

USDA 2017 Ag Outlook

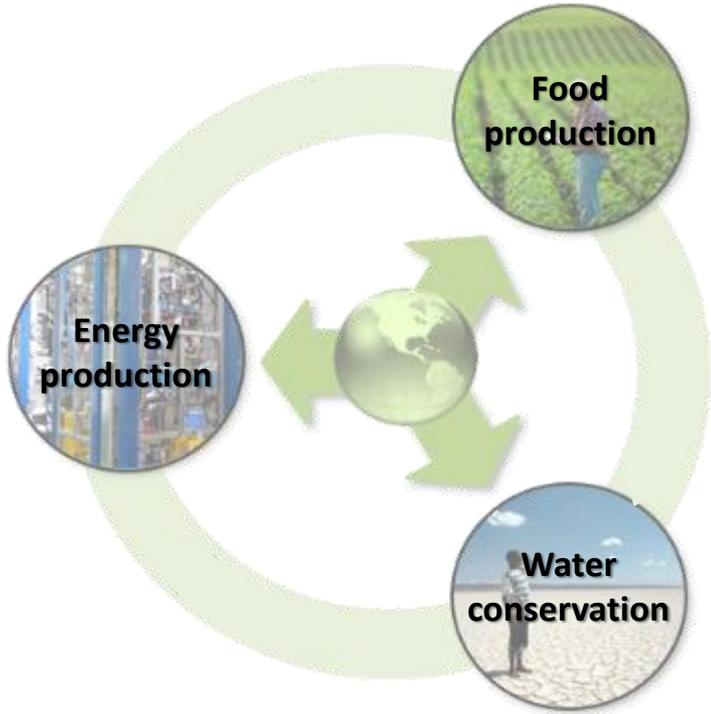
**Cool Planet and Cool Terra
Engineered Biocarbon**



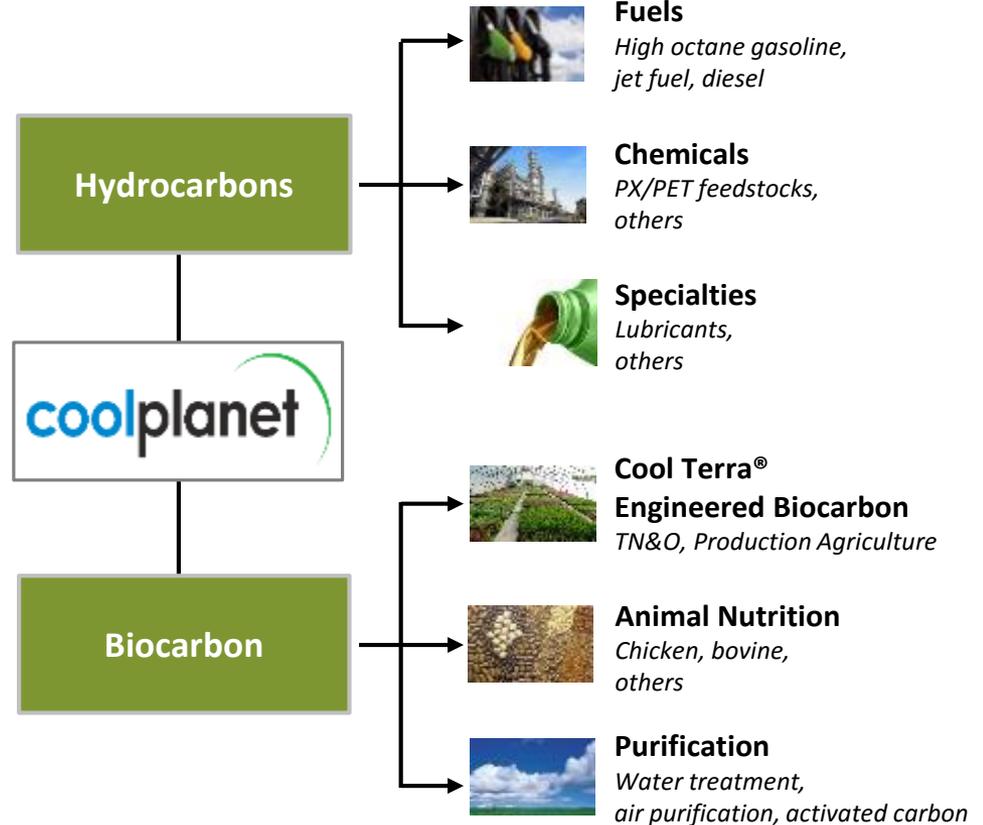
Addressing key markets globally, diverse product suite

Converting non-food biomass into hydrocarbons and engineered biocarbons

Addressing key markets globally...



Diverse product suite



Society demands more food grown more sustainably

How can we feed a growing population?

A nearly 50% increase in food production is required worldwide...



...at a time when agriculture is under stress globally



Limited arable land



Degraded soil



Water scarcity



Fertilizer runoff

New technologies are critical to address this challenge

Cool Planet sits at the confluence of three megatrends in agriculture

Food Security



Higher crop yield

Soil Health



Enhanced soil
microbiome, microbial
delivery system

Sustainability

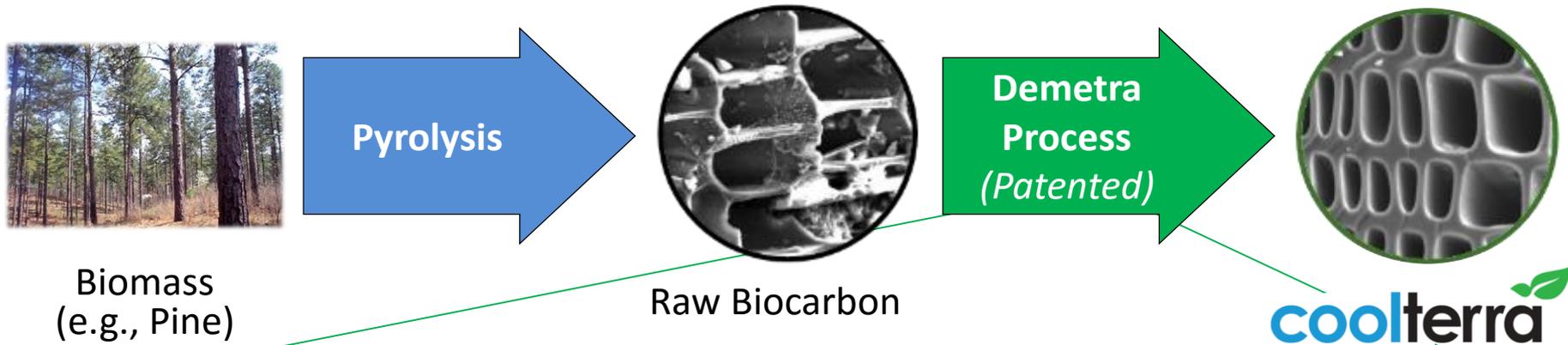


Carbon sequestration,
clean water,
less fertilizer

A healthy planet feeding more people with higher grower profitability

Production of Cool Terra[®] engineered biocarbon

Pyrolysis expertise and patented 'Demetra' process maximize consistency & effectiveness

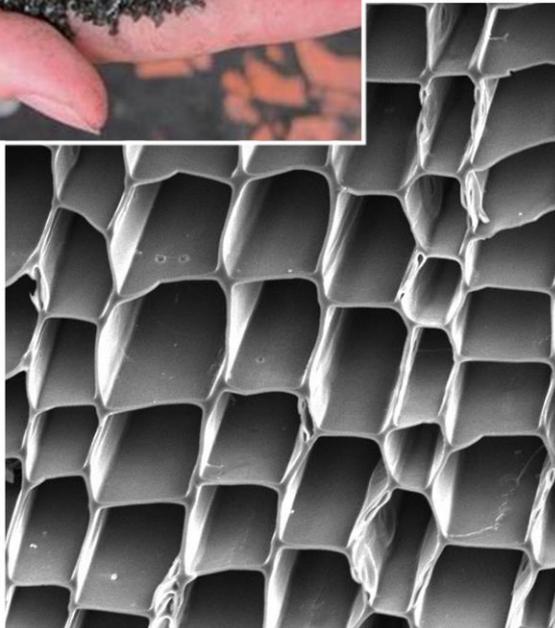


40,000 yd³ capacity in Camarillo, CA

- ✓ **Balance pH** – Optimizing pH to maximize germination and growth
- ✓ **Detoxify Raw Biocarbon** – Micropores cleaned to eliminate toxicity
- ✓ **Maximize Capacity** – Improves input holding capacity in pores
- ✓ **Size for soil** – Consistent particle sizes designed for consistent results

The Cool Terra® engineered biocarbon platform

Physical structure enables improvement in yield, microbial life, and sustainability



Cool Terra® structure under a scanning electron microscope

1

**Adsorptive /
Desorptive**

- Improves water holding
- Retains nutrients

2

Porous

- Anchors micro-roots
- Promotes microbial growth
- Delivery system

3

Aerating

- Structure clears pathway for water and oxygen

4

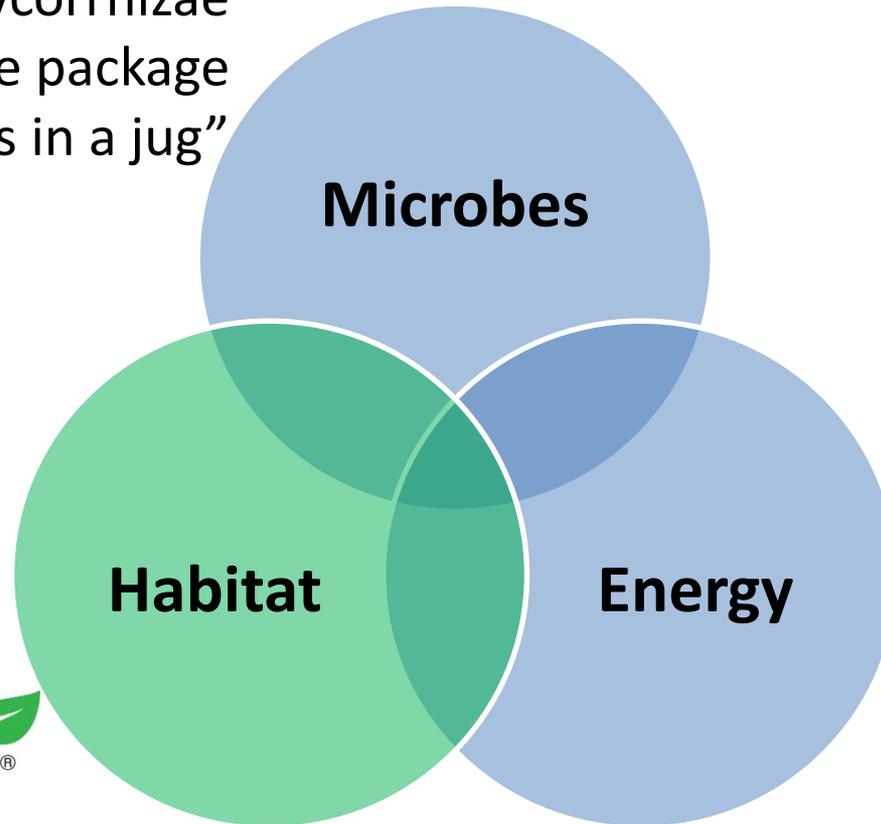
**Sequesters
Carbon**

- Chemically stable

Multi-dimensional ecosystem vital for thriving soil biome

Each part can have impact, but the full system can be very powerful for soil health

- Mycorrhizae
- Beneficial microbe package
- Proprietary “bugs in a jug”



- Compost
- Humic
- Plant Symbiosis
- Other

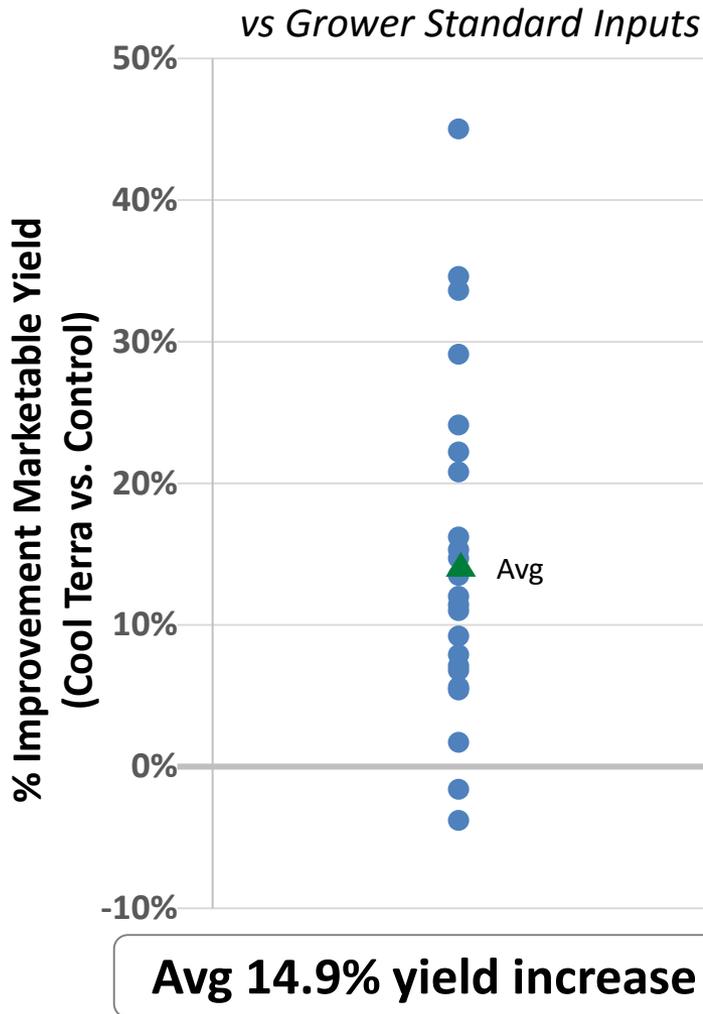


Could you create a program for your customers that is unique and valuable?

Extensive biocarbon field trials delivered yield increases to dramatically improve grower ROI



Food Security



Selected Trial Results

Crop, Location	Grower Standard	
	<i>Typical levels of water and fertilizer</i>	
	Yield	Grower ROI
Tomato (FM), FL	9%	5.1x
Lettuce, CA	45%	5.8x
Potato, OR	35%	4.9x
Corn, KS	15%	8.2x

Distribution partners are mobilized; partner list is growing

Key Channel Partners

Relationship Status

Established Partners in Production Ag / TNO



#2 ag retailer in US (450 stores). Completed six trials w/ private R&D group (all strong), Agreement signed December 15, 2016



#6 retailer in US (90 stores) heavy presence in Western Region. Deep engagement from executive level down to PCA. Core participants on SHAAC, leading several trials



Regional Southeast Distributor (24 locations, high service and focus in specialty crops). Deep engagement from executive level down to PCA. Core participants on SHAAC, leading several trials

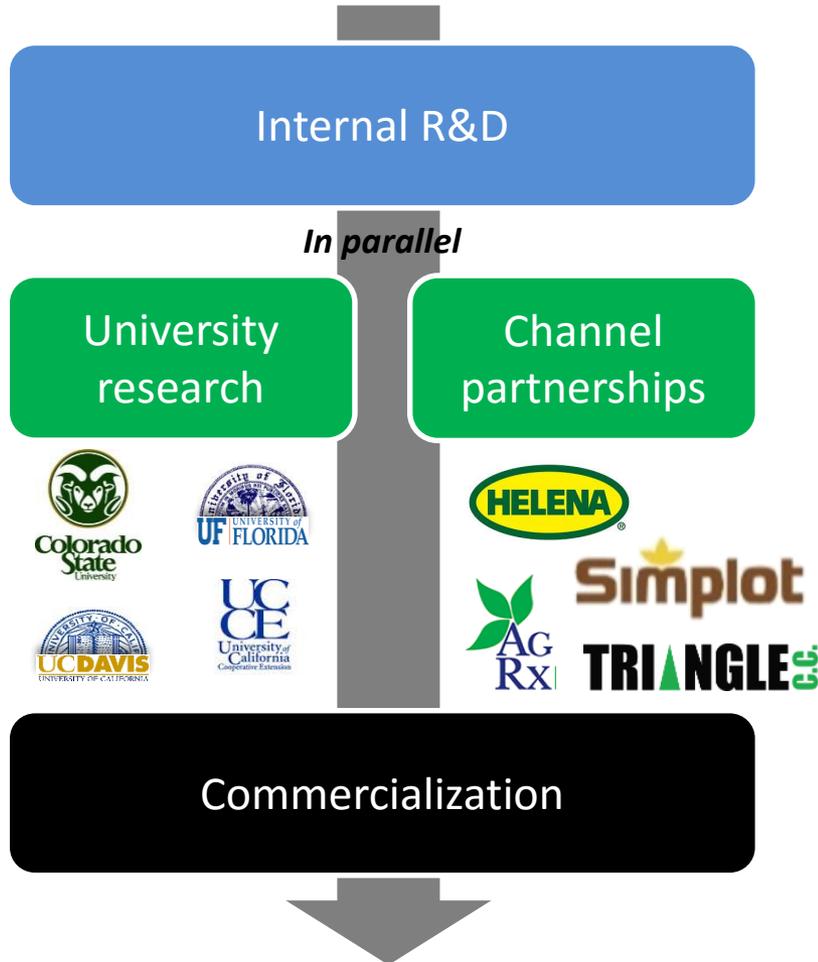


Regional upstart (SoCal based), high service model. Extremely excited about Cool Terra®, pushing aggressively on trials

Partnerships are the proven path to commercialization

Leverages existing assets, credibility, funding, and expertise of leaders in Ag

Partnerships are the established path to new product adoption in Ag



Potential partnerships that could advance the technology in new areas

- R&D to create new product combinations, formulations, and value capture
- Incorporation of Cool Terra® into new, innovative products

Cool Planet can participate in the new wave of investment in soil health and crop biologicals



Soil Health

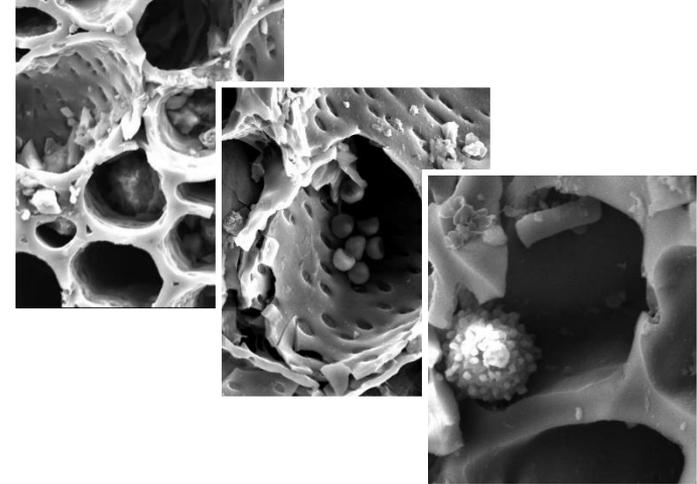
Consumers are demanding less chemical use in the production of their food. The challenge is to maintain grower yield while meeting consumer expectations

As a result, major agriculture companies are investing billions of dollars to develop biological products to achieve the same or improved results

The porosity and materials science of Cool Terra makes it an ideal substrate for biologicals

- Potential to serve as the delivery mechanism of the biological industry (what UPS/FedEx is for the online economy)

Cool Planet is working with leading AgTech companies to establish research partnerships that will advance our microbial delivery capabilities



Microbes living in Cool Terra®

Cool Terra[®] makes agriculture more sustainable



Sustainability

Carbon Sequestration

Trees **ABSORB** carbon as they grow

Cool Terra production converts and **STABILIZES** carbon



Cool Terra[®] use helps plants **THRIVE**

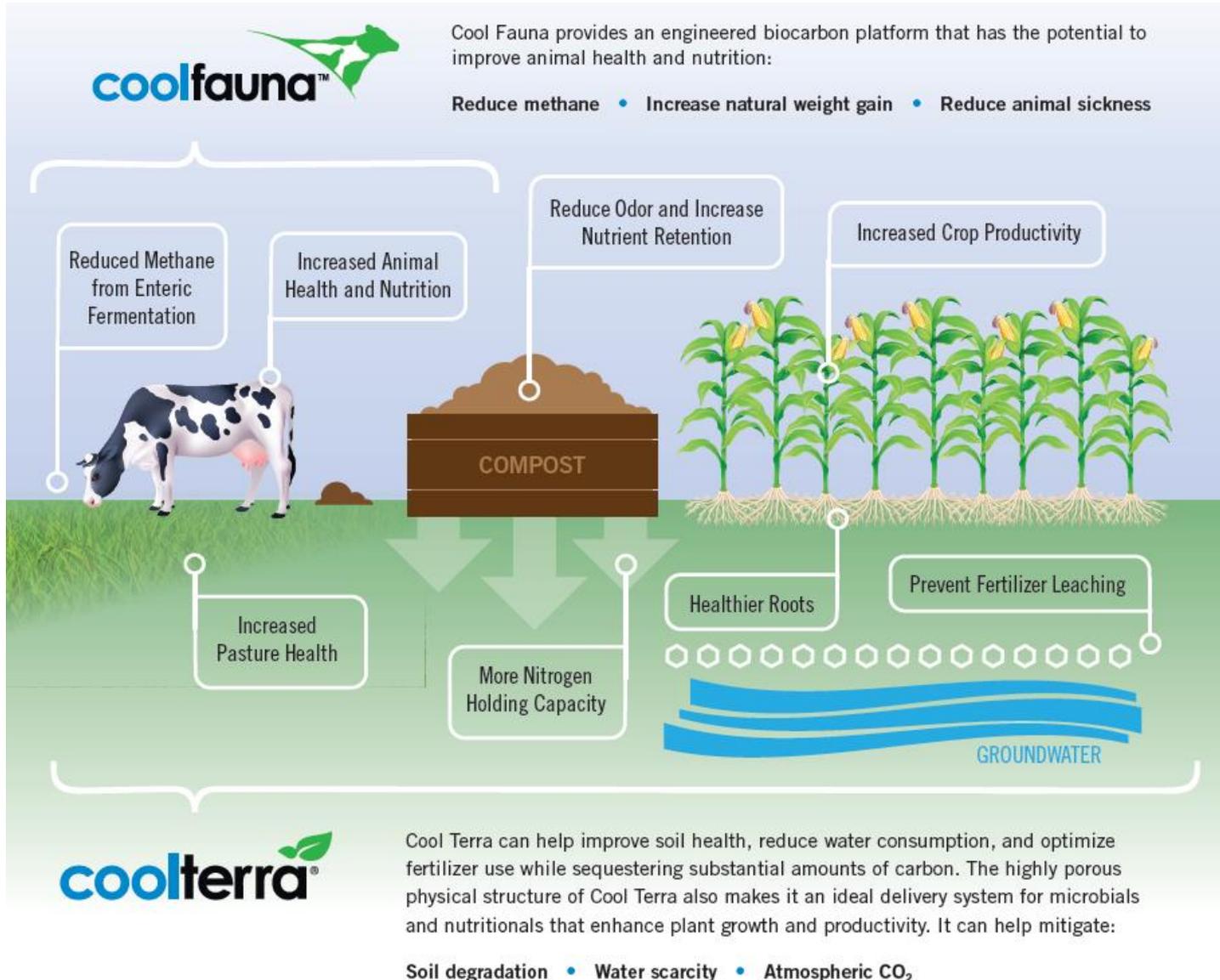
Application in crops **SEQUESTERS** carbon

Water and Fertilizer Efficiency



Cool Terra acts like a “**nano sponge**,” holding water and nutrients in the root zone

Sustainability for the entire farm/ranch system



Full NEPA Certified site in Alexandria, LA: \$10+MM worth of site work and infrastructure complete



Alexandria, Louisiana Capacity and Logistics

- 40,000 – 70,00 cubic yards/year capacity based on feedstock and pyrolysis unit(s) deployed. (\$20-\$35MM/yr. in revenue potential at \$500/cu yd.)
- Ability to bring in “raw biochar” to upgrade via Demetra back-end process
- Ample supply of wood biomass/wood residues in 30-50 mile radius
- Operations center on-site to ensure quality of Cool Terra being shipped
- Significant logistics and transportation cost reduction for Cool Terra delivered to Midwest and Eastern U.S. Markets
- Distributed Model – Easily replicated close to biomass sources and treatable acres.