

## **Commercial Update**

**THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF REGULATION (EU) 596/2014 (AS IT FORMS PART OF UK DOMESTIC LAW BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018).**

**Haydale Graphene Industries plc ("Haydale" or the "Company")**

## **Commercial Update**

2 December 2025

Haydale Graphene Industries plc (AIM: HAYD), the advanced materials group, provides the following trading and commercial update. This includes: the signing of a distribution agreement with Interfloor; national industry recognition of the JustHeat product; and the receipt of first US orders. All these developments reflect the accelerating commercial momentum behind Haydale's transition towards being a scaled commercialised product and service provider.

### **JustHeat Pillar: Interfloor Collaboration Update**

Since signing the Strategic Collaboration Agreement in September 2025 with Interfloor Limited ("Interfloor"), Haydale and Interfloor have moved rapidly from concept to a market-ready, integrated flooring range incorporating the JustHeat heating system. The range is now ready for commercial launch, ahead of the previously guided timeline of the first half of 2026.

Following successful development, Haydale and Interfloor have now executed a Distribution Agreement.

Under this agreement, Interfloor - Europe's largest manufacturer of underlay and part of Victoria plc (AIM: VCP) - receives non-exclusive distribution rights for JustHeat within its new flooring range and will work exclusively with Haydale as its heating technology partner. In return, Haydale will source all underlay for Haydale-delivered installations exclusively from Interfloor, which becomes the recommended underlay supplier to Haydale's emerging network of third-party distribution channels, notably Quidos Protect with whom we signed a UK wide non-exclusive distribution agreement in June 2025.

Interfloor will actively promote the new range through its established sales and distribution network, providing reach into more than 2,000 UK outlets and over 400 local distribution channels across 70 countries.

The collaboration with Interfloor represents the first step in expanding JustHeat beyond the residential market into commercial and industrial applications, materially widening the addressable market and acting as a key enabler of Haydale's accelerated commercialisation strategy.

### **JustHeat Pillar: National Product of the Year**

JustHeat has recently been named National Product of the Year at the 2025 National Energy Efficiency Awards. The award recognises technologies that deliver measurable improvements in energy performance and provides strong third-party validation of JustHeat's efficiency, ease of installation and real-world impact.

This peer recognition is especially significant at this early stage of market rollout. It reinforces JustHeat's differentiation in the heating sector, supports installer and channel confidence, and strengthens the product's position as Haydale scales into multiple end-markets.

### **JustHeat Pillar: Initial Commercial Orders Secured in the US**

Since announcing in June 2025 that the Company would shortly begin trials with a new US channel partner, its US market entry has progressed from pilot trials into early commercial agreements. Haydale has now signed two Collaboration Agreements worth, in aggregate, US 300,000 to tailor the JustHeat product for the US market.

These agreements provide early validation of JustHeat's performance and relevance in one of the world's largest heating markets and represent an important milestone in the Company's capital-light international expansion strategy.

**Simon Turek, CEO of Haydale, commented:**

"Moving from concept to a market-ready Interfloor product range within months demonstrates the pace with which we are now executing. Interfloor's commitment to integrate JustHeat across its new flooring range and to promote it through their extensive sales and distribution network represents a step-change in our market reach. It also marks the beginning of our expansion into commercial and industrial applications.

Coupled with national industry recognition, we enter FY26 with growing confidence in our ability to scale across multiple markets. These developments underline the strength of our technology platform and the commercial opportunity ahead."

**Gary McEwan, CEO of Interfloor, commented:**

"Embedding JustHeat into our underlay range gives customers a new proposition - flooring that provides warmth, comfort and energy efficiency in a single integrated solution. With our sales reach and Haydale's innovative technology, we believe we can bring this next-generation heating product to a large and growing audience."

**For further information:**

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