

Reach - a non-regulatory announcement

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Frontier IP Group Plc
("Frontier IP" or the "Group")

Portfolio news - Alusid signs first international distribution agreement with Dutch sustainable materials platform FRONT Materials B.V.

Frontier IP, a specialist in commercialising intellectual property, today announces that portfolio company Alusid Limited ("Alusid" or the "Company") has signed its first international distribution agreement with Dutch sustainable building materials firm FRONT Materials B.V. ("Front").

Front will have exclusive rights to distribute Alusid's wall and floor tile ranges in the Netherlands. The Dutch firm will also be able to distribute to the rest of Europe and the United States on a non-exclusive basis. Frontier IP holds a 35.4 per cent equity stake in Alusid.

This agreement demonstrates the global potential for Alusid's sustainable wall and floor tiles. They are made either wholly or near wholly from recycled industrial waste and have a significantly lower carbon footprint than equivalent tiles. The Company is in talks with other distributors internationally. Existing customers include Topps Tiles plc in the UK and Starbucks EMEA.

Front was formerly known as StoneCycling, which launched a brick made from recycled materials called WasteBasedBrick in 2015, the BioBasedTile in 2022 and CornWall in 2023. StoneCycling was renamed Front in 2024 to reflect a bigger ambition to provide architects, developers and contractors with sustainable alternatives for every visible area in, on and around their buildings. Projects that have been undertaken by Front include those in the Netherlands, elsewhere in Europe and the United States.

Ward Massa Front Materials CEO said: *"For nearly a decade, we have advocated for sustainable materials in architecture and construction, building a strong client base across Europe and the US for products like WasteBasedBricks and BioBasedTiles. Expanding our portfolio through strategic partnerships is key to our growth, and our collaboration with Alusid aligns perfectly with this vision."*

Alasdair Bremner, Alusid's CEO, said: *"This agreement marks an exciting milestone in our international growth strategy. We are delighted to be working with industry pioneers Front Materials and are confident their expertise and market presence will help Alusid enter these key markets. Together, we look forward to setting new standards of quality and innovation in the sustainable building materials space."*

Frontier IP Chief Executive Neil Crabb said: *"Alusid is helping to address issues around the sustainable use of materials and carbon emissions of concern to consumers and the building industry worldwide. We believe the Company's innovative surfaces, and wall and floor tiles, have the potential to achieve significant market share globally in the sustainable materials area. This agreement with Front Materials provides further, strong validation of Alusid's approach."*

ENQUIRIES

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ABOUT ALUSID

Alusid creates beautiful, premium-quality tiles and architectural surfaces by recycling industrial waste ceramics, glass and other materials much of which would otherwise end up in landfill.

The company's Sustainable Tile ranges are distributed in the UK by Topps Tiles and Parkside Architectural Tiles. Its products have garnered widespread industry acclaim and have won multiple awards over the years. Their Principle range was named wall tile of the year at The Tile Association's Awards in 2024. The Mas floor tile range, launched last year, has been shortlisted for Interior Surface of the Year at the Surface Design Awards 2025 to be announced in February 2025.

As well as Topps Tiles plc and Starbucks EMEA, Alusid's customers also include Amazon, Nando's, Pret A Manger, Selfridges, Harrods and the BBC.

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