



Carbon RX Signs Memorandum of Understanding with Malaysian Firm

Regina, SK – October 25, 2023 - Carbon RX is proud to announce the signing of a Memorandum of Understanding (MOU) with Karbon Hero, a Malaysian firm specializing in carbon credit development in Malaysia as well as a pioneer of the Genesys Reserve Carbon Registry.

The MOU lays the groundwork for Carbon RX to offer technical support and carbon credit services to Karbon Hero in the specialized fields of hydrocarbons and regenerative agriculture. The MOU is focused on the Malaysian market with an opportunity to expand into Southeast Asia, ultimately aligning the strategic objectives of both Carbon RX and Karbon Hero.

Karbon Hero offers specialized expertise in renewable energy and electric vehicle (EV) carbon crediting, of which Carbon RX seeks to leverage to create added value across many of its diverse customer segments. This expertise will assist in simplifying the complexities of measuring and quantifying carbon and expand the choices available in the market.

“The most effective way to build a sustainable carbon economy is to work together and leverage expertise. Canada has become a leader in decarbonizing hydrocarbon production as well as regenerative agriculture practices. Expanding our technological expertise to Malaysia is the driver behind this MOU, and Karbon Hero offered great complimentary sector support in renewable energy.” Says Carbon RX CEO, Marty Seymour.

“Karbon Hero has been incredibly innovative in the renewable space. The birth of the Genesys Reserve Carbon Registry allowed us to be leaders in EV and renewable energy projects. Applying this expertise in areas where Carbon RX can benefit in their marketplace made for a sound MOU.” Says Karbon Hero Chief Executive Officer, Dr. Sarah Shahril.

About Carbon RX

Headquartered on Treaty 4 Territory in Regina, SK, Carbon RX specializes in the origination and streaming of carbon credits. Backed by a team of agriculture, forestry, and hydrocarbon experts, Carbon RX provides high-fidelity carbon credits to the international voluntary carbon market, ultimately aiding Canada in the race to net-zero emissions.

About Karbon Hero

Established in 2020, Karbon Hero was founded by Dr. Sarah Shahril, an experienced member of the academia with over ten (10) years of experience in research and Mr. Reuben Ravi, an industry expert with vast experience in data analytics. Both founders share the same passion in the environment and hope to solve the key problems in financing climate change solutions. Data and analytics have become a significant part of sustainability and environmental conservation. Karbon Hero believes that businesses and the community should be given access to an avenue to monetise their carbon neutrality initiatives ethically and sustainably. Following this, the launch of Genesys Reserve is based on years of research and development.



For more information about Karbon Hero, visit www.karbonhero.com.

For more information, visit carbonrx.com.

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