PRESS RELEASE

NetZero launches diversification strategy by building Brazil's first sugarcane biochar facility

- Already an established leader in coffee-based biochar, NetZero announces the diversification of its activities to sugarcane by launching the construction of a new industrial facility dedicated to the processing of cane leaves and bagasse.
- Sugarcane is the world's most produced crop, and Brazil the largest producer of it, generating every year hundreds of millions of tonnes of residues that can be used for biochar production.
- Few biochar producers currently focus on sugarcane feedstock due to its technical complexity; mastering it represents a major strategic advancement for scaling biochar.
- Biochar is a highly efficient soil amendment produced from residual biomass which also offers major climate benefits, notably due to its ability to permanently sequester atmospheric carbon in soils.

Paris (France) & Campina Verde (MG, Brazil), 16 September 2025 – NetZero, a leader in the industrial production of biochar and recent winner of the XPRIZE Carbon Removal competition, launches today in Brazil the construction of its first production site focused on sugarcane – the world's most abundant crop –, paving way for major growth and impact.

The first-stone ceremony was held in Campina Verde, in the Brazilian state of Minas Gerais, where the facility will start operating in February 2026. Its capacity will be similar to other sites built by NetZero – around 4,000 tonnes of biochar per year – but will be the first to feature 'Gen2', the company's new production technology announced in March. The project will leverage two types of feedstocks: cane leaves, supplied by NetZero's local partner Brunozzi Agropecuária – a large independent farming company – and bagasse, the fibers resulting from cane crushing, supplied by local mills. Biomass suppliers will also be the users of the biochar, allowing for a fully local and circular model.

This project marks the beginning of an ambitious expansion plan on which NetZero has been working for over 18 months, leveraging its full-scale research and development site in Brazil. Numerous trials have been conducted to optimize the technology for sugarcane residues, as leaves and bagasse are technically challenging feedstocks given a unique combination of high humidity, very low density, and highly variable granulometry. This explains why very few producers today use this feedstock at industrial scale. Yet sugarcane represents a one-of-a-kind potential for biochar production: with approximately 700 million tonnes of residues generated per year, it is the single largest pool of agricultural feedstock for biochar production, with Brazil alone representing around 40% of this potential.

Biochar is a carbon-rich product with a double climate and agricultural impact. It is produced by processing biomass – typically residual – at high temperature in the absence of oxygen, allowing to extract and stabilize the carbon it contains. This carbon, initially captured in the atmosphere through photosynthesis, is then incorporated in soil, allowing to durably remove atmospheric carbon. In the soil, biochar's ultra-porous structure also allows to improve water and nutrient retention, significantly boosting crop productivity and farmers' income. This can help reduce the use of fertilisers and thus decarbonise at the source without impacting yields.

With 4 projects already implemented in Brazil, NetZero was focusing until now on coffee residues, having notably partnered with coffee giants like Nespresso and Marubeni. This move to sugarcane is part of a broader crop diversification strategy that was presented to the jury of the XPRIZE Carbon Removal – an international competition funded by the Musk Foundation of which NetZero was recently a winner.

Axel Reinaud, Co-founder & CEO of NetZero, said: *"If you are serious about scaling biochar, you must master sugarcane, despite all the technical difficulties of this biomass. We are proud to build our first site on sugarcane with Brunozzi Agropecuária, leveraging Gen2, our recently launched universal production system. We see very high appetite from the market and strong synergies beyond agronomy. I am confident that our end-to-end solution will become a must-have for sugarcane players, as it addresses at once numerous challenges they face."*

Marcos Brunozzi, CEO of Brunozzi Agropecuária, said: *"We are proud to be first movers and actively contribute to NetZero's project by supplying biomass and using the resulting biochar. We will be able to give a productive destination to our sugarcane leaves and avoid fires during the dry season while also benefiting from biochar's agronomic effects, which we have been testing for the past year with very good results."*

ABOUT NETZERO

NetZero was founded in 2021 by Axel Reinaud, Dr. Jean Jouzel, Aimé Njiakin, Olivier Reinaud, and Pedro de Figueiredo. Its mission is to bring at scale biochar, one of the few climate solutions that can durably remove carbon from the atmosphere, as well as one of the few agricultural solutions allowing to reconcile productivity and sustainability.

By leveraging biochar in the tropics along a unique model, NetZero simultaneously tackles three pressing challenges in developing countries: climate change, sustainable agriculture, and overall rural development. The company is present in Cameroon and Brazil, operating mid-size industrial plants and currently working with over 600 farmers.

NetZero is a winner of Musk Foundation's XPRIZE Carbon Removal competition, a recipient of the Efficient Solution label from Solar Impulse Foundation, a Green Tech prize winner of the Tech for Good Awards, and develops carbon removal projects certified under the Puro Standard. NetZero's mid-term goal is to have removed more than 5 million tonnes of CO_2 from the atmosphere by 2030, while having improved the livelihoods of tens of thousands of farmers.

Learn more at: www.netzero.green

PRESS CONTACT

Frédéric MOREL-BARBIER
+33 7 86 10 83 30
fmorelbarbier@rives-conseil.com

or

press@netzero.green