

Reach - a non-regulatory announcement

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

Portfolio news - Alusid signs third international distribution agreement with leading Swedish tile distributor Kakelspecialisten

Frontier IP, a specialist in commercialising intellectual property, today announces that portfolio company Alusid Limited ("Alusid" or the "Company") has signed an exclusive distribution agreement with one of Sweden's largest tile suppliers Kakelspecialisten AB ("Kakelspecialisten"), a subsidiary of Saint-Gobain, a global leader in construction materials and services.

The deal is a further sign of growing global interest in Alusid's sustainable wall and floor tiles and an important milestone in expanding its European distribution network. Kakelspecialisten is the Company's third international partner following recent agreements with Dutch sustainable materials specialist FRONT Materials BV and Italy's 3D Wall Panels Italia. Frontier IP holds a 35.4 per cent equity stake in the Company.

Under the terms of the agreement, Kakelspecialisten will have exclusive rights to supply Alusid's tiles to retail and commercial customers in Sweden for the first 24 months. Kakelspecialisten will also be able to distribute Alusid's products outside Sweden on a non-exclusive basis. Initially, the agreement will cover Alusid's Mas, Principle and new Ashton range when it is available early next year. Further ranges will be added as the Company scales development capacity.

Founded in 1992 and based in Stockholm, Kakelspecialisten is a market leader in Scandinavian tiles and bathroom surfaces. The company represents several premium European brands and is recognised for its high levels of quality, showroom expertise and strong commercial reach.

Kakelspecialisten is a sustainability leader in Sweden. It recently launched the Swedish industry-first Climate Calculation tool, providing verified climate-impact data for its entire stocked ceramic range, supported by Environmental Product Declarations, an industry-standard method of calculating environmental impacts, covering 98 per cent of its products.

The tool allows architects, designers and customers to see the CO₂ footprint of each product line. This commitment to measurable, data-driven sustainability makes Kakelspecialisten a highly aligned partner for Alusid's low-carbon, recycled tile ranges.

Alusid's proprietary manufacturing processes typically use more than 95 per cent recycled materials and offer a significantly lower carbon footprint than traditional ceramics. Its products are now being adopted by retailers, distributors and commercial clients across Europe and the UK who are seeking credible, low-carbon alternatives to mainstream tiles.

Alusid's existing customers include Starbucks EMEA and Topps Tiles plc, which now markets two Alusid-made ranges across its UK retail chain. Parkside Architectural Tiles, the commercial arm of Topps Tiles, recently launched the Alusid-made Luca range, the first to use the Company's own recycled glaze and Alusid's most recycled product to date at 99 per cent recycled content.

Kakelspecialisten Purchasing Manager Martin Wreile said "Kakelspecialisten are proud to initiate this strategic collaboration. The growing awareness in the market regarding sustainability and the increasing ambition to build responsibly make this partnership particularly significant. Together we

increasing ambition to build responsibly, make this partnership particularly significant. Together, we strive to contribute to a more sustainable future within the construction industry"

Alasdair Bremner, Alusid's CEO said:*"Since scaling our production, internationalising sales has been central to our mission. We're seeing real momentum as partners across Europe recognise that sustainability in the built environment is urgent and needs to be transparently incorporated from the start. Kakelspecialisten share this vision. We are delighted to collaborate to bring genuinely low-carbon, ultra-high recycled content tiles to Sweden."*

Frontier IP Chief Executive Neil Crabb said:*"Alusid's wall and floor tiles lead the industry in their use of recycled content, and their energy and water consumption. We are not surprised to see that they are highly attractive not just in the UK but globally too. This agreement with one of Sweden's largest tile distributors - and a subsidiary of one of the world's biggest construction materials groups -- is an important achievement. It stands the Company in good stead as it continues to explore options for an IPO."*

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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