

CARBON NEUTRAL ANNOUNCES NEW CHIEF COMMERCIAL OFFICER

04-MAY-2026: Carbon Neutral is thrilled to announce the appointment of Su-Mei Sain as the organisation's Chief Commercial Officer.

Since joining the company last year as Head of Investment Opportunities, Su-Mei has played a key role in progressing the organisation's commercial pipeline and strengthening its approach in the development and investment into large scale land restoration and carbon sequestration initiatives.

This appointment reflects both her impact to date and the important role she will play as the company continues to expand on its position as one of Australia's leading organisations in nature-based reforestation and carbon project development.

With a background spanning ASX-listed companies across mining, biotechnology, agriculture and carbon, Su-Mei brings a breadth of experience to the role. Over the last 15 years, she has held senior executive positions in various public listed and private companies. She is recognised for her ability to bridge strategy and execution, combining commercial insight with financial expertise to help organisations scale and deliver on their ambitions.

Her experience in carbon markets is particularly strong, with a focus on carbon farming and offsets. She has worked across project origination, financing and transaction execution, a career that aligns with her personal values in addressing the climate crisis through tangible environmental solutions.

Su-Mei holds a Bachelor of Commerce degree from the University of Western Australia, complemented by a CPA and a GAICD from the Australian Institute of Company Directors.

"I'm excited to take on the role of Chief Commercial Officer and continue building on the momentum we've created over the past year," said Su-Mei. "Carbon Neutral is uniquely positioned to deliver high-quality, nature-based solutions and I look forward to further developing our commercial strategy, expanding our project portfolio and deepening our partnerships."

Carbon Neutral's Chief Executive Officer, Dr Phil Ireland, said Su-Mei's promotion reflects the strength of her contribution since joining the organisation.

"Su-Mei's commercial mindset, depth of experience and understanding of carbon markets have already delivered tangible results for the business. We are delighted to have her on board as CCO; her ability to identify opportunities and drive strategic growth will be critical as we continue to scale." – Phil Ireland, Carbon Neutral CEO

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MEDIA ENQUIRIES

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About

For over 20 years Carbon Neutral has been working with individuals and organisations to reduce their impact on the planet. The organisation offers carbon reduction and offset solutions to organisations across the globe, supporting a diverse range of clients from individuals to large corporate emitters. Carbon Neutral's advisory services help partners estimate their emissions and devise strategies to reduce them. Operating as a profit-for-purpose, the organisation is also the developer of the largest biodiverse, reforestation carbon sink in Australia.