

PRESS RELEASE
FOR IMMEDIATE RELEASE

A Message of Hope for the Holidays: Achieving Sustainability with Profitability

London, England – December 10, 2024 – As the holiday season approaches, INNOVO -Profitable Net Zero shares a powerful message of hope, progress, and opportunity in the global effort to combat climate change. While the challenges of achieving a sustainable future remain significant, INNOVO is pioneering innovative solutions that prove sustainability can be both achievable at a planetary scale and profitable!

In recent months, INNOVO has made remarkable strides in its mission to drive net-zero initiatives across industries. Highlights include:

- **Breakthrough Algae Technologies:** Partnering with leading universities, INNOVO has advanced groundbreaking algae-based technologies that significantly enhance carbon capture and promote sustainability at scale.
- **Expert Collaboration:** The addition of sustainability expert Garry Henderson to the INNOVO team brings unparalleled leadership and expertise to the organization's efforts.
- **Expanding Investment Opportunities:** With a growing network of investors, INNOVO is accelerating large-scale projects that align with corporate ESG goals and global sustainability targets.

“Our approach is rooted in a win-win philosophy,” said Martin Kelly, Founder and Chairman of INNOVO - Profitable Net Zero. “We offer two pathways for participation: businesses can either fully fund their projects or profit directly from their involvement in our initiatives. This unique model ensures that companies achieve their ESG goals and contribute to saving the planet—all while generating financial returns.”

INNOVO's work represents a beacon of hope for industries and communities alike. By combining innovation, collaboration, and practical solutions, the organization is transforming the narrative around sustainability. Businesses no longer need to choose between environmental responsibility and profitability—they can have both.

As the world looks toward a new year, INNOVO invites industries, investors, and communities to join its mission. Together, we can make the planet a better place for future generations, one sustainable and profitable project at a time.

For more information about INNOVO - Profitable Net Zero's initiatives and how your organization can participate, please visit <https://innovo-net-zero.com>.

About INNOVO - Profitable Net Zero

INNOVO - Profitable Net Zero is a global leader in sustainable innovation, offering groundbreaking solutions to help industries achieve net-zero targets. With expertise in carbon

capture technology, strategic collaborations, and large-scale investment opportunities, INNOVO is redefining what's possible in the fight against climate change.

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