



INNOVO: The Proven Algae Solution Revolutionizing Carbon Markets While Others Only Promise

FOR IMMEDIATE RELEASE

New York, NY — March 31, 2025 — While billions continue to flow into unproven, future-dated carbon capture technologies, **INNOVO** Profitable Net Zero is announcing its market-ready, profitable algae bio-farm technology that delivers what others only promise: immediate climate impact with substantial returns.

INNOVO's large-scale algae bio-farms capture **900 times more CO₂ per acre than forests** and deliver **Internal Rates of Return (IRR) of 58% by Year 8** — making them not only one of the most efficient carbon removal systems on the planet, but also one of the most financially viable cleantech investments available today.

"The market is flooded with speculative technologies that won't be operational until 2030 or later," said Martin Kelly, Chairman and Founder of INNOVO. "Meanwhile, our bio-farms are removing carbon today, at scale, and generating multiple revenue streams from in-demand natural products."

Proven Technology, Not Promises

Unlike speculative technologies garnering outsized attention and investment:

- **INNOVO has a fully operational 500-acre bio-farm in Malaysia** that has been running profitably for over 5 years, removing more than 1 million tons of CO₂ annually.
- The company has developed **\$16 billion in sustainable aviation fuel (SAF) offtake agreements in active negotiation** with major global energy companies, demonstrating market validation on a commercial scale.
- The technology produces valuable co-products with access to established \$1 trillion global markets for natural algae-derived products, including sustainable fuels, feed, and nutraceuticals.

"We've spent years proving our technology works at scale before bringing it to the broader market," said Kelly. "That's why investors are surprised when they hear about us — we've focused on building a real solution first, not on making headlines."

Consortium Partnership for Net-Zero Data Centers

In a significant market move, INNOVO has formed a strategic partnership with Energy Storage Solutions (ESS) and ARCO DB to develop over 100 net-zero data centers across the U.S. by 2026, powered by INNOVO's bio-farm technology.

James Reynolds, CEO of Energy Storage Solutions, commented: "After evaluating multiple cleantech options, we found that INNOVO's algae bio-farms offer the only market-ready solution that can deliver

both the carbon reduction and financial returns our projects require. Their proven track record in Malaysia gave us confidence that this technology is ready for large-scale deployment."

This consortium will create a new standard for sustainable data infrastructure, addressing the soaring energy demands of AI and cloud computing while meeting strict corporate ESG requirements.

Why Algae Bio-Farms Now?

The timing for INNOVO's market expansion aligns with three critical market forces:

1. **Corporate net-zero deadlines approaching** with few viable solutions available now
2. **Carbon credit markets maturing** and demanding higher-quality removals
3. **Investor fatigue with pre-revenue cleantech** that promises returns in decades, not years

"The contrast between INNOVO and other carbon technologies is stark," noted Patricia Baronowski-Schneider, VP of Communications at INNOVO. "Small Modular Reactors (SMRs) won't be online until 2030 at best, and Direct Carbon Capture (DCC) isn't projected to be profitable until 2050. Meanwhile, our technology is operational today and already turning a profit."

About INNOVO

INNOVO is a forward-thinking organization dedicated to providing technological solutions that align with the principles of sustainability and profit. Committed to combating climate change, INNOVO collaborates with companies worldwide to promote environmental responsibility while fostering economic opportunities.

Contact:

Patricia Baronowski-Schneider
Vice President of Communications

Email: patricia.baronowski-schneider@innovo-network.com

Website: <https://innovo-net-zero.com/>

Note: INNOVO is currently engaging with select strategic investors and partners to scale its proven technology across key markets in North America, Europe, and Asia.