

PLAURUM: strategy and key achievements

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plaurum

Brave ideas.
Noble solutions.

PLAURUM – MERGER OF EZOCM AND SAFINA

EZOCM JSC



- ◆ Founded in 1916 in Yekaterinburg, Russia
- ◆ Focused on recycling, catalyst systems, bushings, other products made from PGM, Au and Ag
- ◆ Main production site in Verhnyaya Pyshma city, Sverdlovsk region
- ◆ Subsidiaries: Russia, Central Asia
- ◆ More than 600 employees

SAFINA a.s.

SAFINA



- ◆ Founded in 1860 in Central Europe
- ◆ Focused on recycling, TCW (thermocouple wires), sputtering targets, etc.
- ◆ Main production in Vestec, Czech Republic
- ◆ Subsidiaries: the USA, China, Poland, Romania, and Slovakia
- ◆ More than 200 employees

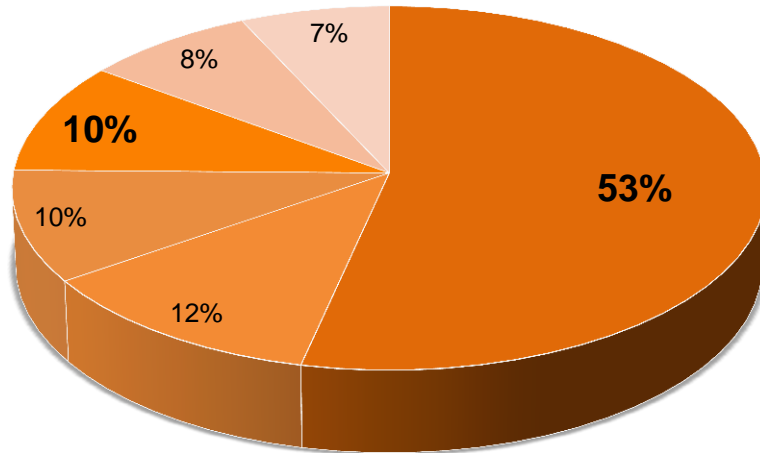


plaurum

Annual turnover > USD 400M

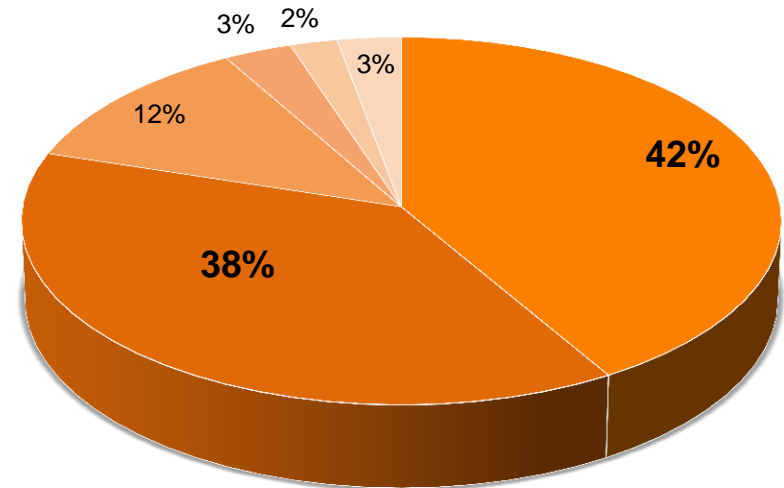
REVENUE STRUCTURE

EZOCM JSC



- Technical items for industrial applications*
- Wire
- Flat-rolled products
- Refining
- Catalytic systems
- Contacts

SAFINA a.s.



- Pure metals (Recycling)
- Technical items for industrial applications*
- Chemistry
- Sputtering Targets
- Jeweller's semi-finished products
- Services nad Others

GLOBAL PRESENCE



STRATEGIC GOALS

Constant access to supply of every kind of raw material

Application of processing technologies for any kind of raw material/waste

Development of new products and non-standard approaches for long-term competitive advantage

Expansion to new markets and diversification of portfolio of clients



Cooperation in the field of precious metals scrap supplies

Co-transferring and exchange of technologies for metals processing

Production of silver planar targets with non-precious inserts by technology of Safina

Entering the US market of auto components: iridium pins for spark plugs

PLAURUM'S COOPERATION ACHIEVEMENTS

TECHNOLOGY TRANSFER

EZOCM JSC



Hydrometallurgical refining of PGMs (Pt, Pd, Rh)

Growth of TCW market share in Russia by 2.5 times



Technology and production of chemical compounds for auto catalysts

Reduction of production costs by 5 mln EUR

SAFINA a.s

Refining shop with capacity 3000 kg/year



Thermocouple wire technology



Workshop on Pt, Pd, Rh chemical compounds for automotive industry with capacity 2000 kg/year

Technology and production of Pt, Pd, Rh alloys



SILVER PLANAR TARGETS WITH INSERTS MADE FROM NON-PRECIOUS METALS

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The European market

Advantage of the product:
Ag stock savings, growth of Ag application rate

In 2016, EZOCM began to actively promote and master Ag targets with non-precious inserts using the technology of Safina



EZOCM

The Russian market

- ◆ Since 2017 EZOCM is a trend-setter for the development of the Russian market
- ◆ Manufacturers of low-E float glass in Russia are actively switching to the product; targets with inserts are also actively promoted to the neighboring countries as well
- ◆ Jan-Oct 2017 vs. 2016: EZOCM sales of Ag planar targets have increased by 98%



IRIDIUM PINS FOR SPARK PLUGS



EZOCM

Production of Iridium wire



SAFINA, a.s.

Wire processing (cutting of cylinders)



SAFINA Materials, Inc.

Delivery to the customer



RESULTS FOR PLAUTUM GROUP

- ◆ New geographic market
- ◆ New product
- ◆ Major loyal customer on a long-term basis

August 2016

Trial batch
32,000 pcs.



March 2017

100,000 pcs.



June-August 2017

1,410,000 pcs.



2018

3,000,000 pcs. per year



COOPERATION ON EXPORT OF LOW GRADE WASTE



SUPPLY VOLUME IN THE PAST YEAR – 3800 TONS

SUMMARY OF SYNERGIES



Technology transfer within the group



Sales growth due to a launch of new products and advanced technologies for high-tech industries



Expansion to new markets (Americas, Asia, Africa)



Growth of low grade waste processing within the group, increase of low grade waste export to Europe

THANK YOU!

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