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4 March 2019



**Directa Plus plc**  
("Directa Plus" or the "Company")

### **Three Year Exclusive Agreement with Loro Piana**

Directa Plus (AIM: DCTA), a producer and supplier of graphene nanoplatelets-based products for use in consumer and industrial markets, is pleased to announce that it has signed an exclusive agreement ("the Agreement") with Loro Piana for the commercialisation of Loro Piana fabrics and garments enriched by the Company's G+ technology. The Agreement is on a worldwide basis with an initial duration of three years for a minimum value of €800,000.

The extreme sensitivity of Loro Piana to the environment along its entire value chain fits perfectly with Directa Plus' own culture: all the Company's products are hypoallergenic, non-toxic and sustainably produced. Thanks to the Agreement, Directa Plus's G+ technology will be entering Loro Piana's prestigious supply chain and will benefit from their global reputation for highest quality standards.

#### **Giulio Cesareo Founder & CEO of Directa Plus said:**

"We are honoured to be working with Loro Piana to incorporate Directa Plus's innovative G+ Graphene technology into some of their fabrics and garments. The significant innovations in high quality fabrics that can be achieved through the use of Directa Plus' technology will allow increased comfort and performance for the end users of Loro Piana's products.

"Loro Piana are a byword for the highest quality luxury textile production and design and we are excited to be able to take the next steps in materials development together, in line with Directa Plus' strategy of adding value for partners throughout the textile supply chain. The Agreement represents further progress in the commercialisation of Directa Plus' technology."

This announcement has been approved by Giulio Cesareo, Chief Executive, on behalf of the Company.

For further information please visit <http://www.directa-plus.com/> or contact:

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**About Directa Plus**

Our focus is principally on the two sectors in which we have strong commercial advantage through developed and launched products and a technological lead: environmental (based on our Grafysorber® product) and textiles (based on our G+ products). In addition, we will continue to pursue opportunities in elastomers and composites (including tyres and asphalt), also using our G+ products. All our products are hypoallergenic, non-toxic and sustainably produced.

**About Loro Piana**

Please visit [www.loropiana.com](http://www.loropiana.com)

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