

**Reach - a non-regulatory announcement**

**AIM: FIPP**

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

**Portfolio news - Alusid signs second international distribution agreement with Italian distributor 3D Wall Panels Italia**

Frontier IP, a specialist in commercialising intellectual property, today announces that portfolio company Alusid Limited ("Alusid" or the "Company") has signed its second international distribution agreement with 3D Wall Panels Italia, a leading supplier based in Milan to provide commercial distribution across Italy.

The deal expands Alusid's distribution further across Europe following the agreement with Dutch sustainable materials specialist FRONT Materials BV ("Front"), which has already secured its first project for a hospitality business in Amsterdam. Initially, the agreement grants exclusivity to 3D Wall Panels Italia in Italy for commercial sales of Alusid's wall tile, floor tile and Silicastone product ranges. The firm will also be able to distribute outside Italy on a non-exclusive basis. The agreement is set to last for two and a half years, subject to sales targets being met.

3D Wall Panels Italia, a brand owned by CM Product Group srl, was established in 2012 and specialises in supplying innovative materials to architects, designers, hotels and restaurants across Italy. Clients include Primark, Zara, Lavazza and Club Med. The firm was also involved in creating TV sets for Top Chef Italia, made by Discovery Italia, and Masterchef Italia broadcast by Sky. It is also the exclusive Italian distributors for Durat, a well-known Finnish sustainable surface material. Alusid started working with the firm last year and this agreement puts their relationship on a formal basis.

The collaboration is a further sign that Alusid's sustainable wall and floor tiles have global potential. They are made either wholly or near wholly from recycled industrial waste or by-products and have a significantly lower carbon footprint than equivalent tiles.

Other customers include Starbucks EMEA and Topps Tiles plc in the UK, which is now stocking two of the Company's ranges in its retail chain. Topps Tiles commercial arm, Parkside Architectural Tiles, recently launched the Alusid-make Luca range, the first of the Company's products to use its own recycled glaze delivering its most recycled product yet at 99% recycled.

**Matteo Crespi, Chief Executive Officer of 3D Wall Panels Italia, said:** *"We are very excited to formalise our existing collaboration and become official partners with Alusid. We share the same objective of developing and offering innovative and sustainable special surface solutions that combine our expertise in design and materials with their advanced material technologies. We believe this partnership represents a significant opportunity to drive innovation and growth in the Italian market and we look forward to shaping a successful collaboration."*

**Alasdair Bremner, Alusid's CEO said:** *"We are delighted to announce our partnership with 3D Wall Panels Italia as we expand our distribution network into the Italian commercial market. Their commitment to innovation and sustainability is evident across their product portfolio, making them a natural fit for our brand. With strong expertise, market insight, and a prime location at the heart of Milan's design community, we anticipate this collaboration will lead to a number of standout projects in the years ahead."*

**Frontier IP Chief Executive Neil Crabb said:** *"This agreement provides further evidence that Alusid's*

*groundbreaking materials have global appeal and the potential to make inroads into significant markets within European and elsewhere. It builds on existing international relationships with FRONT Materials BV in the Netherlands and Starbucks EMEA and strengthens the Company's position as it continues to explore options for an initial public offering."*

## 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. The Mas floor tile range, launched last year, was shortlisted for Interior Surface of the Year at the Surface Design Awards 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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