

LEAF COALITION EXPANDS DEMAND FOOTPRINT INTO ASIA WITH TENCENT

12 November 2025 | Belém: Tencent, a global technology and entertainment company, has become the first Asia-headquartered corporation to sign up commit climate finance to the LEAF Coalition.

Tencent's participation in LEAF reflects its commitment to addressing residual emissions as part of its broader net-zero strategy. This includes supporting nature-based solutions and a system-wide multi-stakeholder approach to strengthen and grow the voluntary carbon markets in Asia.

Tencent's joins over 30 corporations in committing finance to the LEAF Coalition, including Amazon, Airbnb, Bayer, EY, H&M, PwC, Salesforce and Walmart Foundation. LEAF companies will purchase high integrity forest carbon credits from large-scale, government led programs to tackle deforestation, cut carbon emissions and deliver social benefits.

Hao Xu, Vice President of Sustainable Social Value of Tencent, and Head of Climate Innovation, said 'Protecting nature is as urgent in Asia as anywhere in the world. Nature-based solutions are not just about offsetting emissions, it underpins climate stability and the livelihood of communities that rely on healthy ecosystem services like clean air, water and soil.

'We're delighted to be the first Asian company to commit to LEAF and support programs that protect forests and empower communities. LEAF's public-private finance model offers a scalable pathway to tackle deforestation and strengthen ecosystem services. We look forward to seeing more Asian companies join the effort and accelerate this momentum.'

'We congratulate Tencent on becoming LEAF's first Asian based company. This represents a significant step forward as we work to accelerate finance to support forest governments in tackling deforestation. Funding from LEAF agreements has the potential to change the current economic incentives which make forests worth more alive than dead.'

To date, LEAF has raised over \$1 billion in public and private sector commitments, received eligible proposal to supply high integrity emissions reductions from 27 forest governments. Four agreements have been signed with forest governments to deploy almost \$300 million of the finance committed.

Tencent's participation demonstrates the ongoing corporate interest in investing in high-integrity jurisdictional REDD+ programs, plus the potential for LEAF to accelerate demand and achieve a global footprint of buyers.

Tencent is also exploring opportunities to use the reach of its social media and gaming platforms, to engage consumers with strong messaging on sustainability and the urgent need for action to protect nature.

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Notes to Editors

The LEAF Coalition

Launched during President Biden's Leaders Summit on Climate in April 2021, the LEAF Coalition aims to build a market for high-integrity REDD+ emissions reductions credits from large-scale schemes operated by national or subnational governments (known as the jurisdictional approach). LEAF ensures the highest environmental and social integrity of REDD+ results by only purchasing credits issued by ART as verified to meet requirements of its TREES standard for jurisdictional REDD+ emissions reductions and removals. This builds buyer confidence and trust by ensuring the highest levels of environmental integrity and social safeguards, particularly for Indigenous peoples and local communities.

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Emergent

Emergent is a US non-profit that serves as a transactions platform engaging between tropical forest countries and the private sector to mobilize finance to support emissions reductions in deforestation. It does this by developing and bringing practical, credible and large-scale forest protection solutions to market. Emergent serves as the coordinator of the LEAF Coalition.

ART TREES

ART is a standalone, independent program that develops and administers standardized procedures for crediting emissions reductions and removals from national and large subnational REDD+ programs. ART's standard for the measurement, monitoring, reporting and verification of emissions reductions and removals from the forest sector – The REDD+ Environmental Excellence Standard, known as TREES – represents the next step in the evolution of global efforts to protect and restore tropical forests. TREES supports transformational climate action at scale, while upholding rigorous social and environmental integrity.