

Concrete Innovations: Unlock Sustainability Wins and New Profit Streams with CarbonCure

Jason Campbell

Commercial Director, North America
CarbonCure Technologies



PAVE AHEAD
DURABLE. SUSTAINABLE. CONCRETE.



**BUILD WITH
STRENGTH**

Jason Campbell



Joined CarbonCure in February 2025

- Manage sales team for North America
- Located in Dallas, TX

Ready Mix Concrete Experience



- 16 Years with TXI and Martin Marietta
- Dispatch, QC, Sales, IT
- Managed Concrete, Cement and Aggregate Logistics for ready mix group

Ready Mix Technology Experience



- 10 years providing technology solutions to the ready mix industry
- Dispatch, Batching, Telematics and Supply Chain/Inventory solutions
- Command Alkon, Sysydne, Coretex (Eroad)



Agenda

01 Intro to CarbonCure

What we do, company background

02 The Goal of CarbonCure

The problem we're trying to solve, the demand we're trying to meet

03 Benefits

How we can help: Meeting your goals

04 How it Works

CO2 Mineralization & Equipment Set up

01 Intro to CarbonCure

What we do, company background



What is CarbonCure?

CarbonCure **injects captured CO₂** into concrete during mixing, where the CO₂ immediately mineralizes to produce the **same reliable concrete** with greater **cement efficiency** and a reduced carbon footprint.



What Does CarbonCure do?

Making Concrete That Matters for more than a decade

The mineralization that occurs leads to enhanced hydration of the cement. This is where the increased efficiency of the cement comes from and why you can maintain concrete performance with less of it.

Result: **low carbon concrete**



Our Global Reach & Impact To Date

As of November 2025



Operating
**100s of Systems across
30+ countries**



Used in
**Over 10 million loads of
concrete**



**Thousands of projects
across the globe
(commercial, residential,
public, etc.)**



Shared nearly
**\$7.5 million in carbon credit
revenue with producers**



Resulting in
**690,000+ metric tons
of CO₂ saved to date**



02 The Goal of CarbonCure

The problem we're trying to solve, the demand we're trying to meet

Why Now?

Growing movement to reduce emissions from buildings and construction



40% of GHGs.

Buildings generate 40% of the world's annual GHG emissions.



Growing Impact.

The world's building stock will double by 2060: like building a new NYC every month.



Embodied Carbon.

Will be responsible for ½ of new construction emissions between now & 2050.



Mission Alignment.

AEC Embodied Challenge: achieving net zero embodied carbon by 2040.

The Embodied Carbon Challenge

Embodied carbon will constitute nearly 50% of the overall carbon footprint of new construction between now and 2050.



\$80,000,000,000



\$37,000,000,000



\$150,000,000,000



\$40,000,000,000



Data Centers, they're not coming, they're here

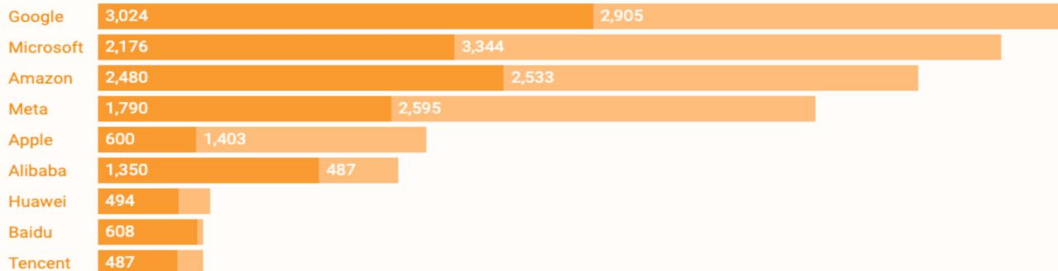
TC TechCrunch

**Data c
finding**

Tim De Chant
Wed, November

Estimated Hyperscaler Data Center Capacity (MW)

■ 2022 Capacity ■ Projected future capacity




Source: Semianalysis

Estimated Data Center Construction by Region (MW)

■ 2023 Inventory ■ Under construction




Source: CBRE

 Heatmap News

America Needs an Energy Policy for AI

 The Breakthrough Institute

Unmasking the Fear of AI's Energy Demand

 The Washington Post


AI is exhausting the power grid. Tech firms are seeking a miracle solution.

 Quartz

Microsoft needs so much power for AI that Three Mile Island is reopening

 WSJ

Big Tech Is Rushing to Find Clean Power to Fuel AI's Insatiable Appetite

 Computerworld

Is the rise of genAI about to create an energy crisis?

 Bloomberg

Big Tech's Climate Goals At Risk From Massive AI Energy Demands

 NPR

AI brings soaring emissions for Google and Microsoft, a major contributor to climate change

 Forbes

AI Is Pushing The World Toward An Energy Crisis

03 Benefits

How we can help: Meeting your goals





Concrete Sustainability Wins You Can Actually Quantify

15-25 lbs

CO₂ Saved

A significant reduction per cubic yard of concrete poured, contributing to a greener footprint.

3-5%

Cement Reduction

Typical projects consistently achieve these measurable cementitious savings without compromising quality.

5%

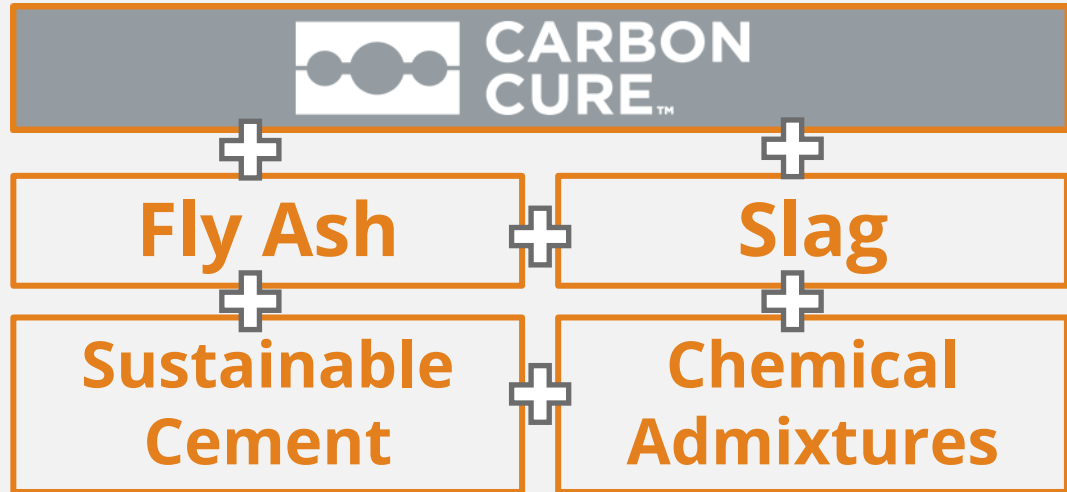
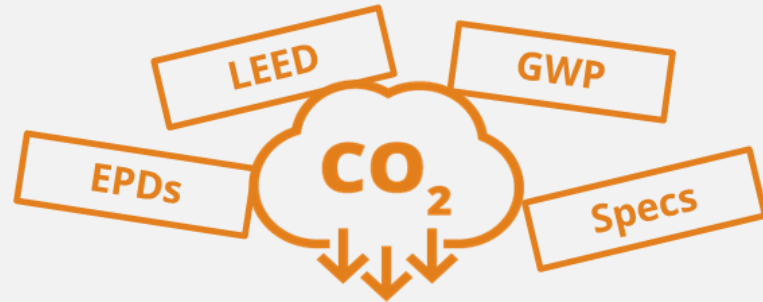
Lower GWP*

Crucially, this helps achieve verified environmental product declarations, demonstrating tangible impact.

These metrics support pathways toward 2030 embodied carbon reduction targets, positioning your company ahead of regulatory curves.

* Typical Decrease Per CarbonCure Div 03 – Concrete Specification Insert April 2021

Stacking Decarbonization Strategies



Years of Impact – Increasing Momentum



[CarbonCure Concrete](#)

[CarbonCure Producer Map](#)

[CarbonCure Credits](#)

[Design With CarbonCure](#)

[About CarbonCure](#)



[Contact Us](#)

Our Collective Impact



691,059

metric tons

Total CO₂ emissions saved with CarbonCure

Past 365 Days: 170,437



10,002,164

truckloads

Total deliveries with CarbonCure concrete

Past 365 Days: 2,196,775



\$7,497,912

USD

Carbon credit revenue shared with producers

Past 365 Days: \$2,513,308

Pathway(s) to Benefits

Cement Optimization + Volume = Maximum Profitability



1. Residential & Light Commercial Mixes.

Confirm mixes & optimal cement amounts.



2. Commercial Projects.

Submit mix designs containing CO₂ to engineers on commercial projects.



3. Universal Usage.

Engage with specifiers to remove barriers to using CO₂ mineralized concrete.

What is a Carbon Credit?

1 Carbon Credit = 1 Metric Ton of CO₂

- An asset which can be traded, sold, or retired*
- Issued by trusted third party “registries” who oversee registration and verification of carbon credit projects
- When Sold: Purchased by companies that have committed to sustainability or net zero goals and can't directly reduce CO₂ from their own operations
- *Contact us to learn more about how your project can manage the credits and environmental attributes



How CarbonCure Generates Carbon Credits

We are the first and only carbon project developer that has verified carbon mineralization credits under the Verra methodology



Approved Methodology.

Carbon credits generated through its unique, [Verra-approved methodology](#).



CO₂ mineralized
(CO₂ stored)



CO₂ avoided
(cement reduced)

Repurposed Carbon.

Credits generated when captured CO₂ has been used as a feedstock during concrete production.

Carbon Removed.

Once injected into the concrete, the CO₂ mineralizes. Additional CO₂ is saved via cement adjustment¹.

How to Generate and Verify the Credits

After opting in, we work with eligible customers to obtain three types of data:



1. Pre-Commissioning Data

Collected during onboarding

- Baseline mix designs
- Baseline compressive strength data
- Material supply sources



2. Commissioning Data

Collected during commissioning period

- Project mix designs
- Project compressive strength data



3. Batching & Ticket Data

Collected on an ongoing basis in real-time or via biweekly data transfers

- Concrete batching data
- Concrete ticket data

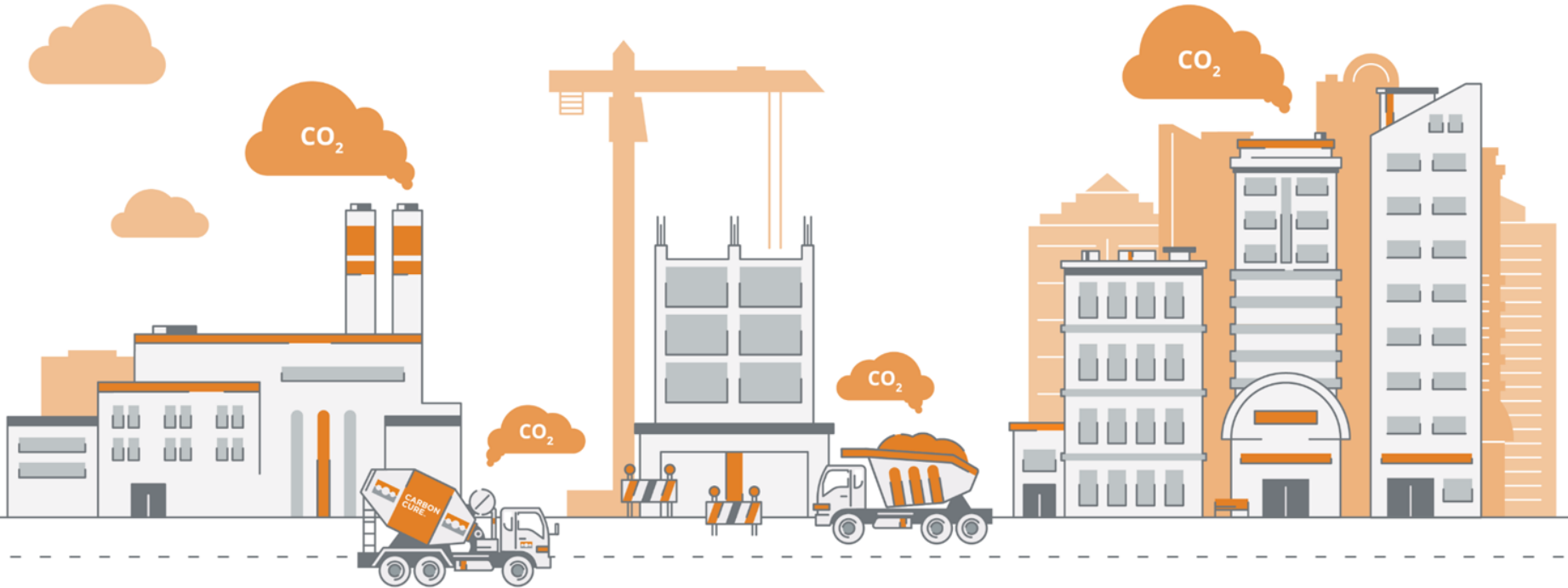
04 How it Works

CO2 Mineralization & Equipment Set up



Build A Low Embodied Carbon Future

With CO₂ Mineralized Concrete



1. CO₂ emissions are collected by industrial gas or carbon removal companies and then purified.

2. The purified CO₂ is stored onsite at the concrete plant and connected to CarbonCure's system.

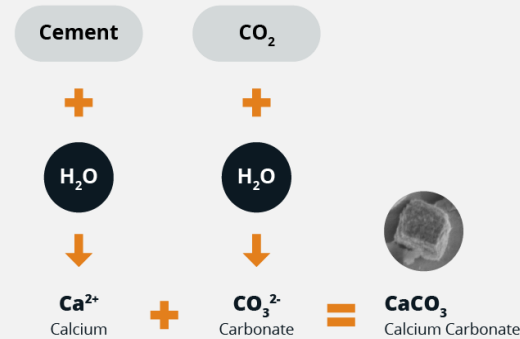
3. The CO₂ is injected into the concrete, to produce the same concrete but with CO₂ that was headed into the atmosphere

4. Private and public projects are built with CarbonCure concrete, reducing embodied carbon in new buildings.



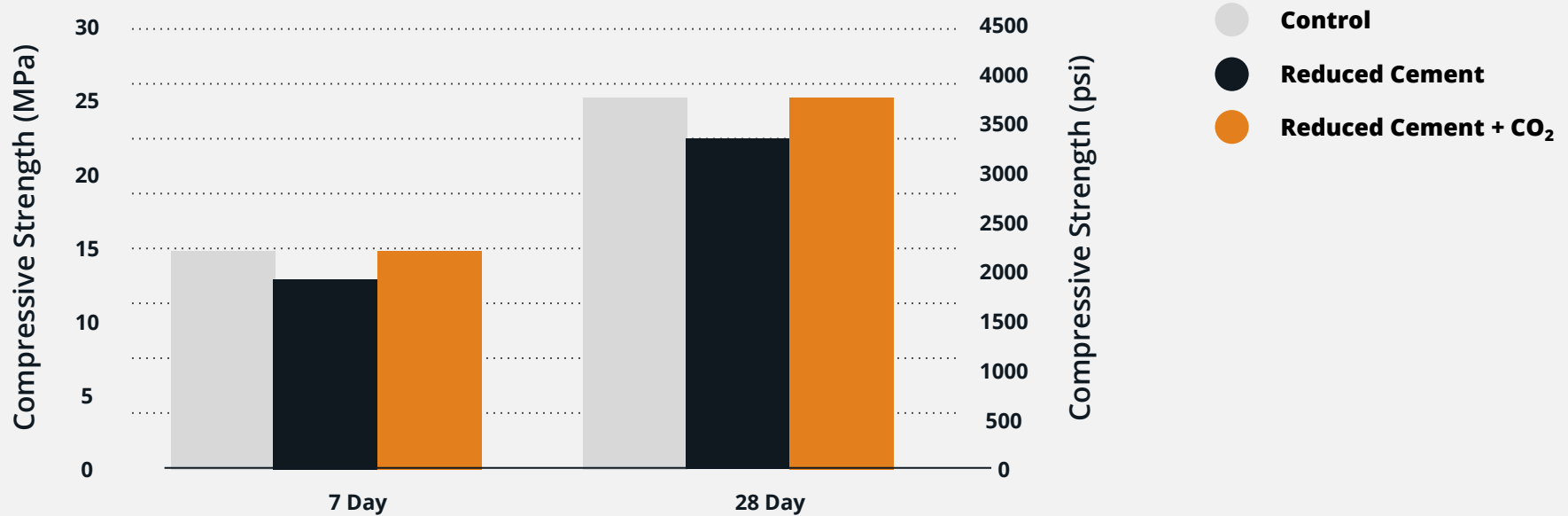
What Happens When CO₂ is Injected?

- CO₂ mineralization reaction occurs
- CO₂ converts into **CaCO₃ (solid limestone)**



When CO₂ is injected into concrete during mixing, it accelerates and enhances the reaction between water and cement

Same Strength, Adjusted Cement





CO₂ has a Neutral Impact on...

Fresh Properties

- Setting time
- Workability/slump*
- Concrete pumping
- Air content
- Temperature
- Finishing

Hardened Properties

- Freeze-thaw
- pH
- Density
- Durability
- Color
- Texture

*When using high amounts of CO₂ (more than 0.4% by weight of cement), it may be necessary to adjust the slump properties of your mix using chemical admixtures (i.e., water reducers).

CO₂ Supply

CO₂ is captured and distributed to concrete plants by industrial gas suppliers



Collection.

CO₂ is collected from large emitters.

Purification.

The gas is purified by industrial suppliers.

Delivery.

The CO₂ is delivered to concrete plants by industrial gas suppliers.

Storage.

The CO₂ is stored at concrete plants in pressurized tanks.

How it Works: CarbonCure Ready Mix

Seamless retrofit technology that operates with no disruption to normal batching procedures



01 Installation

- CarbonCure installs its proprietary retrofit equipment (1 day)
- CarbonCure optimizes the CO₂ injection rate



02 Integration

- Batching integrated with batch operations system
- Automated CO₂ dosage



03 Injection

- Central mix: CO₂ snow injected into mixer during batching sequence
- Dry batch: CO₂ snow injected into mouth of truck near the end of the load



04 Support

- Remote telemetry for customer support
- Real-time system monitoring
- Toll-free technical support line

How it Works: Admixture Analogy



myCarbonCure Platform

myCarbonCure is a customized web portal and resource hub for producers that can provide actionable insights from your data to improve your business.

- Ongoing usage and CO₂ savings reports
- Sales and marketing training resources
- Mix submittal documentation
- Mix design manager
- CO₂ mineralized concrete spec language
- Project carbon savings estimator
- Carbon Credit Program



Improve Profitability with Innovation

And gain a competitive advantage with low-carbon concrete



Reduced Risk.

Over 10 years in the space, diverse experience with every concrete application and a library of test results and real world success.



Eco-Friendly.

Every cubic yard of concrete made with CarbonCure saves ~25 pounds of CO₂.




Competitive Edge.

Will be responsible for ½ of new construction emissions between now and 2050.



Profitability.

The higher the volume of concrete produced with CarbonCure, the higher your profits.

A group of construction workers in high-visibility vests and hard hats are working on a rooftop. They are using long-handled tools to spread and level a dark, wet material, likely concrete or a specialized mortar. The workers are positioned across the roof, with some in the foreground and others further back. The background shows a cityscape with various buildings under an overcast sky. The scene is framed by dark vertical bars on the left and right sides.

Sustainability + Profitability

CarbonCure's superpower: the sustainability and economic benefit of our technologies. By leveraging the chemistry of carbon mineralization in CarbonCure concrete, less cement means a lower carbon footprint, GHG benefits and ultimately financial benefits for end users.

Thank You!

JASON CAMPBELL

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