

## Script B15 English

Sustainability is no longer an option, a trend, or a label.

Today, complying with environmental regulations is mandatory, not just a choice.

This has increased its significance in the business economy...

In recent years, sustainability regulations have grown exponentially, increasing their significance in the business economy as well...

...and has led to the creation of environmental asset markets, which assign financial value to sustainable projects that help companies meet their obligations and reduce their impact by trading environmental credits.

Companies can purchase these environmental credits to support and sustain sustainable projects, offsetting their negative impact on the planet while ensuring regulatory compliance.

In recent times, Water Positive projects have gained significant importance, addressing one of the most critical challenges of the global climate situation. These credits value projects that return more water to the environment than is used in production, through watershed restoration, groundwater recharge, wetland conservation, and more....

Environmental asset markets offer numerous advantages—not just for the environment, but also for economic efficiency, innovation, and the creation of new business opportunities.

That's why NTT DATA has developed MeetZero: sustainability in action.

A technological platform for the creation and operation of environmental markets, leveraging blockchain to tokenize credits, ensuring security and trust, and preventing fraud.

MeetZero enables the management and promotion of Water Positive projects and credits by registering new initiatives, independently verifying and certifying the credits, and facilitating their trade through a marketplace.

This platform has been the cornerstone of the successful collaboration between NTT DATA and Veolia.

A joint project that evaluates the viability of MeetZero as a platform for managing Water Positive Credits (CAPs) driven by Veolia, among other partners.

A standard that certifies the reduction of the water footprint through actions with a positive impact, such as water savings, improving the quality of discharged water, and conserving water bodies.

...and which has generated and placed 13,065 Water Positive credits in Spain's first voluntary water credit market, equivalent to 13,065,000 liters of reduced water footprint.

The European Water Positive market is valued at €1.763 trillion, with exponential growth expected in the coming years.

With MeetZero, NTT DATA could achieve an estimated business value of €35 million over the next three years.

A positive impact on the planet, managed through MeetZero, has helped dozens of companies reduce their environmental footprint while controlling the necessary investment.