

April 6, 2023

The Norinchukin Bank

Norinchukin Innovation Fund invests in Connect Earth Ltd

The Norinchukin Bank (President & CEO: OKU Kazuto; “the Bank”) is pleased to announce that the Norinchukin Innovation Fund (“the Fund”) invested in Connect Earth Ltd (CEO: Alexander Lempka; “Connect Earth”), a company that provides CO2 emissions data to financial institution applications.

In order to realize a sustainable society, not only companies but also individuals are becoming increasingly aware of environmental issues. In addition, it is expected that efforts to utilize various types of data to encourage individuals to change their behavior will accelerate in the future.

Connect Earth provides precision CO2 emissions data for financial institution apps through API. Financial institutions will be able to incorporate the data into their apps and display the CO2 emissions of each user. It is expected to encourage users to become aware of the amount of CO2 emissions that could be generated by their own activities through this display function, thereby promoting a shift in their awareness and behavior toward attaining carbon neutrality.

The Bank will continue to contribute to the realization of a sustainable society by investing in Connect Earth and other companies through the Fund.

About Connect Earth Ltd

Connect Earth is a company that provides precision CO2 emissions data for financial institution apps. To learn more, visit “<https://connect.earth/>”.

Location: London, UK

Established: 2021

About Norinchukin Innovation Fund

Norinchukin Innovation Fund is focused on helping entrepreneurs solve social challenges. The Norinchukin Bank is the sole limited partner of the Norinchukin Innovation Fund managed by Global Brain.