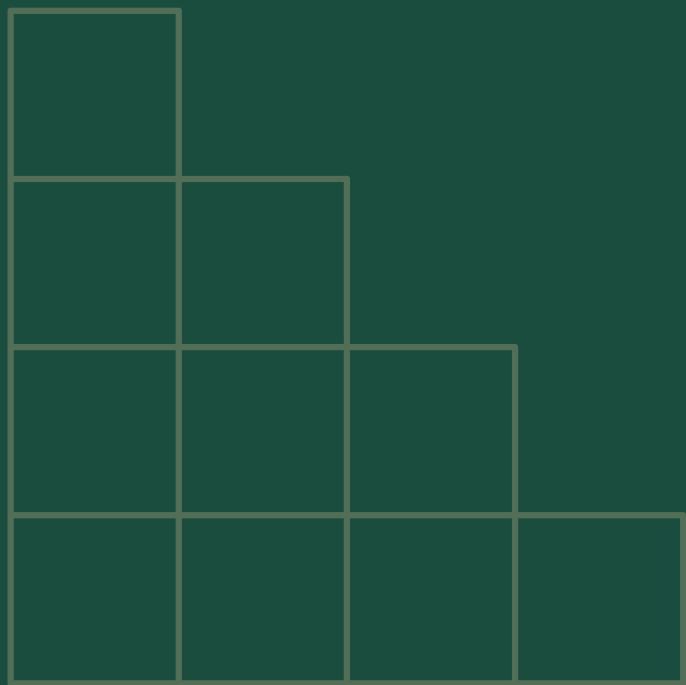


Australia's only independent greenwashing expert

TRUSTED BY THE UN, FORTUNE 500, AND ASX LEADERS,
JOHN BUILDS BULLETPROOF ESG STRATEGIES TO SAVE
AUSTRALIAN COMPANIES MILLIONS.

JOHN PABON
JOHN.PABON@FULCRUM22.COM
WWW.JOHNPAON.COM





In the next 18 months, your brand is one claim away from ASIC action, millions in fines, and front-page reputational damage. I'll prevent that.

Executive Summary: Your Greenwashing Protection Plan

Window to Act Closing Fast

Problem

2024: ASIC enforcement surge (300% increase)
2025: Mandatory climate disclosures begin
2026-2027: Full ESG integration mandatory



\$24M
Fines

Cost of waiting

**\$50K-
\$15M**
Fines



Public trust

**\$500K-
\$5M**
Legal fees

John Pabon's Unique Approach

Solution



AUDIT: A bulletproof methodology that builds credible ESG strategies



Marketing & Regulatory Prowess: To truly understand comms risks



A unique combination that doesn't exist anywhere else in the market

Clear Results

\$6B

in green bonds secured for nbn

\$500M

in potential penalty prevention

100%

board approval rate for work

100+

organisations helped



featured on ABC, CNN, Al Jazeera



greenwashing author

Different Tiers for Different Needs

Investment

Start here



**\$25,000+
6-8 wks**

Comprehensive Strategy
Perfect for building long-term ESG programs

**\$8,500+
3 wks**

Greenwashing Audit
Perfect for those launching new ESG initiatives

**\$15,000+
48-72 hrs**

Crisis Management
Perfect for those facing allegations or scrutiny

How vulnerable are you? Book a complimentary Executive Readiness Briefing to find out (see page 12).

Greenwashing Costs More Than You Think

Don't become the next AFR headline.

Recent enforcement actions reveal the true cost of inadequate preparation.

				
\$13M fine	Apology to 500K customers	Embarrassing Federal court case	\$11M fine	\$8.2M fine

Costs	Range	Impact
Direct Costs Regulatory fines Legal fees Compliance catch up	\$750K-\$22M \$50K-\$15M \$500K-\$5M \$200K-\$2M	IMMEDIATE CASH IMPACT EVEN WHEN YOU WIN JUST TO REACH BASELINE
Indirect Costs Market cap impact Customer trust loss Talent retention issues	UP TO 40% HIGHER TURNOVER KEY STAFF EXODUS	2-5 YEARS TO REBUILD PRICELESS TO RECOVER COMPETITIVE DISADVANTAGE
Opportunity Costs Green financing access Partnership opportunities Competitive advantage	DELAYED/DENIED LOST DEALS PERMANENT LOSS	GROWTH CONSTRAINTS MARKET POSITIONING INDUSTRY LEADERSHIP

The ROI Reality Check

\$25,000
Proactive investment now

\$2.5M++
Reactive cost later

10,000%
ROI of prevention

While competitors scramble to catch up in 2026, engaging John will put you one step closer to reputational safety.

But the Window to Act is Closing

CMOs and legal teams have 18 months to prepare for the biggest shift in sustainability history

2024 The Enforcement Surge

- ASIC enforcement actions jump **300%**.
- Regulators test **new powers** and **establish precedents**.
- Extreme reputation damage for companies that **may mislead** the public.

Actions required by mid-2025: Complete greenwashing and reputational vulnerability assessment.

2025 Claims checked in real-time

- New **mandatory climate disclosures** take effect for large companies.
- These require **unprecedented detail** and **verification** of sustainability claims.
- Organisations without transparency face **penalties and consumer fallout**.

Actions required by year-end 2025: Full framework and documentation in place.

2026-27 Full ESG Integration Required

- **Complete ESG reporting** requirements come into force.
- Governance must now be a **core business function**.
- Companies operating without professional frameworks **immediately disadvantaged** in capital markets, government contracts, and partnerships.

Final deadline: No extensions, no exceptions.

Pressure Points Intensifying



Investor Scrutiny: ESG fund managers demanding proof, not promises



ACCC & ASIC: Actively investigating environmental claims across all sectors
International Standards: TCFD, ISSB, CSRD alignment requirements



Consumers: Smarter, and more vocal, than ever before

Meet your insurance policy

When the stakes are this high, you need more than generic sustainability advice. You need Australia's only independent greenwashing expert.

The Unique Combination That Doesn't Exist Elsewhere

John's background combines the global policy expertise of the UN with the strategic business acumen of a McKinsey consultant, giving you a perspective that simply doesn't exist elsewhere in the Australian market.

- **20+ years** witnessing sustainability evolve from feel-good corporate initiatives to business-critical regulatory requirements.
- **4 continents** of experience navigating every major sustainability challenge of the past two decades.
- **100+ organisations** protected from greenwashing penalties totalling \$500M+.

But Here's What Really Matters

While others focus on compliance and reporting, John specialises in preventing the disasters that destroy reputations overnight. He looks at the communication strategies and stakeholder management that determine whether your sustainability efforts build trust or trigger backlash.

He's the only consultant in Australia who asks: "Will this trigger blowback?"

Author: "The Great Greenwashing" and "Sustainability for the Rest of Us"

Media authority: Featured expert on ABC News, CNN, Al Jazeera, and Vice Media

Global recognition: Work across North America, Europe, Asia, and the Pacific

Results delivered: \$6 billion in green bonds for nbn; crisis prevention for Fortune 500 companies



Trusted by organisations that can't afford to get it wrong



Traditional Consulting Leaves Serious Gaps

The Fatal Flaw in Generic Sustainability Advice

Most sustainability consultants focus on compliance and reporting. John Pabon uniquely combines compliance knowledge with marketing prowess. Because it's not just about what you're doing. This is about how you're communicating what you're doing.

Regulatory compliance ≠ Communication safety

Why Big 4 Firms Can't Solve This

- Process-heavy methodology = slow response to fast-moving regulations
- Junior consultant delivery = lack of specialised greenwashing expertise
- Template solutions = missed nuanced communication risks that trigger investigations
- Corporate reputation focused = limited understanding of regulatory psychology

The Expertise Gap in Australia

While there are hundreds of sustainability consultants in Australia, only one specialises in preventing the disasters that destroy reputations overnight.

Traditional consultants ask: "Are you compliant?"

John Pabon asks: "Will this statement trigger an investigation or loss of consumer trust?"

Here's what makes John different.



Why Leading Organisations Choose John Over Others

Traditional Consultants	Big 4 Firms	John Pabon
Generic sustainability advice	Compliance focused	Greenwashing specialist
Template solutions	Resource and cost intensive	Customised, agile approach
Junior consultant delivery	Multiple stakeholders	Direct access to principal
Theoretical frameworks	Process-heavy methodology	Real-world, practical solutions
Limited media credibility	Corporate reputation only	Published author & authority

“John, as the kids say, you’re a total vibe. Your work’s been instrumental in getting our new ESG strategy approved by all our key stakeholders.”

–CMO, ASX 200 company

“John was an asset to our cross-industry panel. He brought an external view of our sector that was fresh and engaging, with a compelling call to action.”

–The Australian Outdoor Media Association

“John is just an exceptional communicator in a subject matter that can, to many, seem complex.”

–Wealth of Nations Advisors

“Nobody approaches the subject quite like John. Not only does he break down a complicated subject, but makes it relatable.”

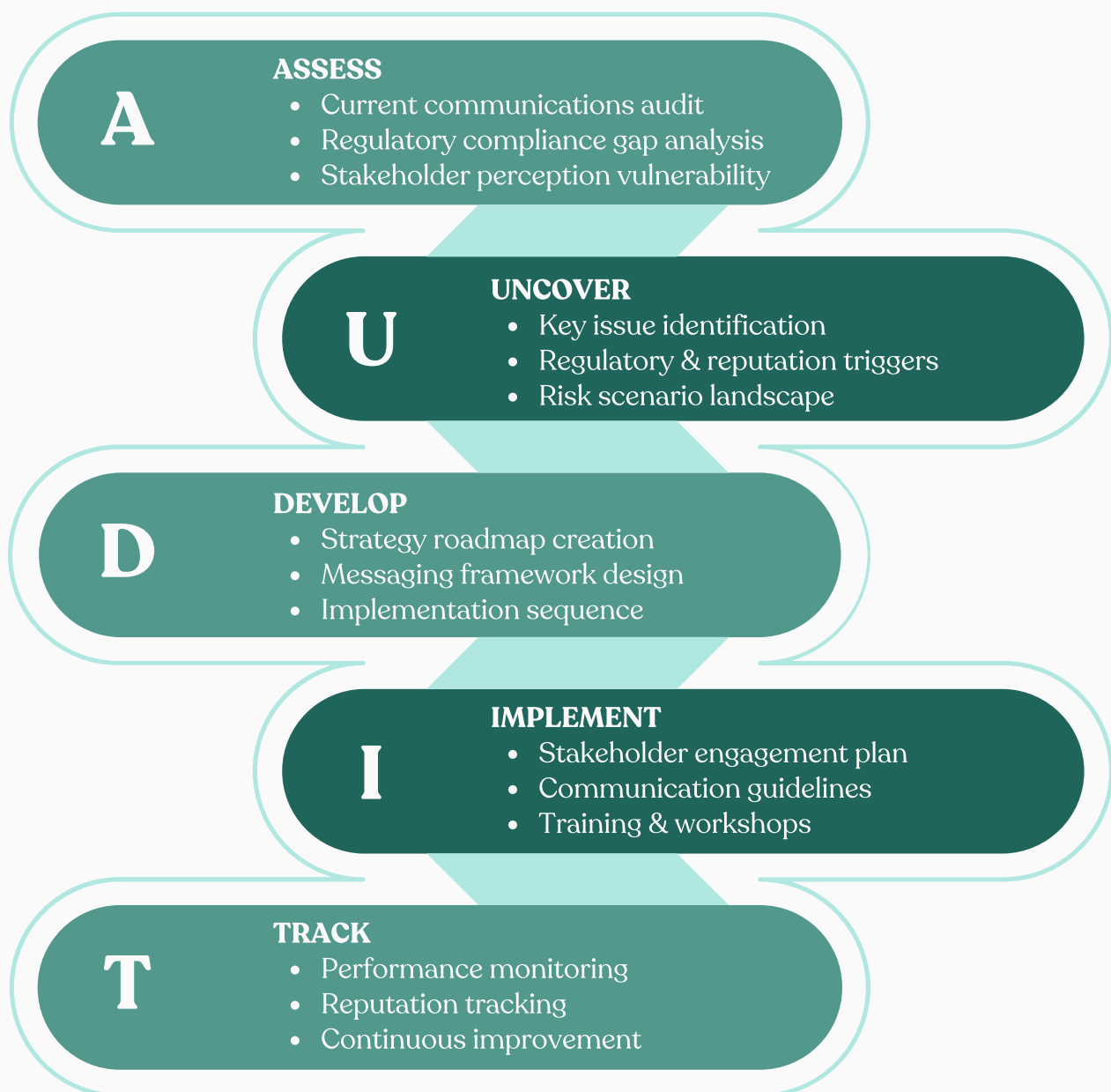
–The University of Melbourne

“Everyone who heard John speak praised the clarity and accessibility of his concepts. He was an invaluable asset and we would welcome him back in a heartbeat.”

–ReThink HK

The AUDIT Framework

A bulletproof process to create credible ESG communication strategies that protect reputations.



Every engagement includes the AUDIT Framework plus 60 days of implementation support.

Success Stories

Real results for real businesses



nbn: AUD6 Billion Green Bond Success

Challenge: Develop credible ESG narrative for Australia's largest infrastructure investment

Approach: Complete materiality analysis, sustainability reporting framework, and investor narrative creation

Result: AUD6 billion in green bonds, Australia's largest green financing success

MDA National: Board-Ready ESG Strategy

Challenge: Healthcare organisation needed first-time ESG framework aligned with SDGs

Approach: CEO and medical stakeholder engagement, materiality analysis, board presentation development

Result: 100% board approval for multiyear ESG roadmap within limited period of delivery



Chanel: Corporate Purpose Messaging

Challenge: Reinvent corporate good messaging across global markets

Approach: Stakeholder engagement, historical brand analysis, communication strategy

Result: Strengthened comms strategy, corporate positioning, and media campaigns leading to increased stakeholders confidence and customer retention

Costa Cruises: Crisis to Market Leadership

Challenge: Reposition ESG strategy in Chinese market following global reputational damage

Approach: Localised materiality analysis, stakeholder engagement strategy, operational framework redesign

Result: Improvement in stakeholder confidence within 12 months



TBS Energi Utama: Fossil Fuel Transition

Challenge: Indonesian energy company full diversification without greenwashing

Approach: World's first double materiality analysis for energy transition

Result: Greenwashing-free transition strategy, international recognition for transparency

Service Offerings

Choose your level of protection

1

GREENWASHING AUDIT & ACTION PLAN

Perfect for: Companies launching new sustainability initiatives

Timeline: 3 weeks

Deliverables:

- Comprehensive risk assessment (25-page report)
- Communication guidelines & dos/don'ts
- Competitor positioning analysis
- 90-day action roadmap

Investment: From AU\$8,500

2

COMPREHENSIVE ESG STRATEGY & MATERIALITY



Perfect for: Organisations building long-term sustainability programs

Timeline: 6-8 weeks

Deliverables:

- Full materiality assessment
- Stakeholder engagement strategy
- ESG reporting framework
- Executive presentation & board materials

Investment: From AU\$25,000

3

CRISIS COMMUNICATION & REPUTATION MANAGEMENT

Perfect for: Companies facing greenwashing allegations or regulatory scrutiny

Timeline: 48-72 hours

Deliverables:

- Crisis communication plan
- Stakeholder messaging framework
- Media response strategy
- Ongoing reputation monitoring

Investment: From AU\$15,000 + retainer

4

EXECUTIVE EDUCATION & TEAM TRAINING

Perfect for: Organisations wanting internal capability building

Formats:

- Keynote
- Workshop
- Multi-session training

Topics:

- Greenwashing prevention,
- Stakeholder communication
- ESG strategy

Investment: From AU\$8,500

Secure Your Spot Before Compliance Becomes Crisis

Only 6 comprehensive ESG strategy engagements available for the rest of 2025.

Availability is extremely limited with regulatory deadlines accelerating and John's specialised expertise in high demand. Companies that secure their spot now will be positioned for compliance success before the rush begins.

Companies that wait until 2026 will face:

- 300% higher consulting costs due to urgency premiums
- Limited availability of specialised expertise
- Compressed timelines that increase risk of getting it wrong
- Potential regulatory and customer scrutiny during transition period

Your Risk-Free Next Step

Confidential Executive Readiness Briefing

In just 30 minutes, you'll discover:

- The 3 hidden risks in your sustainability messaging most likely to trigger regulator or media scrutiny
- A Confidential Vulnerability Scorecard tailored to your business
- A Board-ready regulatory timeline showing what's coming in 2025–27

Exclusive to qualified CMOs and executives. Complimentary.

Book your confidential briefing now

Priority booking: john.pabon@fulcrum22.com