



# ERA Carbon Offsets

Corporate Presentation  
TSX-V: ESR



[www.eracarbonoffsets.com](http://www.eracarbonoffsets.com)

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*Bringing Carbon Back to Life....*

# Carbon Market Drivers

- **“CSR” (Corporate Social Responsibility) – Sustainable Policies and Programs**
- **Philanthropic Endeavours**
- **Sustainable (Green) Branding Opportunities**
- **Market Differentiation (“Green” Focus)**
- **Purchasing carbon offsets in anticipation of regulated markets**

## Management Team

- **Robert Falls, PhD, RPBio, President and Chief Executive Officer**
- **Bart Simmons, BSc, MEng, Chief Operating Officer**
- **John Block, BSc, Lead Project Manager**
- **John Kendall, RPF, Lead Forester - International**
- **Rob Friberg, RPF, Lead Forester – Americas**
- **Jeff Calvert, P.Eng, MBA, Director of Finance**

## Board of Directors

- **Robert Falls, PhD, RPBio, President and CEO**
- **Bart Simmons, BSc, MEng, COO**
- **Holger Mayer, BA, LLB, Director Finance, Human Resources and Sales – HSE AG**
- **Stuart McNeill, CGA, CMC, MBA ,CEO LionsBay Media**
- **Duncan Manson, BA, LLB, Corporate Secretary, Environmental Law – Owen Bird Law Corp**
- **Graham Harris, BA, Chairman and CEO ATW Gold Corp.**

# About ERA – What We Do

- **International Forest Project Developers:**
  - **Afforestation/Reforestation (Ecosystem Restoration)**
    - One time forward sale of carbon credits generated
  - **Avoided Deforestation (Ecosystem Conservation)**
    - One time sale of carbon credits after generation
  - **IFM (Improved Forest Management)**
    - Annual sale of carbon credits (30 yrs +)
  - **REDD+ (Reduced Emissions from Deforestation and Degradation with additional co-benefits)**
    - Annual sale of carbon credits (30 yrs +)
- **Carbon Offset Sales and Brokers**
- **CSR Program Development**

# Voluntary & Pre-Compliant (Regulated) Markets

- **Voluntary Markets:**
  - Carbon buyers focused on CSR Activities
  - Carbon is a mechanism for measurement, but not always the most important factor in the project for CSR clients
  - Strong desire for tangible social and ecosystem co-benefits
  - Pricing is more elastic, ‘high charisma = higher price’
  - Well suited for Afforestation/Reforestation (Ecosystem Restoration) style projects
- **Pre-Compliant/Regulated Markets**
  - Carbon buyers focused on potential compliant market exposure; “carbon caps” as a result of legislation
  - Carbon is treated as a ‘commodity’, the ‘story’ not as important
  - Pricing is ‘market-based’
  - REDD, IFM, AD/AC (Ecosystem Conservation) best suited
  - Methodologies used are determined by regulation

# Growth: State and Trends of the Carbon Market

## Voluntary Market

- **Global Voluntary markets doubled in 2008 to 123 MT worth over \$705 million USD** (EcoSystem Marketplace)
- **Voluntary Market projected to be \$2.8 billion USD in 2010** (The World Bank)

## Compliant /Regulated Markets

- **2009 International Carbon market worth \$136 billion USD** (Point Carbon)
- **Potential \$100 billion USD ‘regional’ market by 2016 with Western Climate Initiative in US/Canada** (Point Carbon)
- **Potential \$2 trillion USD international market by 2020 with US participation** (Barclay’s Capital, Bloomberg/New Energy Finance)

- 1. Over 900,000 tonnes of validated and verified forest based carbon offsets produced and sold to date**
- 2. International projects under development**
- 3. Long term strategic partners in place**
- 4. Complete management team with history in both the capital and carbon markets in place**
- 5. Profitable as of 2009**
- 6. First publicly traded and most successful forest carbon company in Canada**

# ERA Projects Under Development

## North America

- CERP – Community Ecosystem Restoration Project; multi-municipality, reforestation, > 1,000,000 tonnes
- 500,000 tonne N. Coastal avoided deforestation project
- 500,000 tonne S. Coastal Island reforestation project
- > 8,000,000 tonne IFM BC Interior project over 30 years
- Reforestation on Hawaiian Islands > 500,000 tonnes

## Africa

- DRC forest conservation concession in Mai Ndombe > 450,000 tonnes per year for 30 years
- Senegalese REDD+ and reforestation -“Great Green Wall”
- Rwandan & Burundian integrated reforestation project in forest reserve > 4,000,000 tonnes CO<sub>2</sub>e over 50 years

# ERA Projects Under Development

## South America

- Integrated REDD+ on Shuar Federation indigenous lands in Ecuadorian Amazon > 300,000 tonnes per year for 30 years
- Large scale integrated REDD+ and reforestation project on indigenous lands in the Peruvian Amazon > 75,000,000 tonnes over 30 years
- Integrated REDD+ on indigenous lands in Northern Panama 200,000 tonnes per year for 5 years

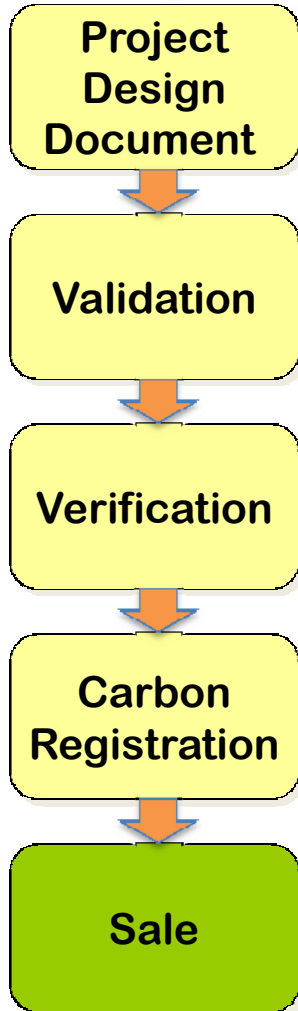
## Australasia

- Reforestation projects through PFSI – Permanent Forest Sink Initiative, on private land throughout New Zealand

# Carbon Methodologies and Registration

- **ISO 14064-2 , NZ-PFSI & CarbonFix Validation and Verification for international reforestation (ecosystem restoration) projects**
- **VCS (Voluntary Carbon Standard) & CAR (Climate Action Reserve) for international REDD+, IFM, AD, AC projects**
- **CCBA (The Climate, Community and Biodiversity Alliance Standards) for co-benefits on international carbon projects**
- **Markit Environmental Registry – serialized and registered carbon tonnes**

# Carbon Offset Market Participation



Select project, obtain Carbon Rights, choose Methodology, develop the PDD (“Business Plan”), Implement project ‘on the ground’

3<sup>rd</sup> Party assessment and approval of PDD and Implementation program

3<sup>rd</sup> Party Verification of Carbon offsets ‘created’ within the project; credits issued and available for sale

Serialization and Registration of each carbon credit on a 3<sup>rd</sup> Party independent registry (i.e. Markit Registry)

Marketing and Sale of carbon credit into Carbon Market

# Sales Volumes & Projections

<b>Year</b>	<b>Total Tonnes</b>	<b>Average Price</b>	<b>Gross Revenue</b>	<b>Earnings</b>	<b>EPS</b>
2008	105,208	\$4.47	\$466,791	0	(\$0.28)
2009	400,177	\$7.43	\$2,973,331	\$100,000	\$0.01
(Projected) 2010	1,250,000	\$6.50	\$8,125,000	\$2,000,000	\$0.08
(Projected) 2011	2,250,000	\$7.00	\$15,750,000	\$6,000,000	\$0.24
(Projected) 2012	4,000,000	\$7.50	\$30,000,000	\$12,000,000	\$0.49



# ERA Share Structure

**Outstanding Shares:** **24,533,793**

Options:      24-Jul-13    \$0.41 - 1,150,000  
                  6-Mar-14    \$0.15 - 1,804,759  
                  28-Jul-14    \$0.44 - 475,000

**Fully Diluted:** **27,963,552**

**Market cap:** **\$12,500,000**

**Cash:** **\$6,500,000**

Trades on: **TSX Venture:**    **ESR**  
                  **Frankfurt:**                    **9AE**

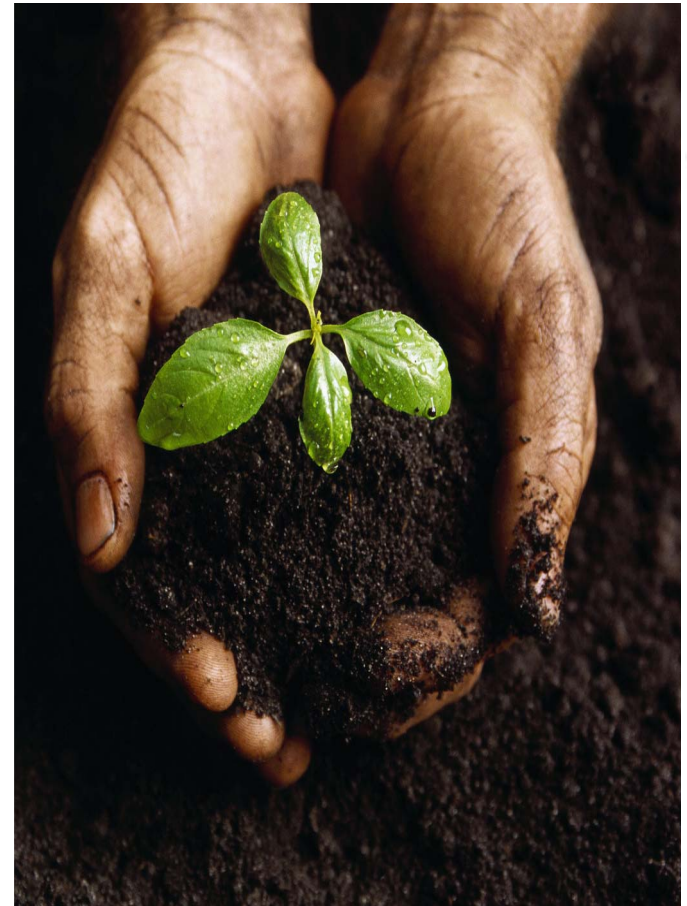
# Strategic ERA Relationships

- **HEAG Sudhessische Energie AG (HSE), a large German utility, in business for more than 100 years**
- **Entega, the gas division of HSE offers a climate neutral natural gas product (via forestry projects) and utilizes Canadian based ERA offsets**
- **Forest Carbon Group, a German retailer of forest carbon**
- **NCC – Nature Conservancy of Canada**
- **British Columbia Parks (Provincial Parks Board)**
- **First Nations Groups**
- **Missouri Botanical Gardens**

# Value Proposition

- **Leader in forest based carbon offsets**
- **Sales agreements for over 3,000,000 tonnes of forest based offsets to international clients through 2019**
- **Recently Closed a \$5,520,000 CDN private placement with Forest Carbon Group AG at \$0.75**
- **Extensive International project experience in North America, Africa, South America, & Australasia**
- **Positioned to benefit from a growing carbon market expected to exceed \$100 billion by 2016, WCI**
- **Carbon to be the biggest commodity in the world, surpassing Oil and Gas by 2020** (Carbon Market 2 trillion per year by 2020 (Bloomberg) Oil and Gas currently 500 billion per year)

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# Forward Looking Statements

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