

PRESS RELEASE

Carbon Wallet and GREEN\$ team up to encourage recycling with GREEN\$ conversion into CW Points to offer over 50 green reward options

The diversified gift portfolio, covering MTR rides, eco-friendly household goods, plant-based food and more, aims to foster better recycling habits and promote a greener lifestyle



[Hong Kong, 19 March 2024] Carbon Wallet, Hong Kong's leading one-stop green lifestyle reward platform has recently become the first partner of GREEN\$ in its new points conversion feature. The GREEN\$ Electronic Participation Incentive Scheme was introduced by the Environmental Protection Department ("EPD") to encourage citizens to participate in the separation and recycling of resources. Citizens who recycle at the GREEN@COMMUNITY network can earn GREEN\$ to redeem for daily necessities or eco-friendly products. Through the new collaboration, GREEN\$ members can convert GREEN\$ into Carbon Wallet Points ("CW Points") to unlock diversified rewards. Carbon Wallet's unique 'Green In, Green Out' proposition stands out in the market and aligns with GREEN\$'s mission to encourage widespread citizen participation in recycling and waste reduction. This proposition enables Carbon Wallet to become the first reward points conversion partner of GREEN\$.

Enriched green rewards appeal to different demographics and lifestyles

GREEN\$ users can now convert their points into CW Points, granting access to over 50 different green rewards. By connecting these two reward platforms, the collaboration aims to motivate Hong Kong citizens to recycle and earn points more regularly through an expanded and diversified GREEN\$ gift portfolio, offering rewards ranging from everyday necessities such as free MTR rides, eco-friendly household goods, and plant-based food and beverages, to premium green lifestyle products such as vegan skincare, sustainable fashion, and local eco-tours. Carbon Wallet's rewards will appeal to different demographics and lifestyles of GREEN\$ users, making recycling

more attractive for a wider audience, especially the younger generations, encouraging more citizens to turn recycling into a habit, and promoting green culture in the community in the long run.

This partnership is a momentous step in Carbon Wallet's mission to empower low-carbon living through its market-first 'Green In, Green Out' proposition. Carbon Wallet App users can earn CW Points by recycling and taking other green actions, while all rewards redeemable on the platform adhere to the principles of sustainable consumption. By enjoying these rewards, users live a full cycle of green lifestyles and support sustainable brands in the local green ecosystem.

To celebrate the launch of this partnership, a 30% discount will be applied to the point conversion rate from now until 30 April 2024. Each user can convert their GREEN\$ into a maximum of 9,000 CW Points by redeeming each GREEN\$ coupon once (refer to Appendix "Promotional Offers"), subject to availability.

More discounts for MTR single-journey ride redemption

To double the attractiveness, Carbon Wallet has launched a special limited offer for the free MTR domestic single-journey ride reward on its platform. Users can now redeem a free MTR ride at a discounted price of 3,000 CW Points*, down from the original price of 4,500 CW Points. In other words, GREEN\$ users can use 2,100 GREEN\$ during the abovementioned 30% off point conversion promotion period to redeem it on the Carbon Wallet platform.

Chester Cheng, Co-founder of Carbon Wallet, said, "We are on a mission to make recycling a part of everyone's daily life. Our partnership with GREEN\$ is a major milestone towards making recycling rewarding and enjoyable for the general public in Hong Kong. What's even more exciting is how Carbon Wallet extends the carbon reduction impact of GREEN\$ users beyond recycling to a full cycle of sustainable consumption through our eco-friendly reward options. As more citizens join our platform, we look forward to inspiring even broader public participation in waste reduction and driving holistic behaviour change towards sustainable living."

Through the partnership between GREEN\$ and Carbon Wallet, EPD hopes to tap on the synergies and encourage more people to cultivate good carbon emission reduction, waste reduction as well as clean recycling habits in daily life. Carbon Wallet and GREEN\$ also expect the initiative will further drive sustainable living in the city, and bring us closer to a greener future.

*Note: Each user can redeem the free MTR domestic single-journey ride at the discounted price for a maximum of 2 times. The special offer comes in limited quantity, while stocks last. For details, please refer to the coupon terms and conditions in Carbon Wallet App.

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High-resolution images can be downloaded here:

Link: gallery.sinclaircomms.com

Password: talkofthetown

APPENDIX:

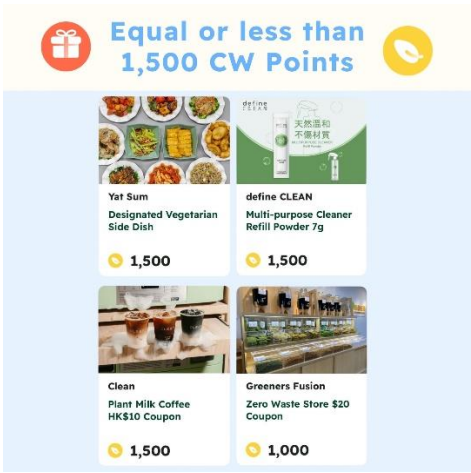

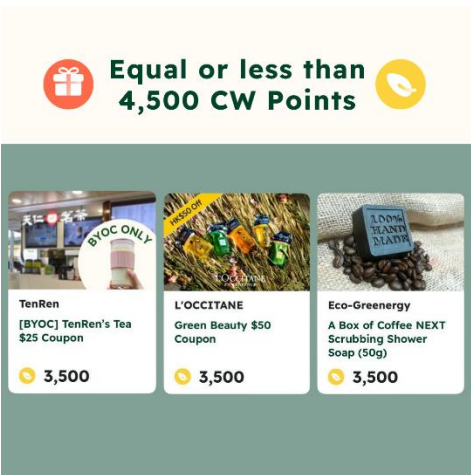
Promotional Offers

During the specified period, GREEN\$ users can enjoy the following point conversion discount:

- From now until 30 April 2024: A 30% discount will be applied to the point conversion rate. Each user can convert their GREEN\$ into a maximum of 9,000 CW Points through exchanging for one of each of the three GREEN\$ coupons listed below, each valued at 1,500 CW Points, 3,000 CW Points, or 4,500 CW Points.

GREEN\$ coupon	30% off from 23 Feb to 30 Apr	Base conversion rate
Reward offer 1	1,050 GREEN\$ to 1,500 CW Points	1,500 GREEN\$ to 1,500 CW Points
Reward offer 2	2,100 GREEN\$ to 3,000 CW Points	3,000 GREEN\$ to 3,000 CW Points
Reward offer 3	3,150 GREEN\$ to 4,500 CW Points	4,500 GREEN\$ to 4,500 CW Points

- Examples of Carbon Wallet rewards:

GREEN\$ coupon	CW Point value	Examples of redeemable rewards on Carbon Wallet platform
Reward offer 1	Equal or less than 1,500 CW Points	 <p>Equal or less than 1,500 CW Points</p> <ul style="list-style-type: none"> Yut Sum Designated Vegetarian Side Dish: 1,500 define CLEAN Multi-purpose Cleaner Refill Powder 7g: 1,500 Clean Plant Milk Coffee HK\$10 Coupon: 1,500 Greener's Fusion Zero Waste Store \$20 Coupon: 1,000
Reward offer 2	Equal or less than 3,000 CW Points	 <p>Equal or less than 3,000 CW Points</p> <ul style="list-style-type: none"> MTR SPECIAL OFFER! MTR Free Ride (collect via Octopus App): 3,000 Green Ladies & Green... Secondhand Fashion \$50 Coupon: 3,000 TREEHOUSE TREEHOUSE \$30 Discount Coupon: 2,500 AquaGreen Plant-based Bologna Garden Mix with Kale: 2,500
Reward offer 3	Equal or less than 4,500 CW Points	 <p>Equal or less than 4,500 CW Points</p> <ul style="list-style-type: none"> TenRen [BYOC] TenRen's Tea \$25 Coupon: 3,500 L'OCCITANE Green Beauty \$50 Coupon: 3,500 Eco-Greenergy A Box of Coffee NEXT Scrubbing Shower Soap (50g): 3,500

ABOUT CARBON WALLET

As Hong Kong's leading one-stop green lifestyle reward platform, Carbon Wallet aims to drive sustainable consumption for cities and Make Green Lifestyle Fun. The mobile App promotes a low-carbon lifestyle through a gamified experience; users can track the carbon emissions they save every day and get rewarded for taking six green actions including travelling on low-carbon MTR transport, walking, recycling, having vegetarian meals, choosing plant-based milk beverages and supporting green shopping. Points earned through the App can redeem rewards from sustainable brands.

For more information about Carbon Wallet, visit www.carbonwallet.com.hk |

IG: [@carbonwallet.hk](https://www.instagram.com/carbonwallet.hk)



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