



CoGo and Experian collaboration will provide Australians with carbon footprint information directly within their digital banking apps

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Carbon footprint tracking expert CoGo has announced a first-of-its kind collaboration with Experian (Australia), the world's leading global information services company, that will help Australians to better understand the carbon emissions associated with spending. Powered by CoGo, banks who use Experian's 'Look Who's Charging' transaction categorization solution will soon be able to offer consumers the ability to track their carbon emissions directly via their banking apps.

"Experian is committed to building a sustainable future. This work will help provide carbon emissions data to Australian consumers quickly and easily to help them make lower carbon choices," comments David Washbrook, Co-Founder & General Manager of Look Who's Charging (an Experian Company).

"Consumers are looking for greater transparency around their spending footprint. Look Who's Charging is already integrated with over 20 Australian financial institutions, including three of the big four banks, and those institutions will now also have the ability to let their customers see the carbon impact of their spend," comments Ben Gleisner, CEO and Founder of CoGo.

CoGo is currently in discussions with several of Australia's biggest banks around carbon footprint integration, amidst increasing demand from consumers and businesses for transparency around this data.

Last month the UK's NatWest Group announced the integration of CoGo's carbon footprint API into its core banking experience. Insights from an earlier pilot with NatWest showed the average user saved approximately 11 kg of CO2 emissions per month by committing to behavioural changes that used less carbon – such as composting. Replicated across NatWest's 8 million customers, this equates to 1 billion kg of CO2 emissions per year, equivalent to planting 17 million trees.

About CoGo

The CoGo API enables banks and other corporations to integrate carbon (and in time additional sustainability) data into their customer experiences - for example providing bank customers their carbon footprint in the bank's own mobile app.

Learn more at cogo.co

About Experian

Experian is the world's leading global information services company. We help individuals to take financial control and access financial services, businesses to make smarter decisions and thrive, lenders to lend more responsibly, and organisations to prevent identity fraud and crime.

Learn more at experianplc.co

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