

[xx] February 2018

Directa Plus plc
 (“Directa Plus” or the “Company”)

Directa Plus awarded patent for G+ elastomeric composition for tyres

Graphene Plus simultaneously reduces resistance and increases grip in automobile, motorcycle and bicycle tyres

Directa Plus plc (AIM: DCTA), a producer and supplier of graphene-based products for use in consumer and industrial markets, announces that the Ufficio Brevetti e Marchi (Italian Patent and Trademark Office) has granted the Company a patent for the product and application of its new graphene-based solution for enhancing the performance of tyres. Specifically, the patent covers Directa Plus’ ‘elastomeric composition comprising graphene and tyre components comprising said composition’.

The incorporation of Graphene Plus (G+) in tyres produces the joint effect of simultaneously reducing rolling resistance and increasing grip. The result is a tyre that is both faster in motion and safer in turning under braking or in extreme weather conditions. In addition, the effectiveness of G+ reduces fuel consumption as overcoming resisting forces accounts for a significant proportion of a vehicle’s fuel usage as well as increasing the lifespan of the tyre due to reduced wear. As a result, the application of G+ offers economic efficiency as well as environmental sustainability.

The benefits of incorporating G+ into tyres have been demonstrated by the Company’s longstanding relationship with Vittoria group, a leading manufacturer of bicycle tyres. Vittoria has launched multiple award-winning G+ bicycle tyres for on-road and off-road use.

Giulio Cesareo, Chief Executive Officer of Directa Plus, said: “The push for fuel efficiency from consumers and environmental groups means there is a growing demand for eco-friendly tyres. Offering tyres that are both sustainable and performance-enhancing reflects the core values of Directa Plus, and is bringing real innovation to an established and expanding industry. The unique qualities of G+ have been validated in bicycle tyres through our commercial partnership with Vittoria. The receipt of this latest patent means we are now well positioned to expand the rollout of G+ tyres to the global automobile and motorcycle industries.”

The Company now has a portfolio of 17 patents granted and 15 pending.

Enquiries

Directa Plus plc	
Giulio Cesareo, CEO Marco Ferrari, CFO	+39 02 36714458
Cantor Fitzgerald Europe (Nominated Adviser and Broker)	
Marc Milmo, David Foreman (Corporate Finance) Alex Pollen (Sales)	+44 20 7894 7000
Luther Pendragon (Financial PR)	
Harry Chathli, Claire Norbury, Alexis Gore	+44 20 7618 9100

About Directa Plus

Directa Plus is one of the largest producers and suppliers of graphene-based products for use in consumer and industrial markets worldwide. By incorporating Directa Plus' unique graphene blends, identified by the G+ brand, its customers can enhance the performance of their end products without significantly increasing their cost. Directa Plus graphene-based products are natural, chemical-free, sustainably produced and tailored to specific customer requirements for commercial applications such as smart textiles, tyres, composite materials and environmental solutions.

Established in 2005, the Company has a patented technology process and a scalable and exportable manufacturing model. It produces graphene-based products at its own factory in Lomazzo, Italy, and can set up additional production at customer locations to reduce transport costs, waste and time-to-utilisation. Directa Plus partners with customers to enable them to offer the high-performance benefits of graphene in their own products.