



FRX Innovations Inc.

Symbol: TSXV: FRXI | OTCPK: FRXIF

Market Cap: 25M

Sector: Materials

Purpose: Raise Awareness / Open Market Buying

FRX Innovations, a globally recognized leader in environmentally sustainable flame-retardant solutions has been built on more than USD \$125 million in investment from some of the world's leading ESG institutional funds and major chemicals companies. FRX is at an important inflection point in its sales growth because EU and US governments have aggressively passed legislation in 2022 banning the toxic flame-retardant additives that FRX competes against. Consequently, FRX is disrupting the \$62 billion-dollar flame retardant industry with its unique patent-protected flame-retardant technology, Nofia®.

The company debuted on the TSX-V in 2022 in May 2022 and is actively increasing its presence in the fast-growing green chemistry market while pursuing a strategy of becoming the leading eco-friendly non-halogenated, non-PFAS flame retardant company.

Investor Bullet Points:

- FRX is revolutionizing the \$62B flame retardant plastics market utilizing its patented green technology
- With over US\$125MM invested to date and strong regulatory tailwinds put in place in 2022 by the EU and US government, FRX is positioned for strong growth to become the global go-to producer of non-toxic and non-leaching flame retardant additives
- FRX's plant is built, its products are being adopted by some of the world's largest chemical companies who in turn are selling their fire safe Nofia-based plastics to the world's best-known brands. Recent wins include textiles in furniture in Charles de Gaulle airport, plastic casing in Lithium-Ion batteries, plastic casing in medical devices in the US, foam in passenger compartment of top European luxury car brands, to name just a few. As well many new projects are coming on stream in televisions, foam mattresses, bus bar coatings and wire and cable in electrical vehicles, etc.

Marc-Andre Lebel, President & CEO

Marc Lebel is the founding Chief Executive Officer of FRX Innovations, FRX Polymers and FRX Consulting Co. He brings 25 years of product and business development, operations, and sales and marketing experience to the company. Previously, he held senior executive positions at Triton Systems and Aspen Aerogels as Executive VP and VP of Sales and Marketing respectively.

He was the Global Business Group Director for Cabot Corp. and was the founding CEO of DSM Thermoplastic Elastomers, a company he grew for the \$8B Dutch parent company, DSM. Mr. Lebel holds a BS in Chemical Engineering from the University of Ottawa, is a registered professional engineer in Ontario and Alberta and has completed company sponsored executive management programs at Harvard Business School and the International Management Development Institute.