

Press Release
Brest, France - 24th of September, 2019

EcoTree raises 3 million Euros and welcomes Accurafy 4 as a new shareholder

EcoTree, a French startup specialized in innovative forestry-investments solutions, has raised 3 million Euros to pursue its high growth. This is the company's second financial round and it marks the arrival of the fund Accurafy 4, along the historical shareholders, the Finistère Angels and the West Web Valley, which are reinvesting on this round.

Launched in January 2016, EcoTree aims to reward environmental-friendly behaviors with an innovative tree-planting investment solution, through which firms, as well as individuals, can finance tree-planting and become tree-owners. EcoTree gives everybody the opportunity to compensate for their CO₂-emissions all while building a «green» asset which will gain financial value over time! By making the forests the core of an ecological value proposition, EcoTree reconciles sustainability and profitability.

When sustainability meets profitability



Buy trees and become a tree owner with EcoTree



EcoTree is responsible for planting and maintaining your forests



Your trees absorb CO₂ and contribute to the biodiversity in the forests



You can see the location and the valuation of your trees among with the amount of CO₂ absorbed



Receive 100% of the revenues generated from the final cut, with an expected annual return of 2%



Contribute to the regeneration of the forest: for each tree that is cut down, EcoTree plants three new trees

Already breakeven since 2018, EcoTree now aims to leverage this second fundraising round to initiate a new powerful growth phasis, mainly based on :

- the development of further B2B partnerships with companies willing to strengthen their CSR actions
- an international expansion, with the opening of our first European office in Copenhagen, Denmark.



nature is valuable

Erwan Le Méné, Chairman & Co-Founder of EcoTree is excited by this new major opportunity for EcoTree: *“It rewards the hard work achieved so far thanks to our wonderful team and the great confidence shown by our fast-growing base of happy and loyal customers. The experience and support of our new investors, as well as the loyalty of our historical shareholders, will enable us to better answer the needs of our society in terms of forest preservation & biodiversity, responsible investment, as well as carbon sequestration.”*

For **Frédéric Caron**, investor and Co-Founder of Accurafy 4 : *“The virtuous model offered by EcoTree is a brilliant solution to the crucial challenge of this century, as our future will either be green or it won't be at all. The strong growth of EcoTree in France and now internationally is in line with the global environmental awareness. We are very happy to be able to support, with our resources based in Europe, this formidable company in the accomplishment of its ambitious objectives and to definitely install the idea that the economy can serve sustainable development, and vice versa.”*

Alexandre Gallou, Partner at the West Web Valley : *“We are excited to participate in this new fundraising round, which we see as a logical milestone in the solid growth of the startup. It also rewards the great achievement of the company at the regulatory level and in the construction of a very nice team. West Web Valley will continue to support and accelerate EcoTree's drive for a more sustainable economy.”*

Jean-Pierre Stéphan, representative of the Finistère Angels : *“The French Business Angels in the Finistère region are delighted to see the success of the founders of EcoTree, whom they've supported from their very first investment needs. They are also pleased to see that the Funds are gradually taking over the financing of EcoTree to allow Finistère Angels to continue their priming policy by providing their first capital to start-ups in Finistère.”*

Putting back the forests at the central place they deserve and increasing everybody's awareness of sustainability is at the core of EcoTree's mission. This mission was initially taking place in France. Now we're pushing it all over Europe; and why not, one day, worldwide?

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