

RNS REACH

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James Cropper plc

('James Cropper', the 'Company' or the 'Group')

Publication of Infographics

James Cropper plc (AIM: CRPR), the Advanced Materials and Paper & Packaging group, has published two new infographics on its corporate website.

The first infographic provides an overview of the Group's business model and investment case including information about the Company's divisions, service offering, target markets and strategic priorities. This can be found [here](#).

The second infographic focuses on the Advanced Materials division, specifically PEM electrolyzers and hydrogen, and can be found [here](#).

The Advanced Materials division serves a diverse range of end markets including fuel cells, wind energy, aerospace, defence and automotive. Within this division, James Cropper has developed some of the most advanced coating solutions for PEM electrolyzers, extending operating life by 60%. The PEM electrolyser market is anticipated to grow at a rate of 35% per year over the next 12 years as governments aim to meet emission reduction targets by delivering affordable clean hydrogen production with PEM electrolysis considered the optimal source of hydrogen generation.

Hydrogen could contribute to more than 20% of annual global emissions reductions by 2050. James Cropper is well-positioned to benefit from this trend as it develops and manufactures the highest quality GDL substrate with its products currently used in over 60,000 hydrogen fuel cells globally. The global fuel cell market is forecast to grow 26% per year from 2023 to 2030. The Group's strategic position with four manufacturing and converting sites, including one in the US, puts it in a strong position to take advantage of global fuel cell market growth.

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Notes for editors:

James Cropper is a market leader in Advanced Materials and Paper Products, centred around four market audiences: Future Energy, Technical Fibres, Luxury Packaging and Creative Papers.

A purpose-led business, built upon six generations of the Cropper family, James Cropper has a 500+ international workforce and an operational reach in over 50 countries.

Established in 1845, the Group manufactures creative papers, luxury packaging and advanced materials incorporating pioneering non-wovens and electrochemical coatings.

James Cropper is a specialist provider of niche solutions tailored to a unique customer specification, ranging from substrates and components in hydrogen electrolysis and fuel cells to bespoke colours and textures in

paper and moulded fibre packaging designed to replace single use plastics.

The Group operates across multiple markets from luxury retail to renewable energy. It is renowned globally for service, capability, pioneering and multi award-winning commitment to the highest standards of sustainability.

James Cropper's goal is to be operationally net zero by 2030 and to reduce carbon through its entire supply chain to net zero by 2050.

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