



The Cool Effect Seller’s Pledge

Cool Effect supports verified carbon emissions reducing projects across the globe through our unwavering commitment to *Carbon Done Correctly*. To ensure that purchasers and sellers of carbon offsets and the public at large will always trust and respect Cool Effect and have full confidence in our platform and the projects we support, we pledge the following:

Our Carbon Credit Pricing Is Always Transparent:

We provide to all parties in advance complete pricing transparency for every project we support. The price per tonne quoted for each carbon offset available represents the exact price negotiated with the carbon emissions reduction project plus our fee as disclosed.

Our Fees Are Always Fixed and Fully Disclosed:

We charge a straight 9.87% fee on every carbon offset transaction handled through our platform. This fee covers project research costs, payment processing, registry fees, and our administrative costs, broken down as follows:

- 1.5% Project Research Fee
- 2-4% Payment Processing Fee
- Registry Fee (where applicable)
- Remainder for Administration Fee

We Never Charge Hidden Fees or Receive Undisclosed Markups:

We never trade carbon offsets for our own account. The price per tonne paid or donated by each purchaser is always exactly the same as the price per tonne paid to the project, plus our straight 9.87% fee. In some cases, Cool Effect invests capital to help a project grow in exchange for future credits and those credits are sold at market price. We do not “round up” the price of offsets to the nearest dollar or other monetary unit, or “bundle” offsets for averaged or discounted pricing.

Every Carbon Offset We Represent Stands on Its Own Merits:

We never offer prepackaged bundles of offsets that include a small portion of high-quality offsets and a large portion of low-quality offsets. Purchasers of bundles of offsets will know that each credit in those bundles is priced following the same criteria of transparency, straight disclosed fees and no hidden charges or mark-ups.

Every Project We Represent Is Triple-Verified:

Every carbon emissions reducing project has been certified by one of the major international carbon credit standards, such as The Gold Standard, Verra, American Carbon Registry, or the Climate Action Reserve; subsequently reviewed by a third party auditor prior to credit issuance; and then reviewed again by an independent scientist. Through this verification process, donors and purchasers are assured that the projects we support are scientifically and ethically sound and financially durable. We always follow up with evaluations of the project implementation to confirm that every project we represent is doing what it claims.

COOL EFFECT, INC.

On Behalf of:

Business: _____

Name: _____

Date: _____

By: _____

Richard Lawrence, Founder

By: _____

Dee Lawrence, Founder

Date: June 1, 2020

¹ Project Checklist:

- Has the project been issued credits by a major carbon standard?
- Is this project additional?
- Is the science of the project verifiable?
- Are the project's financials in order?
- Is the project being run by competent, experienced management?
- Have we visited the project site (when possible)?