Planet-A-Mor Status Report - Q3 2025

- **Title**: Planet-A-Mor Annual Report Q3 2025

- **Visual**: Full-page photograph of young reforested Amazon land, with local Ashéninka presence

- **Subtitle** (italic): *Regrowing the Peruvian Amazon, Rooted in Community & Impact*

Executive Director's Foreword

Dear Stakeholders,

As we reflect on the past year at Planet A Mor, I am filled with immense pride and gratitude for the progress we have made together. Despite the challenges we faced, our commitment to sustainability and community empowerment has driven us to achieve remarkable milestones.

One of our most significant achievements this year was the successful establishment of a banana flour factory in the small town of Tournavista, Peru. This venture was made possible through a fruitful partnership with two Danish investors, who have joined our mission and contributed the necessary capital for the factory's construction. With their support, we now proudly operate a production line capable of producing 3,000 kilos of banana flour, a venture that not only enhances our business capacity but also provides employment opportunities for the indigenous women in the region. A recent social study indicates that our factory will positively impact approximately 1,000 individuals, directly and indirectly, fostering economic growth in the community.
In line with our commitment to environmental stewardship, we have expanded our plantation by planting an additional 8 hectares of trees using our proven permaculture model. This initiative not only enhances biodiversity but also plays a vital role in carbon sequestration, aligning our operations with global sustainability goals.

We are also delighted to welcome Mr. and Mrs. Tobiasen as new stakeholders, acquiring a 10% ownership stake in our growing enterprise, bringing our total number of owners to six. Their investment underscores the increasing confidence in our vision and strategy.

In collaboration with Symagine, an Indian company engaged in reforestation, we are co-developing an innovative app that will revolutionize tree monitoring. This app will geolocate trees, specify species, calculate CO_2 absorption, establish maintenance protocols, and utilize blockchain technology to NFT our trees. This integration, facilitated by our partnership with Circular Finance (CIFI), not only enhances transparency but also introduces a new paradigm in sustainable finance.

Additionally, we have expanded our ecotourism offering by constructing four Malucas (huts) on our plantation. These facilities will welcome tourists and investors alike, providing them with a

firsthand experience of our sustainable practices. We were thrilled to host two groups of tourists and investors last year, showcasing our commitment to regenerative agriculture.
Looking ahead, we are in the final stages of closing a significant export contract for banana flour with a multinational import company, which has the potential to absorb our entire production. This contract will be a pivotal step in scaling our operations and reaching new markets.

Furthermore, we are actively raising capital through a private investor who is expected to join our ownership group as the seventh member, with a stake of 5-10%. We are also finalizing the development of our app and blockchain integration, which will support our innovative regenerative finance model. This model will be anchored in real-life value assets—our land ownership and trees—which will be NFTed. We look forward to offering an exclusive group of investors the opportunity to purchase the first 112 NFTs as a pioneering investment in sustainable finance.

As we forge ahead, I want to extend my heartfelt thanks to our investors, partners, and the dedicated team at Planet A Mor. Together, we are making strides towards a more sustainable and equitable future for our planet and its people.

Thank you for your continued support.

Warm regards,
Michael Kristensen
CEO, Planet A Mor
July 18th 2025

3. Vision Mission & Identity

Vision

• Making Large scale permaculture agriculture possible and economically viable

• We will be the new standard for sustainable farming, agroforestry, biodiversity and equality.

Mission Statement

• We will refine commodities, and produce world class products like timber, lumber, fruit, chocolate and coffee locally.

• We will continually work toward empowerment of women in the local communities.

• We will grow organic and sustainable produce such as Trees, Cacao-Ginger-Coffee. Agroforestry/Permaculture or similar sustainable growth methods will be the backbone of our production solutions.

• We will create an exclusive product line, and a new Chocolate and Coffee Brand, grown and produced in Latin America. A brand so excellent that it will excel the best producers worldwide.

• We will plant more trees than we harvest. We emphasize rare tropical tree species.

• We will constantly seek innovative, solid, sustainable solutions both from a social and commercial, eco-economic perspective.

• We will do so from a holistic perspective and in cooperation with all thinkable stakeholders.

Key Differentiators:

- Land-owned by Planet-A-mor and stewarded collaboratively with Indigenous partners
- Full-life-cycle product development tied to regenerative forest growth
- Integrated green finance model with transparency and geolocation monitoring (Planet-A-mor, US Forest Service, New Forests)

Operational Footprint:

- Region: Tournavista area in the Peruvian Amazon
- Community Partnership: Work tightly with Ashaninka village(s) and leadership in Tournavista (Chief Bernardo, Mayor Christóbal) (Planet-A-mor, Planet-A-mor)

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4. 2024 Impact Dashboard

Clean infographic layout

Metric	2024 Result
Trees Planted	11,068
Planting Sites/Regions	Puerto Inca Tournavista Peru Amazonas
Community Participants	22 field workers- banana flour factory workers , cooks
Biodiversity Outcomes	Ant bird, Falcon (Renato name it) huge expansion of butterflies and bee hives, anaconda visits
Carbon inset	4.980 ton

🌿 Survival Rate 87% - 13% replanted

All metrics are verified through third-party baseline assessments, local nurseries, and biodiversity data collection (static.treedom.net, Planet-A-mor, US Forest Service)

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5. Project Timeline: 2024 Milestones (Add info about new cabins)

Structured visually, vertical or horizontal flow:

- **Jan** – Start of nursery planting phase on owned land
- **Mar** – Ashaninka-led planting with Chief Bernardo and community
- **May** – Green investment platform rollout; onboarding early B2B investors
- **Sep** – Launch of Climate games team event pathway for corporate partners (Planet-A-mor)
- **Oct** - building 4 new Malucas (guest huts)
- **Nov** - plantation trip with 12 participants - both investors and friends of PAM

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6. Field Voices & Impact Stories

Story 1: "A Nursery in Tournavista"

- Photo of community planting
- Description (100–150 words) + quote: *"These trees will feed our land, protect our water, and secure our future." — Ashaninka leader*

Story 2: "Climategames in Action"

- Photo from a corporate runner event

- Outcome narrative + quote from partner (e.g., Kia Oval leadership) (Planet-A-mor)

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7. Environmental & Social Impact Overview

Section Header: *"Beyond Restoration: Regenerative Results"*

🌍 **Environmental**

- Reforested hectares: 8 Ha.
- Tree diversity/species count: 18 tree species
- Carbon sequestered: 4.980 ton. PAM CO2 emmision summery - Kopi
- Soil health & biodiversity enhancements (biochar, permaculture design) (Planet-A-mor, US Forest Service, Planet-A-mor, Planet-A-mor)
- Alternative energy report PAM alternative energy commitment .pdf
- Environmental beneficiary outcomes PAM beneficiarie outcome
- PAM EMS report PAM documentation for reduction in industry standards EMS

👫 **Social**

- Jobs & training for Ashaninka community members: PAM employee training plan - Kopi.pdf
- Community investments PAM Input for Community Investments - Kopi
- Social studies PAM social studies on Ashaninka - Kopi
- Women and youth engagement percentage: [Insert]
- Education and community infrastructure initiatives: PAM mentorship spanish

Challenges: seasonal drought, resource constraints, remote logistics — turned into learning opportunities and resilience planning.

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8. Financial Snapshot & Investment Returns

Header: *“Impact Meets Investment”*

Revenues

- Green Investments: $ 51,137,00
- Investors: $160,000,00
- Total revenue $211,137,00

Expenses

- Reforestation operations: $79,862,00
- Community programs: $2,500,00_
- Admin/overhead: $4,000,00___
- **Total Result 2024 $124,775,00**

Strategic Partnerships

We believe collaboration is the root system that sustains long-term regeneration. At Planet-A-Mor, we are forging partnerships across Indigenous communities, emerging technologies, regenerative product development, and climate finance to accelerate impact with transparency, innovation, and equity at its center.

Indigenous Partnership & Ethical Sourcing

At the heart of Planet-A-Mor is our living partnership with the **Ashaninka people of Tournavista**. Together, we co-design restoration strategies that respect cultural heritage and ecological intelligence. In 2024, we signed a formal agreement to **purchase 100% of the cacao harvest** from Ashaninka lands, minus 30% intentionally left in the forest as an offering — a commitment that centers on reciprocity, not extraction.

Conscious Investor Appeal

B-Corp - B-Corp certification recognizes that Planet-A-mor meets high standards of social and environmental performance, accountability, and transparency. It signals to customers, employees, and investors that our business is committed to more than just profit, fostering trust and brand loyalty. Certified companies often gain a competitive edge, attract purpose-driven talent, and access a network of like-minded organizations. By making sustainable and ethical practices a cornerstone of our operation, we believe we can enhance long-term resilience and stand out in a market increasingly driven by conscious consumers.

SBTi - The Science Based Targets initiative (SBTi) helps companies set greenhouse gas reduction goals that align with the Paris Agreement. By committing to SBTi, Planet-A-mor demonstrated credible action on positive environmental impact, enhancing our reputation with stakeholders and the public. This step can reduce regulatory risk and position PAM as a leader in sustainability. Aligning with SBTi also builds resilience against future market shifts as the global economy gives more attention to nature-based solutions.

Tree Monitoring & Investor Interface

Our integrated **tree monitoring app with Symagine** gives investors real-time visibility from planting to harvest. Every tree is geolocated, growth-tracked, and linked to its ecological and financial value — creating a living portfolio that grows alongside the forest.

Green Investment & Blockchain Integration

With **Circularity Finance**, we're embedding **blockchain accountability into green investments** — offering traceable funding flows, community participation, and investor alignment with long-term regenerative outcomes.

Carbon Market Registration

In 2025, Planet-A-Mor officially registered with the **Open Forest Protocol**, a blockchain-based carbon verification system built for transparency and accessibility. This partnership ensures our reforestation outcomes can be validated, reported, and monetized on the global carbon market — supporting both environmental goals and community economics. (Satellite/LIDAR info??)
🔗 www.openforestprotocol.org

Research & Validation

We collaborate with **INIA** (National Institute for Agrarian Innovation) to conduct biodiversity baseline assessments and ongoing environmental monitoring. Their data-driven methodology ensures we track impact with integrity and scientific rigor. This is also the organization that provides the industry standards for tree growth rates in our area - a vital part of carbon credit calculations.

Regenerative Ag and Food Security

We have joined Foodleap - an online innovation platform that connects stakeholders across the food industry—startups, researchers, corporates, and funders—with qualified partners, innovation facilities, and relevant knowledge to accelerate sustainable food solutions. By enabling efficient collaboration and shared resources, Foodleap helps innovators like Planet-A-mor reduce time to market, access interdisciplinary expertise, and scale impactful ideas.

Climate Action Platforms

Through our alliance with **Climate games**, we offer corporate partners a unique pathway to engage in tree-planting via employee wellness challenges. This bridge between environmental action and organizational culture turns steps into trees.

Rewarded Microlearning

In partnership with **UQualio**, we are developing **reward-based educational modules** for investors, community members, and partners — turning knowledge about permaculture, green finance and carbon markets, and reforestation into an accessible, incentivized experience.

IoT Forest Monitoring

We are currently in **active development talks with IoT partners** to identify the best sensor technologies for our field conditions. These tools will support real-time environmental monitoring — including soil moisture, tree size, and biodiversity — further enhancing both ecological oversight and investor confidence.

Let's Build Together

We are actively expanding our partnership ecosystem to include:

- **Tech platforms** in forest modeling, sensing, and AI
- **Academic institutions** in biodiversity, ecology, or Indigenous systems
- **Brands and funds** seeking traceable, high-integrity impact investments

Regeneration takes a network. Let's grow one together.
Jason@planet-a-mor.org |

10. Looking Ahead: Goals for 2025 and 2026

Header: *"Scaling Impact, Implementing Technology."*

- Test first Cacao harvest and explore export possibilities
- Expand the hectares planted with another 20 Ha.
- Secure partnership to export banana flour
- Strengthening biodiversity tracking and community co-ownership

- Install IoT devices on the plantation

“Our vision for the next year is not simply to plant trees — it’s to plant futures.”

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11. How to Get Involved

- **Tree Sponsorship/Investment** → via Run4Trees or our Treeshop
- **Corporate Partnerships & Employee Engagement** → via Climategames
- Visit: www.planet-a-mor.org
- Contact: Jason@planet-a-mor.org +1-224-334-0163
- Social: LinkedIn: https://www.linkedin.com/company/planetamor/?viewAsMember=true
- Facebook https://www.facebook.com/profile.php?id=100090615852865
- Instagram https://www.instagram.com/official_planetamor/
- YouTube http://www.youtube.com/@PAM-Reforestation

QR codes and CTA blocks for donations, investments, and engagement events.

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12. Gratitude & Acknowledgments

With deep thanks to:

- Ashaninka partners and village leadership
- INIA baseline monitors
- B2B investors & Climate games participants
- Volunteers, our growing team, and regenerative supporters worldwide