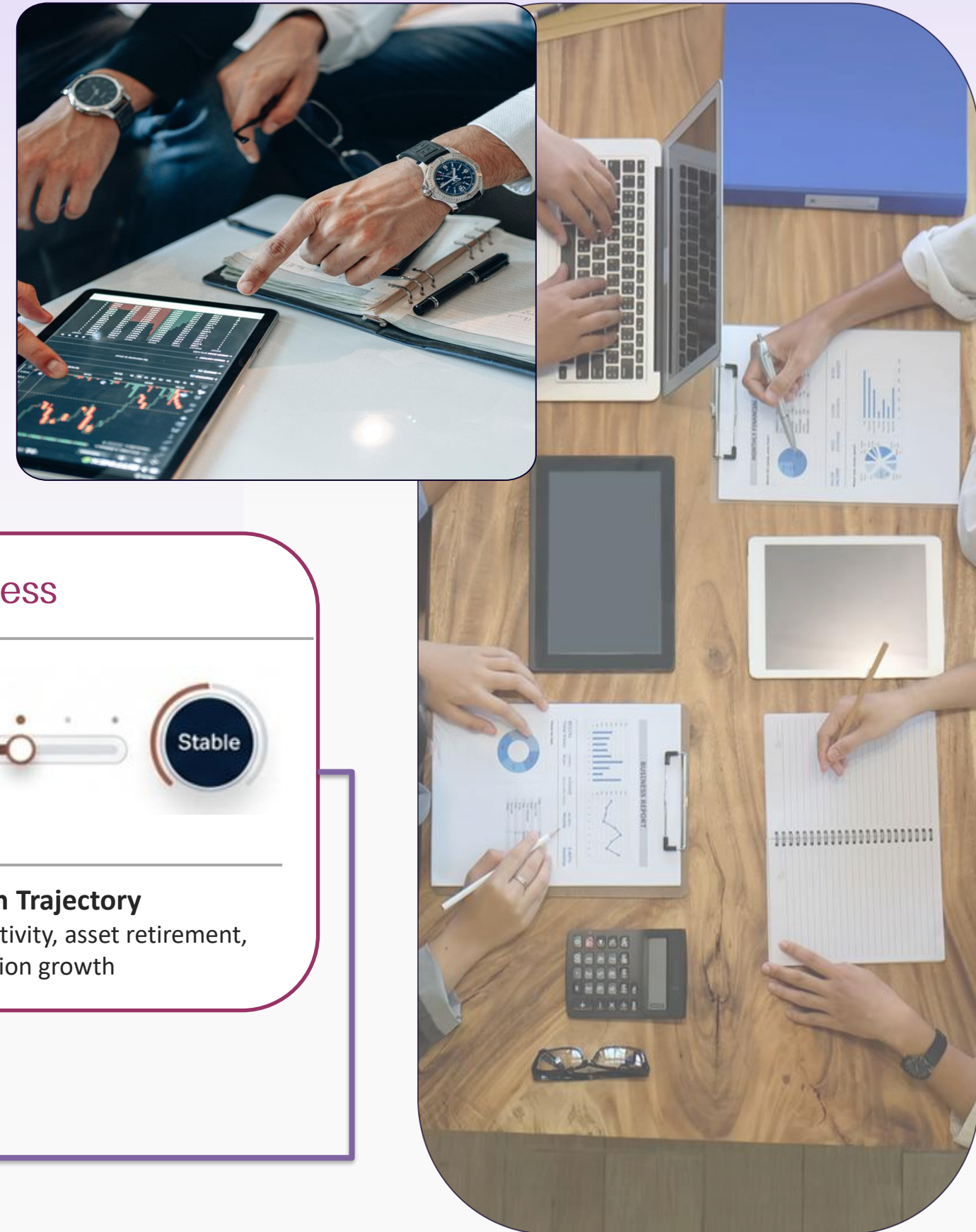


Note 1: Facility level curves are available as part of the Facility Specific Optimisation Product

Stress-Test Strategy Scenarios

Carbon Leader supports teams to **stress-test** carbon strategies across multiple dimensions—policy shocks, technology breakthroughs, price volatility, and business changes.

This enables the move from reactive compliance to **proactive portfolio optimisation**



Policy



Coverage Expansions

Industry expansions, baseline adjustments, CBAM impacts

Price



Volatility Bands

Central baseline, high/low supply shocks

Technology



Deployment Rate

Current tech, near-term deployment, breakthrough scaling

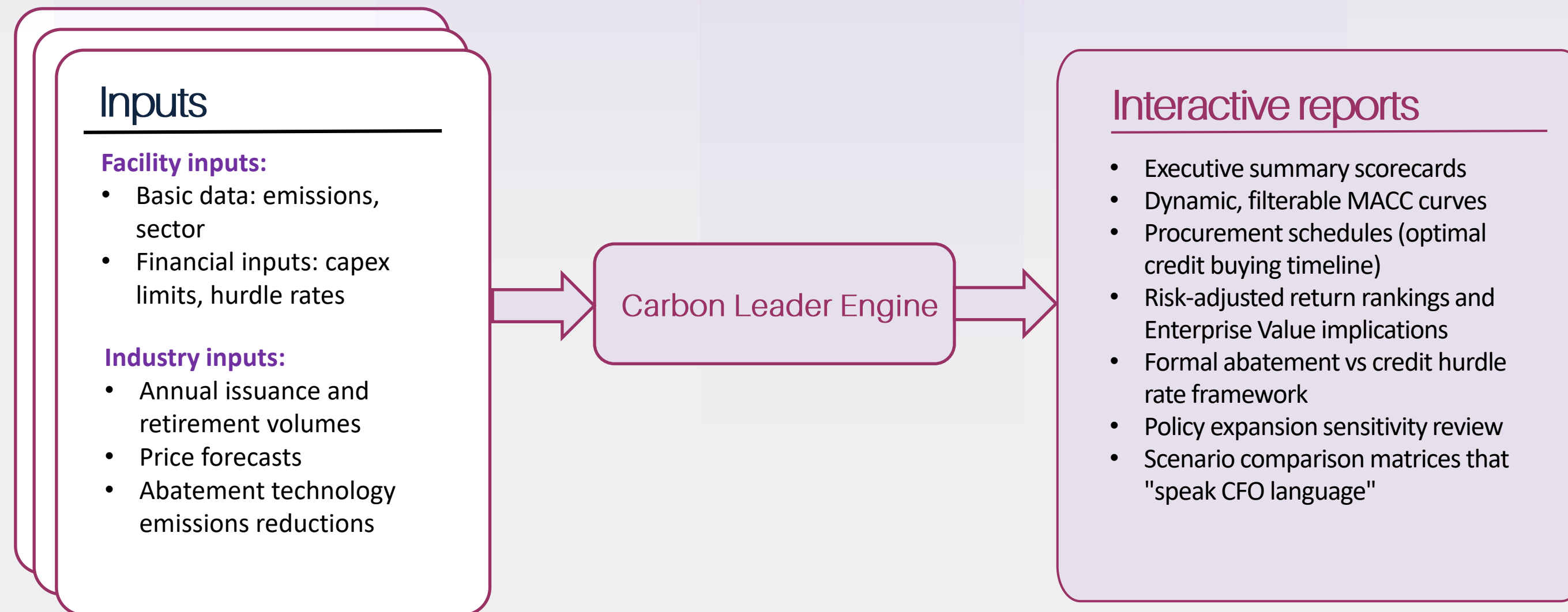
Business



Growth Trajectory

M&A activity, asset retirement, production growth

From Smart Inputs to Board-Ready Outputs





Decision-Enabled Outcomes

1

Stress-Tested Decision Making

- Annual carbon price stress testing integrated into budget cycle
- Regular board visibility of carbon portfolio position

2

New Skills & Knowledge

- Productised high-end consulting rigor into a continuous, self-service platform.
- Empowered strategy teams that can manage carbon as a financial liability/asset rather than a reporting tick-box

3

Risk Managed Portfolio

- Reduced volatility risk
- Disciplined capital deployment
- Improved competitiveness positioning
- Stronger investor narrative



Meet the Carbon Leader Team

Carbon Leader was developed by a team combining 70+ years of experience at the intersection of energy transition, carbon markets, and enterprise transformation. Their backgrounds span senior leadership roles at global energy companies (ExxonMobil, Shell), carbon market advisory (Alvarez & Marsal, MacGregor Advisory Group), and maritime decarbonisation technology. They've designed carbon strategies for Fortune 500s, modeled ACCU procurement for industrial portfolios, led post-acquisition integrations, and built AI-powered emissions platforms.



Graham MacGregor
Managing Director



Lindsey Darling
Commercial Director



Sonny Parsonage
Development Director

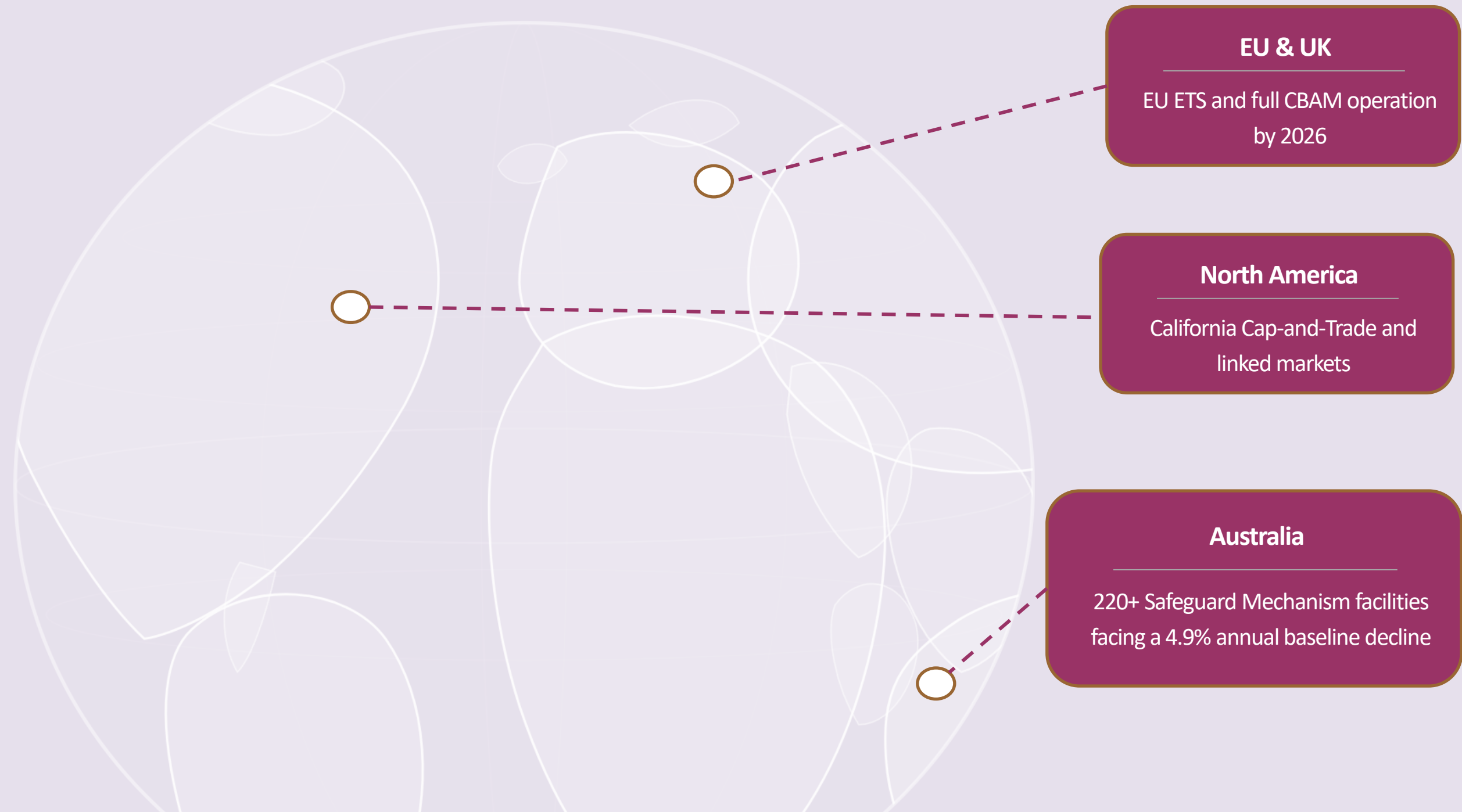
Navigating Global Carbon Markets

Carbon Leader is the multi-jurisdiction portfolio capital allocation engine for emissions-exposed organisations

Today's carbon market is defined by extreme fragmentation, with over **70** pricing mechanisms covering **23%** of global emissions.

For most of the last decade, carbon has been treated as a sustainability reporting exercise — a compliance tick-box managed by ESG teams using static, backward-looking tools. These approaches focus on disclosure rather than decision-making, assessing ESG metrics but failing to quantify the financial exposure, portfolio risk, or capital implications that carbon now drives.

As we approach the 2026 policy review cycles, including for Australia's Safeguard Mechanism and the next phase of the EU's Carbon Border Adjustment Mechanism (CBAM), companies require more support to navigate this transition.



Let's Build Your Carbon Advantage



Carbonleader.ai



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