

FOR IMMEDIATE RELEASE: ASX | 12 August 2021

## Alexium BioCool™ Products: Sales Update

### Highlights:

- Sales of BioCool™ products have increased significantly over the last 3 months; led by our core customers transitioning from Alexicool® (our standard PCM) to BioCool™ products
- Alexium's BioCool™ products are registered with the USDA BioPreferred program and have a bio content of 94% - the **highest bio content of any microencapsulated PCM listed**
- Attractive proposition for our customers seeking a cost-effective means to improve their environmental credentials without sacrificing performance
- BioCool™ product sales now account for **48% of total product sales for mattresses**
- Features, functions and performance of BioCool™ products leading to strong interest from new customers offering an ideal opportunity for Alexium to both widen its customer base and increase market penetration

### Sydney (Australia), Greer (South Carolina, US) – 12 August 2021:

Alexium is pleased to announce strong progress in adoption and sales of its proprietary biobased and biodegradable phase change materials (PCM) which has recently been branded as BioCool™ products. Following the announcement on 1 December 2020 of successful commercialisation of this product line, BioCool™ product sales now account for 48% of Alexium's total product sales for mattresses, including both textile and foam applications.

### STRATEGIC & COMMERCIAL VALUE

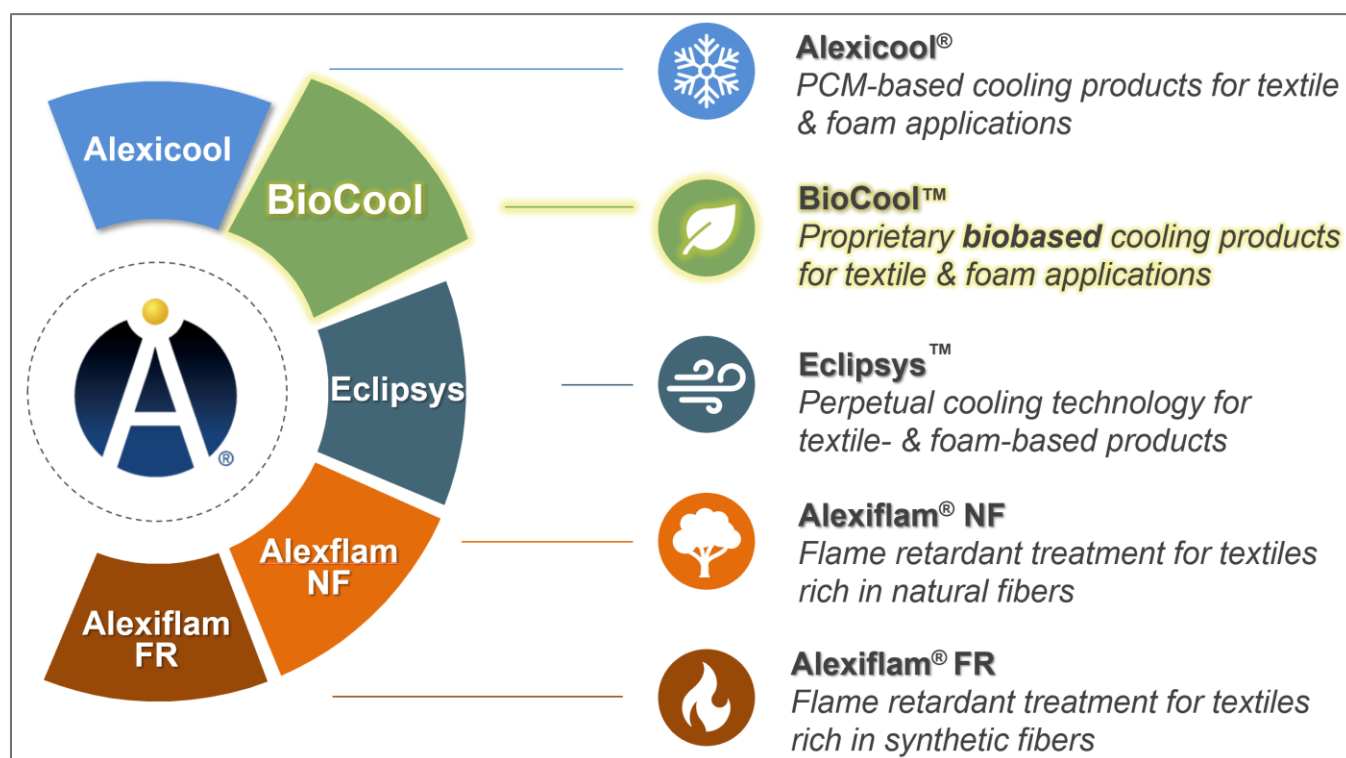
PCM-based cooling technologies have been a strategic focus for the Company and represent the bulk of product sales in FY21. For the US bedding market, the Company currently estimates the value of the total addressable annual market as US\$30M for textile and foam applications. Increasing market penetration and profitability per unit in this space is the focus of the company given our strong brand identity and product value proposition. Beyond the environmental benefits, BioCool™ products provide meaningful performance enhancements and offer critical production, marketing and commercial flexibility which we believe will enable the company to address the needs of a much wider market.

"Market reception to our BioCool™ product line has been very positive, and we are encouraged by the

rapid adoption from our current customers,” said Chris Crawford, Alexium Vice-President, Sales & Marketing. “Our existing customer base has immediately recognised the value of the BioCool™ proposition to their business and we are particularly delighted with the response of the many new customers who are currently conducting product evaluations and production trials with BioCool™ products.”

## PRODUCT / TECHNOLOGY OVERVIEW

PCMs are the key active material for the BioCool™ products and are used in a range of consumer products including bedding materials and activewear. The new BioCool™ product leverages a range of insights gained from Alexium’s years of research and analytics in thermal management applications. These benefits include certified biobased & biodegradable PCMs, improved handling during manufacturing, and cost competitiveness.



### Alexium Product Platforms

(Key products pertaining to this release are highlighted)

## NEXT STEPS

The Company’s BioCool™ platform is one of several recently announced initiatives to drive revenue growth this year. The initial sales focus has been on textiles and in particular the migration of our existing bedding textile customers to BioCool™ products in order to both gain rapid market acceptance as well

as scale-up production. In addition, we are confident that the demonstrable all-round superior characteristics of BioCool™ products will make it an equally attractive proposition for other textile applications as well as foam bedding applications, both of which we will focus on to deliver further revenue growth for Alexium in FY2022. This effort will run in parallel to other bedding market initiatives such as total mattress cooling systems (TMCS) which will be considered for BioCool™ products at a later stage.

### **About Alexium International Group Limited**

Alexium International Group Limited (ASX: AJX) is a performance chemicals provider for advanced materials applications with a focus on flame retardancy and thermal management. The Company is driven by an innovation model for addressing market gaps with patent-protected technologies. These environmentally friendly solutions have applications for several industries and can be customized to meet customer needs. Key markets for Alexium are military uniforms, workwear, and bedding products. Alexium brands include Alexicool® and Alexiflam®. For additional information about Alexium, please visit [www.alexiuminternational.com](http://www.alexiuminternational.com).

Authorised for release by Ms. Rosheen Garnon, Chair of the Board of Alexium International Group Limited.

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