Reads
MEASURE, VALUE, TRANSFORM

WHAT IS READS?

Reads is a scientific and technological solution designed to help companies and investors **credibly measure, value and manage their environmental and social impacts**.

Reads combines **internationally recognized methodologies with cutting-edge technology** to drive strategic, data-informed decisions.

KEY PILLARS

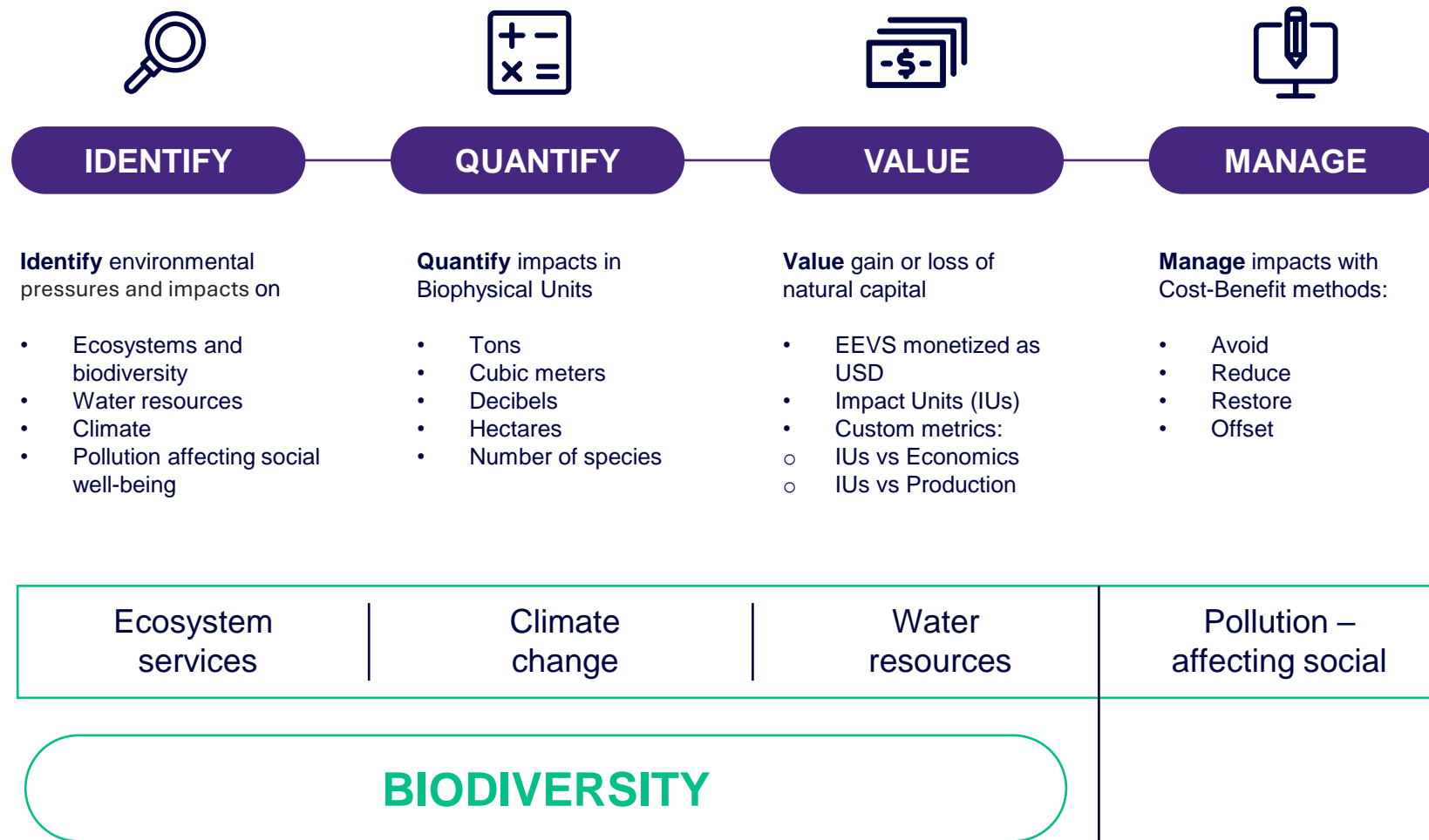**Scientific excellence**

Transparency

Strategic impact

Innovation

Commitment to nature & people

RETHINKING VALUE. RESTORING BALANCE

Reads
MEASURE, VALUE, TRANSFORM

WE MAKE
NATURAL AND SOCIAL CAPITAL COUNT

Because when the true value of nature and society is measured, better decisions follow

IDENTIFY	QUANTIFY	VALUE	MANAGE

Identify environmental pressures and impacts on

- Ecosystems and biodiversity
- Water resources
- Climate
- Pollution affecting social well-being

Quantify impacts in Biophysical Units

- Tons
- Cubic meters
- Decibels
- Hectares
- Number of species

Value gain or loss of natural capital

- EEVS monetized as USD
- Impact Units (IUs)
- Custom metrics:
  - IUs vs Economics
  - IUs vs Production

Manage impacts with Cost-Benefit methods:

- Avoid
- Reduce
- Restore
- Offset

Ecosystem services	Climate change	Water resources	Pollution – affecting social

BIODIVERSITY

PEER REVIEWED
AND ENDORSED BY

European Business & Biodiversity Platform

NATURAL CAPITAL COALITION

TNFD Taskforce on Nature-related Financial Disclosures

*Methodology produced in collaboration with independent experts affiliated with UNEP-WCMC, acting in their personal capacity and not on behalf of the organization.

OUR **PARTNERS**

Microsoft

MINSAIT

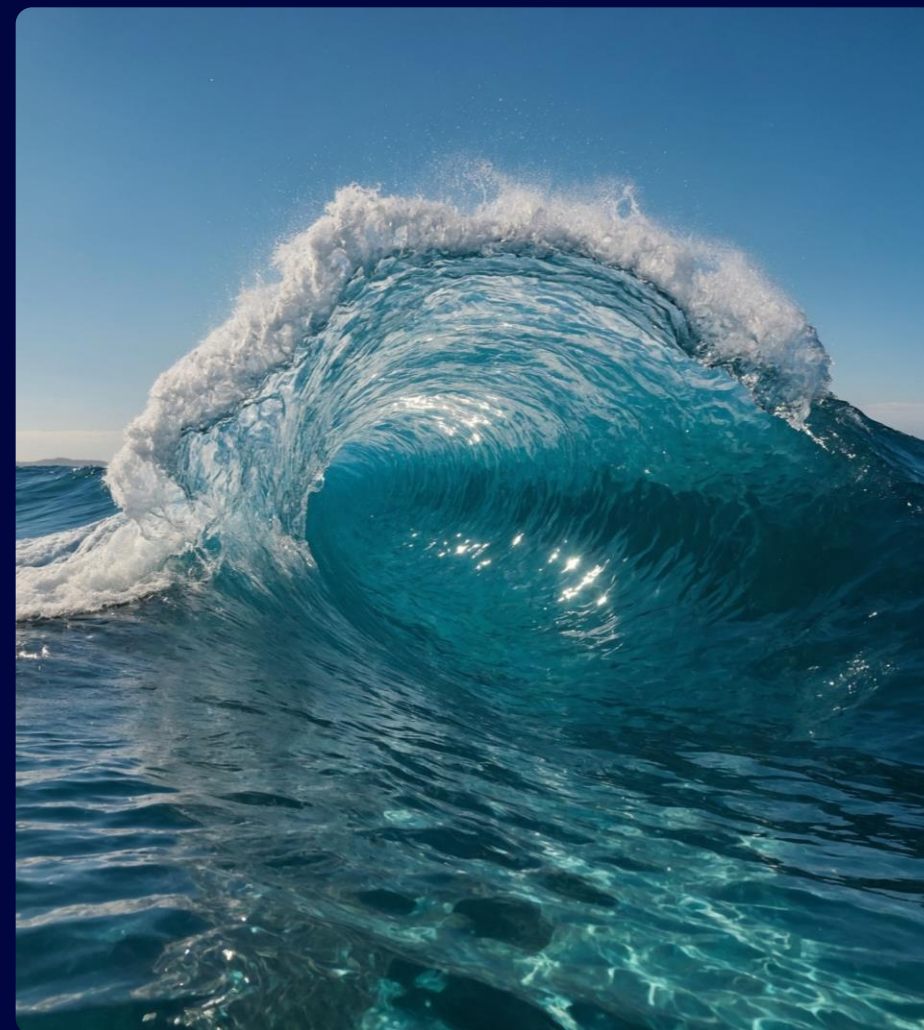worley
DELIVERING SUSTAINABLE CHANGE

ecoacsa

IDOM

VNiVERSiDAD Đ SALAMANCA

UC | Universidad de Cantabria

CE Delft

OUR DIFFERENTIAL VALUE

FINANCIAL VALUE CREATION

Facilitates ESG funding access and enables stakeholders to assess strategy, risks, and opportunities in natural capital

BUSINESS MANAGEMENT

Integrates ESG criteria into business strategy to enhance decision-making and manage environmental impacts effectively

ENDORSED BY INTERNATIONAL ORGANIZATIONS

Follows top sustainability protocols, validated by independent organizations

INTEGRATION WITH ESG TOOLS

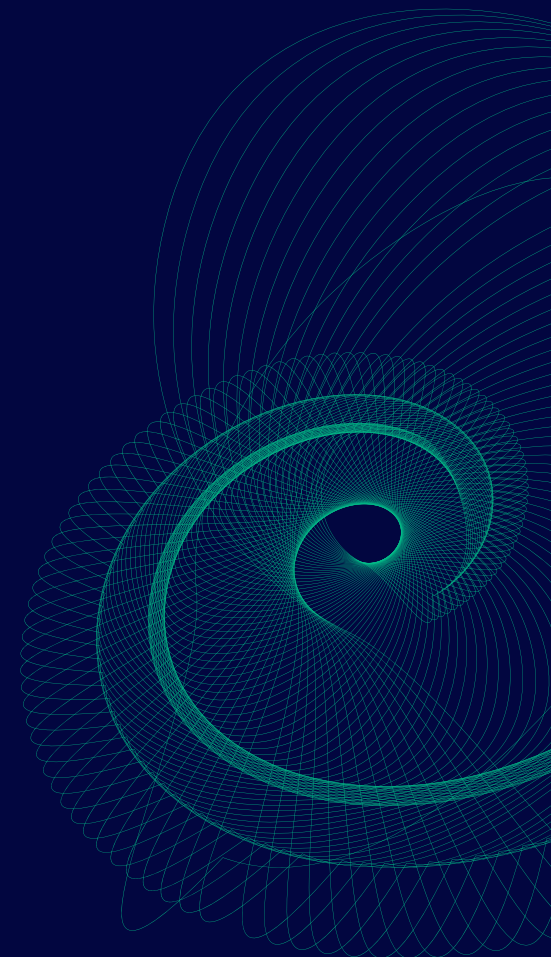Microsoft Sustainability Manager® and supports ESRI integration

SECURITY AND USABILITY

Secure cloud application with Microsoft standards, accessible via a user-friendly website

PERMITTING AND COMPLIANCE

Supports permitting and ensures compliance with TNFD and CSRD through natural capital valuation approaches

Reads
MEASURE, VALUE, TRANSFORM

CLOUD SOLUTION BUILT ON MICROSOFT AZURE

- Highest and exigent security standards.

- Hosted in public cloud, resources are privatized.

MULTICLIENT ENVIRONMENT

- Hosted in an environment with dedicated resources (privacy & performance) and shared resources (cost-efficiency).

- Privacy guaranteed.

- Azure Active Directory implementation.

SECURITY

- Proven vulnerability management and incident management protocols.

ATTRIBUTES

- PowerBI embedded is used for data mining and analytics. No additional licence is required.

- The solution allows data export.

Infrastructure

Access via web navigator (Edge, Chrome, Firefox, Safari)

https

Security + Access control APP Gateway (WAF) WebApp (orchestrator+security)

Business Logic Function

Database SQL

Reports Built in PowerBI

The infrastructure is allocated in North Europe.

RETHINKING VALUE. RESTORING BALANCE