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# **FGR signs exclusive distribution deal with reputable European supplier**

## **Highlights**

- **Distribution deal signed to boost First Graphene brand sales across Europe**
- **Reputable and experienced agent will promote PureGRAPH® to commercial sectors**
- **Five-year agreement will rapidly expand First Graphene's commercial capacity and distribution network**

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First Graphene Limited (ASX:FGR; "First Graphene" or "the Company") is pleased to announce it has signed an agreement with leading international distribution agent Keyser and Mackay (K&M). The five-year agreement gives the leading Specialty Chemicals Company exclusive rights to distribute PureGRAPH® products into sectors across Europe, with the exception of the cement and concrete segment.

## **Background**

First Graphene has rapidly established itself as a world leader in the manufacturing of graphene and has pioneered its use in many applications but achieving deeper market penetration is always imperative. The Company is well positioned to continue along the steep growth curve but in order to accelerate sales, First Graphene must achieve a larger global reach.

First Graphene's current distribution list includes a partnership with NeoGraf, who supplies PureGRAPH® products to the US market. This new agreement with K&M provides the Company with extensive penetration into European markets using a network that typically takes years to develop. The exclusive deal marks a significant milestone in extending First Graphene's reach into global markets.

## **Significance of the Agreement**

The five-year agreement will provide commercial horsepower for First Graphene as the Company rapidly grows its distribution network to meet rising interest and demand for PureGRAPH® products. The distribution model enables the Company to use the technical sales expertise of 30 K&M representatives, based in seven European countries. As a circa €160 million turnover organisation operating since 1894, K&M have strong client relationships across the continent which will be leveraged to attract offtake of First Graphene's PureGRAPH® product.

K&M's experienced workforce far exceeds First Graphene's internal capacity and its extensive network in Europe enables PureGRAPH® to be offered through known, reputable channels.

Each K&M office has its own storage facilities, providing space to store First Graphene's products, which will streamline international freight lines and supply chains.

**First Graphene Managing Director and CEO Michael Bell said:**

*"This is an excellent opportunity for First Graphene and marks a momentous next step in the commercial expansion of our PureGRAPH® products into global markets. "I thank our new partners Keyser and Mackay for their collaboration on this agreement and look forward to strengthening our relationship over the next five years. "Demand for graphene-enhanced materials continues to rise around the world and this distribution deal bolsters First Graphene's position as a world-leading supplier of graphene to European markets."*

**Keyser & Mackay Director Charles Lynch said:**

*"We are excited to provide our experienced distribution services to First Graphene, who have quickly become a globally renowned producer and supplier of high-quality graphene products. "First Graphene's capability to upscale production, ability to understand client needs and high standard Research and Development Support Team reinforced our decision to partner with them. "Keyser and Mackay represent over 100 suppliers who produce a wide range of products, and we look forward to promoting First Graphene's PureGRAPH® product across the European markets."*

**This release has been approved for release by the Board**

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**About First Graphene Ltd (ASX: FGR)**

*First Graphene Limited is focused on the development of advanced materials to help industry improve. The Company is a leading supplier of graphitic materials and product formulations with a specific commercial focus on large, high-growth global markets including cement and concrete; composites and plastics; coatings, adhesives, silicones and elastomers (CASE); and energy storage applications.*

*One of the key outcomes these advanced materials offer is the reduction of carbon dioxide emissions, whether directly through a reduction in output of these harmful greenhouse gases or lower energy usage requirements in manufacturing, or indirectly due to enhanced performance characteristics and extending the*

*usable life of products.*

*First Graphene has a robust manufacturing platform based on captive and abundant supply of high-purity raw materials, and readily scalable technologies to meet growing market demand. As well as being the world's leading supplier of its own high performance PureGRAPH® graphene product range, the Company works with multiple industry partners around the world as a supplier of graphitic materials and partner to research, develop, test and facilitate the commercial marketing of a wide range of sector-specific chemical solutions.*

*First Graphene Ltd is publicly listed in Australia (ASX:FGR) and has a primary manufacturing base in Henderson, near Perth, WA. The company is incorporated in the UK as First Graphene (UK) Ltd and is a Tier 1 partner at the Graphene Engineering and Innovation Centre (GEIC), Manchester, UK, where it has a strong marketing and R&D capability.*