

Welcome to NEU's Webinar!

NEU's monthly webinars are part of our commitment to education on sustainable practices and climate adaptive strategies.



Hoffmann Green: 0% clinker cement



**HOFFMANN
GREEN CEMENT**
Catalyst of
Carbon Transition

**NO Clinker,
NO Capture,
JUST Binder!**

Hoffmann Green

October 1st 2026

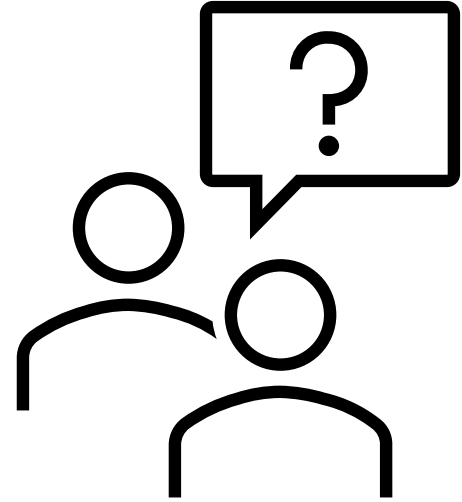
Corporate presentation — October 2026

This webinar is sponsored by NEU. The ideas expressed, however, are those of the speakers and do not necessarily reflect the views of NEU. The audience is expected to exercise judgment as to the appropriate application of the information.



Presentation Notes

- Find presentation slides and post-event recording at:
 - <https://www.neuconcrete.org/events-and-education>
- Attendees are in listen-only mode.
- Ask questions via the Q&A dialog box in the zoom platform.



Today's Speaker



Speaker: Thomas Atkinson

International Director for Hoffmann Green technologies, Thomas has developed his thrive for the construction by expanding numerous French companies in the building Industry to foreign markets.

Through cladding expertise to chemical home improvement solutions, he focused on low carbon and ecological constructions materials to now developing the market acceptance of OPC free binders from Hoffmann Green Cement

Governance

Two co-founders and shareholders



Julien Blanchard

Chairman of the Board of Directors
Co-founder



David Hoffmann

Scientific Director and Board member
Co-founder

An experienced and equal Executive Committee



Pierre-Emmanuel Favre

Chief Financial Officer



Barbara Le Runigo

Technical and Concrete Applications Director

Hoffmann's international ambassador



Thomas Atkinson

Director of International Affairs



Supervisory Board

Independent supervisory board ensuring separation between management and control, strengthening corporate governance and the balance between short-, medium-, and long-term objectives.

Chairman of the Supervisory Board: Eric Cougnaud, Chairman of the Cougnaud Group



Stéphanie Bondoux

Director of Certification, Assessment and Quality



Yannis Martin

Sales Director

A Carbon Credit Strategy Expert



Martin Escarbelt

Head of Carbon Credits North America

Presentation Overview

01

HOFFMANN GREEN CEMENT : PIONEER IN CARBON-FREE 0% CLINKER CEMENT

02

**2025, A RECORD PRODUCTION YEAR CONFIRMED BY A STRONGLY ACCELERATING
FIRST SEMESTER OF 2026**

03

CONFIRMATION OF AMBITIONS FOR 2030



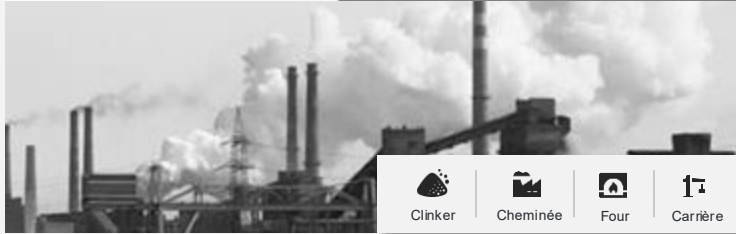
**Pioneering
carbon-free,
0% clinker
cement**

Hoffmann Green, an « heating free », clean and revolutionary manufacturing process

Portland cement manufacturing process

1 ton of **Clinker**
=
1 ton of **CO2**

Hot activation
CO2 emissions
50% energy-related
50% for decarbonation



- Extraction of raw materials from quarries
- Crushing, drying, grinding and pre-heating of raw materials
- Heating in a rotary kiln (1,450°C) for 18h
- Storage of clinker produced by heating
- Mixing and adjuvantation grinding
- Packaging and shipment

Hoffmann cement manufacturing process

**0%
Clinker**

Cold activation
No firing required,
no clinker, no impact
on natural resources



- 1 **Delivery of co-products**
(slag, clay, gypsum)
- 2 **Addition of activators**
and superactivators in
precisely defined doses



- 3 **Mixing and adjuvantation**
- 4 **Packaging and shipment**

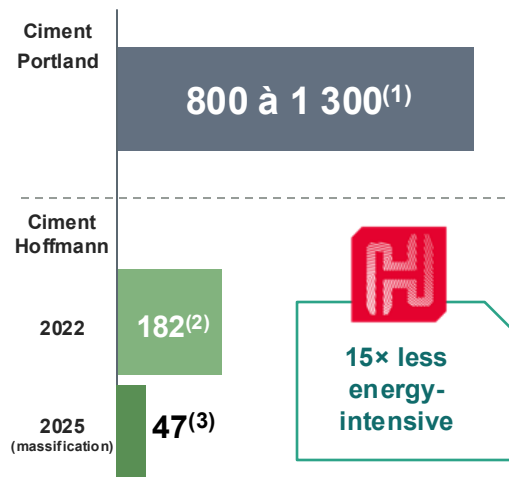
► An innovative manufacturing process that respects environment and the principles of the circular economy.

*Source : Atih

Exemplary energy efficiency amid rising energy prices

- ▶ A vertical, **cold-forming**, and **highly energy-efficient manufacturing process**
- ▶ No gas, no heating oil, no fossil fuels

Comparison of energy consumption (in kilowatt-hours per ton)



Exponential rise in the price of Portland cement, driven by rising energy costs vs. Hoffmann Green cement

→ Since 2022, the price of Portland cement has risen by **25 to 35 percent** and is **expected to continue rising in the coming years**

→ Thanks to an industrial model that is structurally energy-efficient, energy costs per ton now account for **less than 2% of production costs at Hoffmann Green**

Sources : (1) : [\(PDE\) Environmental and energy assessment of the use of Andesite in cement \(researchgate.net\)](#), [Analyses des paramètres affectant la consommation d'énergie dans un four rotatif cimentier et solutions possibles d'optimisation énergétique \(archives-ouvertes.fr\)](#) & <https://hocplayer.fr/1106340/Le-diagnostic-energetique-d-une-cimenterie.html> ; (2) : ICV vérifié H-UKR, n° d'enregistrement 20220930840, 2022, CSTB / (3) Company data

15 solar trackers



Hoffmann Green: a structural advantage in the face of a traditional cement market under pressure



A market facing regulatory pressure and rising costs

- In Europe, cement manufacturers are paying for their CO₂ emissions, leading to **sharply rising costs**
- **Phased-out** free CO₂ allowances
- **CBAM** (Carbon Border Adjustment Mechanism, effective January 2026): Introduction of a carbon cost on imports into Europe (e.g., Turkish cement)



The solutions offered by established players remain limited

- Reducing emissions is difficult given that the production process is **intrinsically carbon-intensive**
- **Carbon capture (CCUS)**: very high investment costs, slow and uncertain deployment, and a significant impact on the price of Portland cement



Hoffmann Green: a model structurally aligned with the new rules

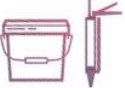
- ✓ Zero-clinker technologies: the world's lowest-carbon cements
- ✓ Low exposure to CO₂ costs
- ✓ Very low energy consumption and low exposure to geopolitical tensions



HOFFMANN
GREEN CEMENT
Catalyst of
Carbon Transition

Innovative, high-performance technologies

addressing all markets in the construction sector

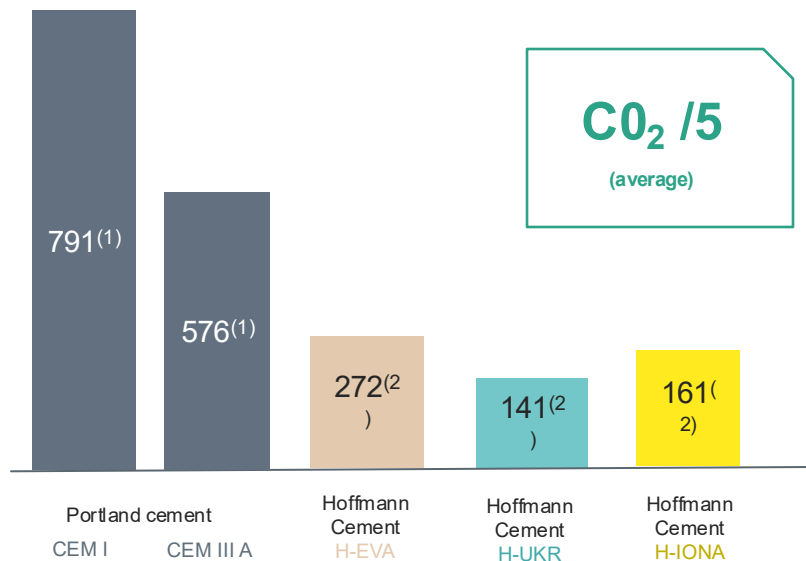
MARKETS	CERTIF	CO-PRODUCTS	TECHNOLOGY
 Technology based alkali-activated slag	Technology based blast furnace slag , from the metallurgical industry	1st 0% clinker cement under ATEx A	 Technology based alkali-activated slag
 25 kg bags	 Ready-mix concrete	 Prefabrication	 Technology based alkali-activated slag
 Cement oversulphated	Technology based blast furnace slag and calcium sulfate	H-IONA responds to the standard NF EN 15.743 with CE mark	 Cement oversulphated
 25 kg bags	 Ready-mix concrete		 Cement oversulphated
 Technology and tringitics by alkaline route	Technology based activated clay	ATEx certification in progress	 Technology and tringitics by alkaline route
 Mortars	 Coatings		 Technology and tringitics by alkaline route
 Roads	 Ready-mix concrete		 Technology and tringitics by alkaline route
			 Technology geopolymer
			Technology based on gypsum / desulfogypsum technology
			 Glues

Hoffmann Green, 6th French cement manufacturer,

at the heart of the environmental emergency

► Hoffmann Green: new low-carbon clinker-free cements

CO₂ emissions comparison (in kg/tonnes)



Notes: (1) Source: Association Technique de l'Industrie des Liants Hydrauliques (March 2017) / (2) Source: Company

Since 2021, the sharp increase in the production of 0% clinker Hoffmann cement has resulted in savings of **more than 57,000 tCO₂eq**, which is equivalent to:



~6,000 round-trip flights
between Paris and New York
(≈ 9–10 tons of CO₂ per
passenger round-trip)



2.8 to 3 million trees planted
and allowed to grow for 10
years (depending on absorption
capacity)



~7,000 French households
heated for one year (order of
magnitude based on the
energy mix)



~22 million fewer liters of
gasoline burned



Issue Date: **February 2024**

Revision Date: **March 2026**

Valid Until: **February 2027**

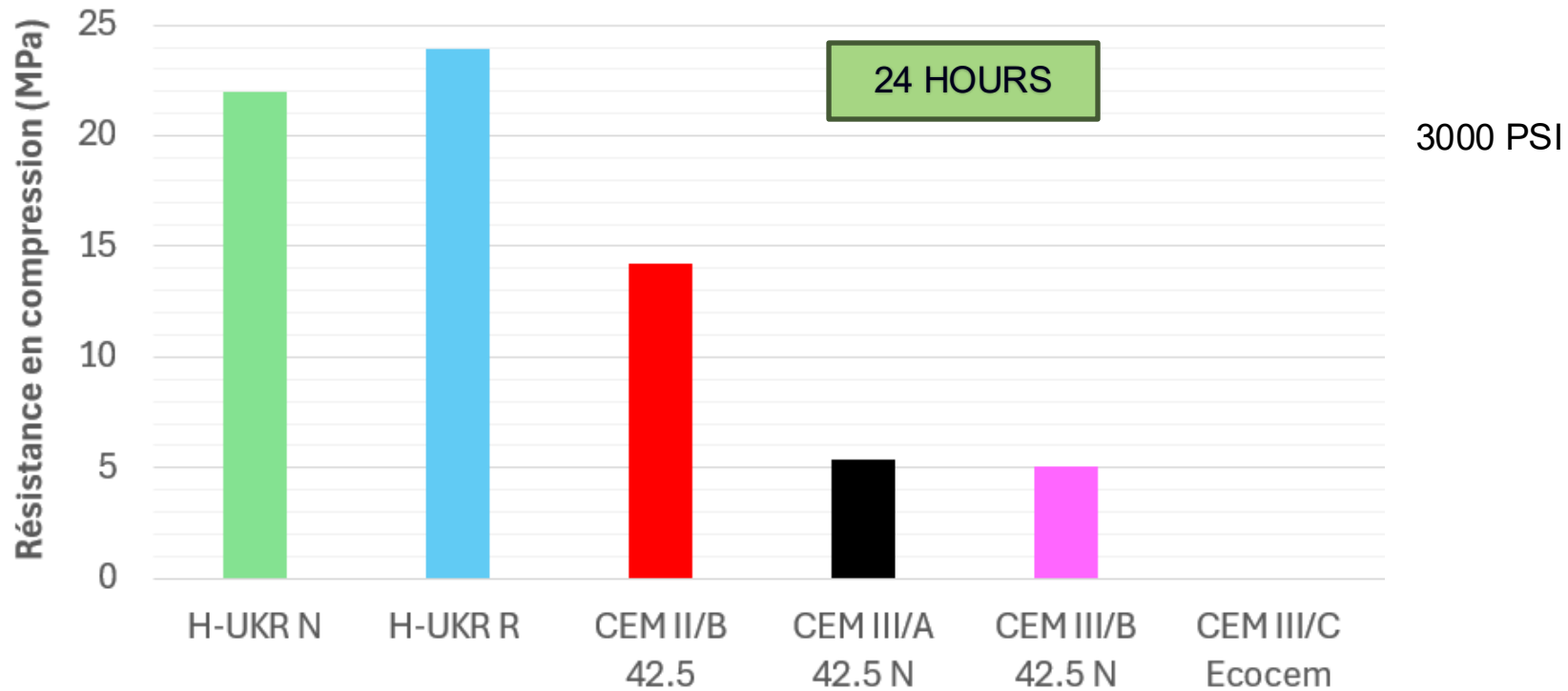
NEU Identification No. **NEU-0001**

An **ACI** Center of Excellence for Carbon Neutral Concrete

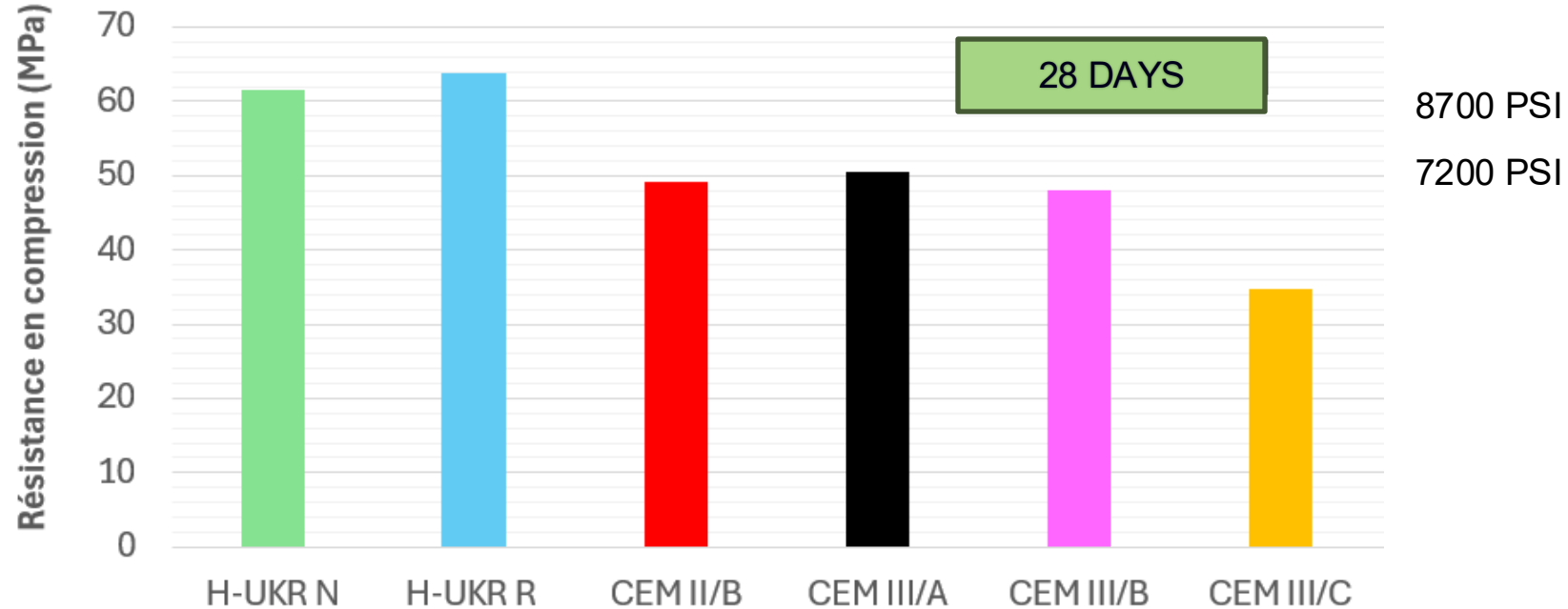
VERIFICATION STATEMENT

Prepared for the use of **HOFFMANN GREEN CEMENT TECHNOLOGIES**

Mechanical Properties



Mechanical Properties





CERTIFIED TEST REPORT

STANDARD PERFORMANCE SPECIFICATION FOR HYDRAULIC CEMENT - Per ASTM C1157-

Report Number: R-5.10_24-03-14B_HOF.1

Date: July 7, 2025

REPORT PREPARED FOR:



HOFFMANN
GREEN CEMENT
Catalyseur de la
Transition Carbone

A business model based on three complementary growth drivers

01 Commercialization with major partners in strategic markets in France

- **Strategic distribution partnerships** with major players in the construction sector, both in France and abroad.
- **RE 2020 regulations** favoring the use of 0% carbon-free clinker cement.
- **Diversification of the markets addressed by Hoffmann Green** to create additional growth leverage in a context of stagnation in the real estate market.

02 Licensing company with key international partners

- **Payment of an entry fee by the partner** in exchange for the transfer of Hoffmann Green technology to the territory.
- **Construction of plants** by the partner based on the H2 model.
- **Purchase of a premix** from Hoffmann Green and royalties on cement sales in the territory.
- **Licenses** in Saudi Arabia, USA, UK and Ireland

03 Carbon Credit Commercialization

- Strengthening the **carbon credit monetization strategy**
- **Appointment of a manager dedicated to carbon credit sales**
- A lever that helps support **the financing of R&D for new low-carbon cements**



Success of Hoffmann Green's strategy: order backlog increased to **460,000 tons** as of December 31, 2025 (vs. 360,000 metric tons as of December 31, 2024)

International development through licensing



International Development Team

- 1 Head of International affairs
- 2 ETP (technical, works and certification)



Creation of Switzerland's No. 1 joint venture



Licensing contracts in Saudi Arabia, the United Kingdom/Ireland and the United States



Distribution contracts signed

- Germany
- Netherlands



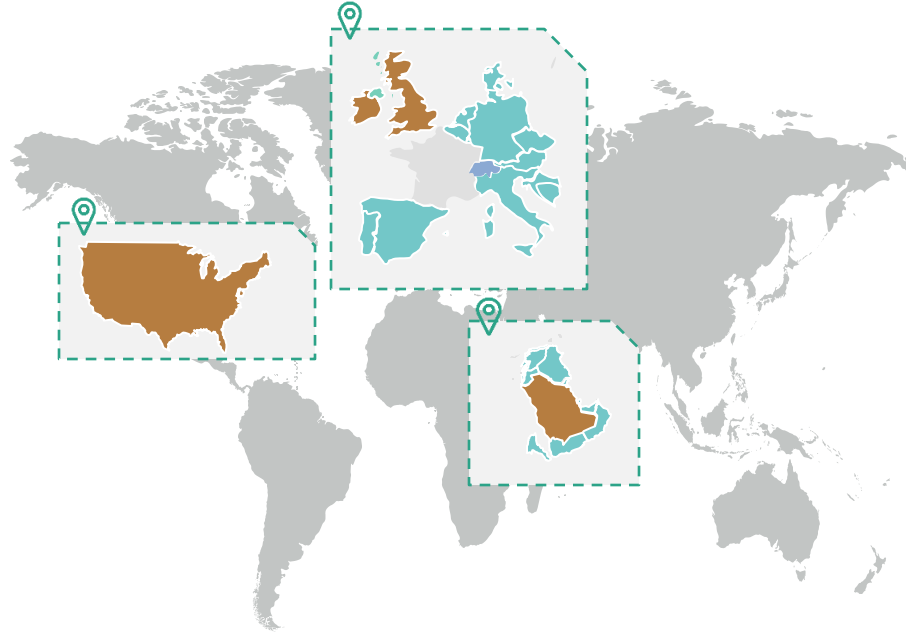
Ongoing discussions

- Europe
- Canada
- Netherlands
- Egypt

Achievement of 2026 guidance 2 years ahead of schedule



- +20 M€ in international revenue
- Already three licensed sites



Countries

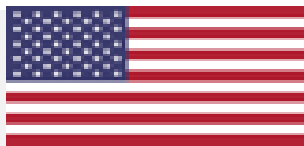


Partners

Hoffmann
Green USA



Strategic deployment in the United States through a licensing partnership, supported by a robust certification process



Advanced certification process:



ASTM C1157 certification obtained in July 2025, the benchmark standard for innovative cements based on strict criteria for strength and durability



AC 529 certification in progress, structured around four key steps:

- Cement characterization (ASTM C 1157) ✓
- Mechanical/chemical testing
- Fire resistance
- Quality control



Achieving AC 529 certification will allow H-UKR **to be included in the reference code for the design and safety of concrete structures in the United States**, a world first for a 0% clinker cement.



The excellence of Hoffmann Green's solutions, combined with a rigorous certification process, builds partner confidence and creates an ideal foundation for successful expansion into the U.S. market and all other countries that follow the U.S. Building Code.



**2025: Record
production
Strong acceleration
in the first half
of 2026**

Expanding the diversity of our technologies to serve strategic markets (1/3)

HOUSING



EXTERIOR FITTINGS & PUBLIC WORKS ROADS



NETWORKS



SPECIAL FOUNDATIONS (DRILLING & GEOTECHNICAL ENGINEERING)



SWIMMING POOLS



SOIL STABILISATION



Expanding the diversity of our technologies to serve strategic markets (2/3)

PREFABRICATION (STAIRS & FLOORING)



INDUSTRIAL BUILDINGS AND LOGISTICS PLATFORMS



DATA CENTERS



NEW

WASTE TREATMENT



RETAIL



AIRPORT COMPLEXES



NEW

Expanding the diversity of our technologies to serve strategic markets (3/3)

RENEWABLE ENERGIES



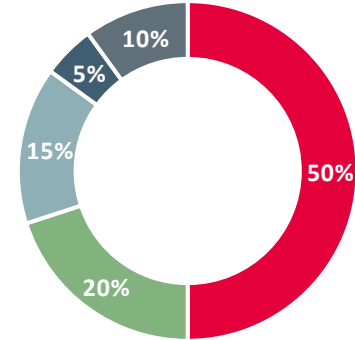
AGRICULTURAL ACTIVITY



TELEPHONE ANTENNAS



Market share by volume as of December 31, 2025



- Housing
- Renewable energy (wind/solar)
- Industrial
- Commercial (Offices/Public Buildings)
- Other

► Diversification of target markets, **creating new growth drivers in segments with high volume potential**



Increased commercialisation of carbon credits

A carbon credit backed by a measured industrial impact

1 carbon credit =
1 ton of CO₂ avoided

H-UKR cement emits **4 times less CO₂** than traditional CEM I cement

2 tons of Hoffmann Green cement produced =
1 carbon credit generated

HOFFMANN credits certified by an accredited platform



A direct lever for decarbonizing industry

Buying Hoffmann Green carbon credits supports French reindustrialization while accelerating the decarbonization of the construction sector through a sustainable industrial model with a very low environmental footprint.



A driver of innovation and growth

Revenue from carbon credits enables Hoffmann Green to:

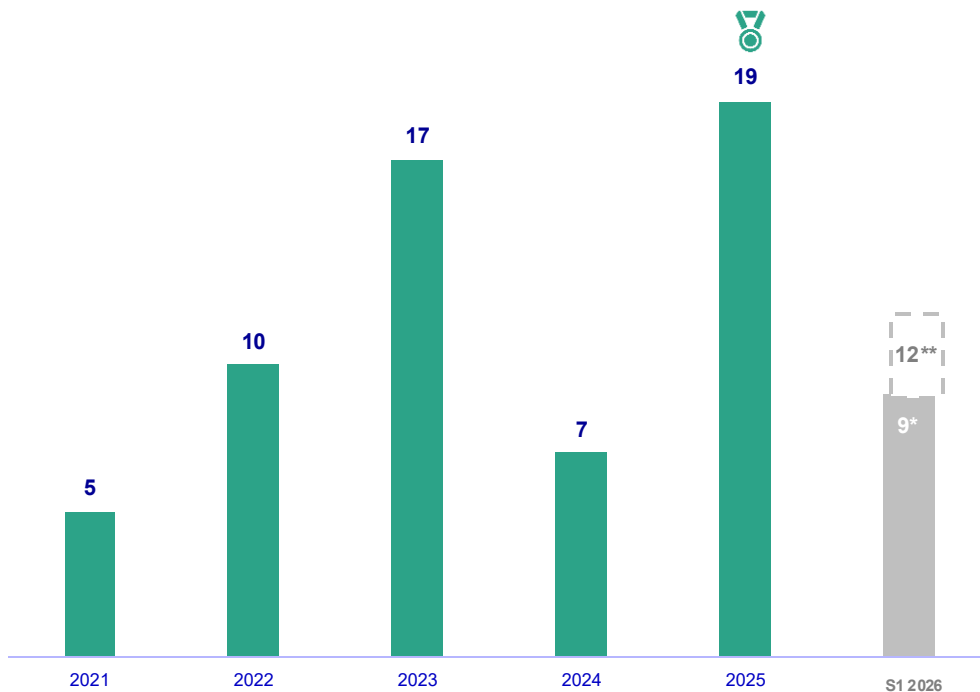
- accelerate the rollout of low-carbon cements
- maintain competitive solutions
- fund R&D for new low-carbon materials

Available stock of
carbon credits valued at
€~2,5 M

Appointment in January 2026 of Romain Dupe-Noblet as Carbon Credit Sales Manager to support the Company



Strategic partnerships: drivers of the historic volume growth in 2025 and a catalyst for growth in 2026



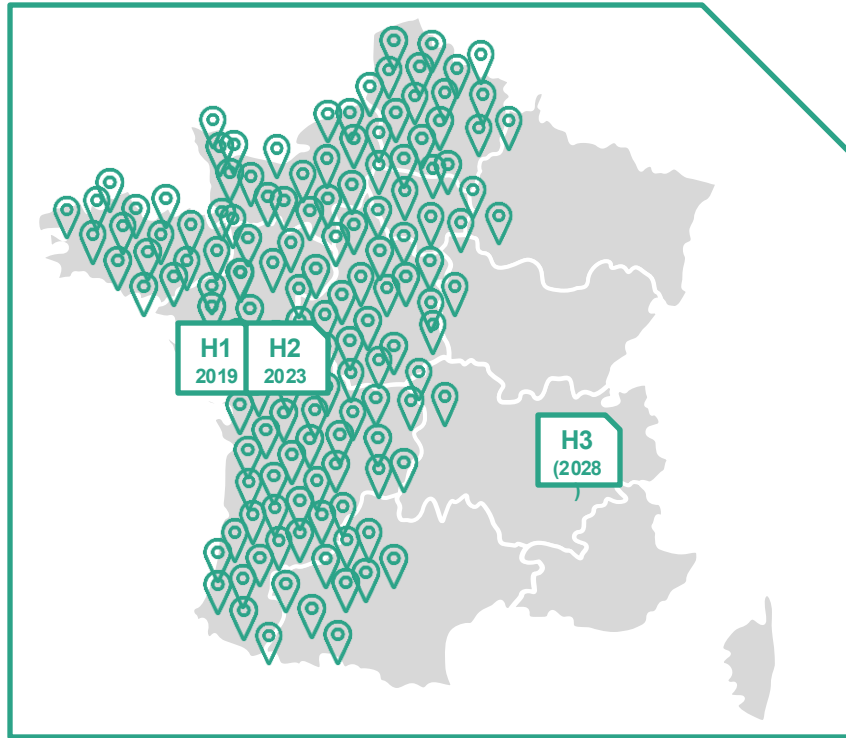
Partners: **an essential pillar** for driving growth while enhancing the Company's visibility and recognition among all stakeholders in the construction industry

**as of 31/05/2026*

***Company estimate for the first half of the year ending May 31, 2026*

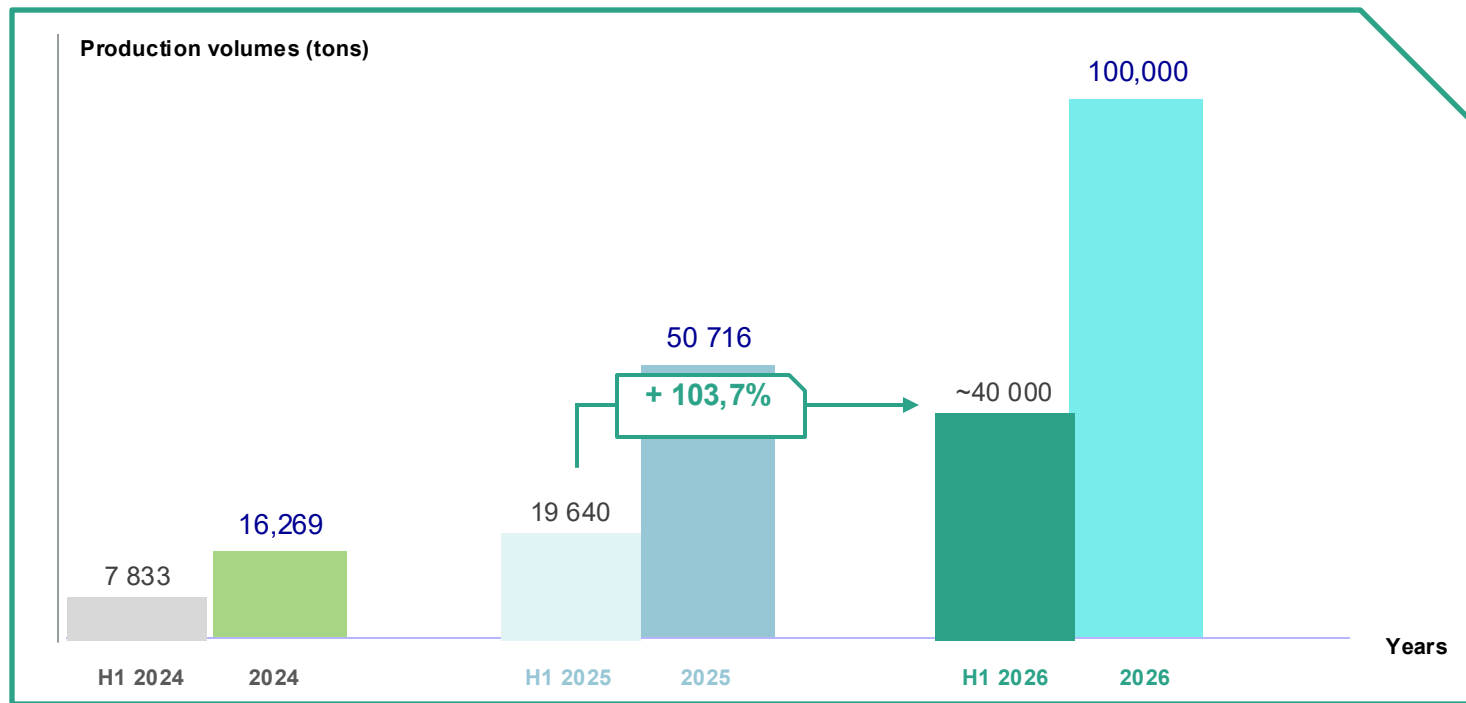


A dense network covering all stakeholders in the construction industry



Nearly 500 partners to date, **covering all trades in the sector**: ready-mix concrete companies, contractors, masons, civil engineering firms, specialty distributors, project owners, and real estate developers.

2026: Accelerated growth in a context of cost optimization



Accelerating business momentum and strong growth prospects for 2026: a production target of **100,000 tons of 0% clinker cement**, with Q1 2026 already reaching the volumes achieved in 2024

Obtaining three major Technical Approvals from the CSTB in 2025



- ATec in **superficial foundations**,
- ATec in **wind turbine foundations**,
- ATec in **superstructures**.

Hoffmann Green now covers most applications in the construction industry



7 years

of research, rigorous testing, and collaborations with leading experts



+ €10 M

invested to strengthen Hoffmann Green's technological lead and secure its future



Recognition of Hoffmann Green's expertise and know-how strengthening the credibility and appeal of its solutions in the French and international markets.





**Confirmation of
ambitions for 2030**

A clear commercial and industrial strategy to achieve our 2030 goals

Production volumes (tons)



Acceleration of commercial dynamics and industrial deployment: ambitious development outlook for 2030

1

H3 Construction



by 2027-2028 on the edge of the Rhône river (Rhône-Alpes), to optimize logistics to the Middle East and take advantage of the region's attractiveness

2

~ 1,000,000 tons



annual production capacity combining the 3 sites (H1, H2 and H3)

3

€150m



in revenue supported by the acceleration of commercial momentum in France and internationally

4

5 license agreements additional internationally



including: payment of an upfront fee, payment of annual royalties and sale of premises to partners

5

6 cements 0% clinker



certified based on multiple industrial co-products

Hoffmann Green: leader in 0% clinker cement, deployed on a large scale in France and internationally, adopted by all sectors of the industry

1st

decarbonized 0% clinker cement with low energy consumption in the world. Hoffmann Green **is now recognized as a key player** in a sector that had seen no breakthrough innovations for over 200 years.



Solutions certified at the highest level in France and internationally, creating significant barriers to entry. These lengthy and demanding processes give Hoffmann Green a unique and sustainable competitive advantage.

450,000
tons

annual production capacity. **Hoffmann Green relies on robust industrial facilities**, a structured organization, and a rigorous quality system capable of supporting a sharp increase in business activity.

+500
partners

covering all sectors of the industry. **This widespread adoption by the market** confirms Hoffmann Green's position as a player now firmly established in the construction industry.

Key figures

4 cutting-edge technologies

H-UKR

H-P2A

H-IONA

H-EVA

1st cement



0% clinker decarbonized worldwide,
certified and approved

+250,000 m³



Commercialized concrete

+80 leading partners



Since 2019



CO₂/ 4 on average



vs. traditional cement

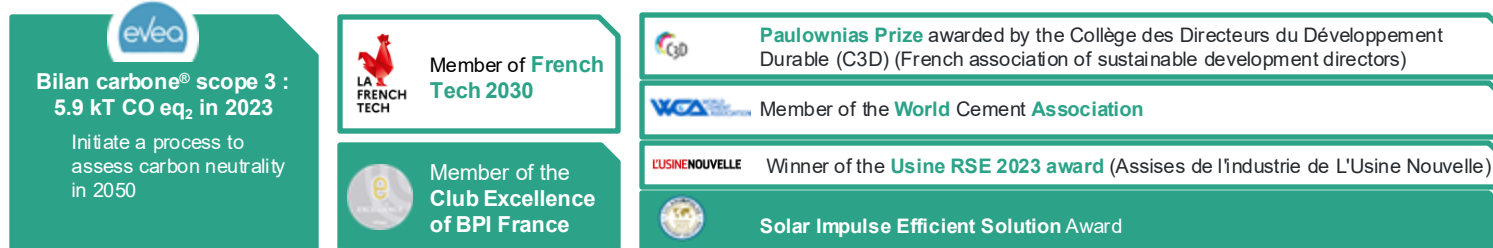
€55,7 M



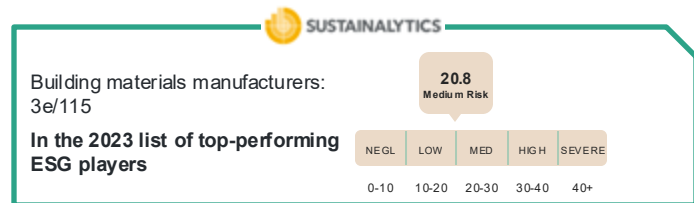
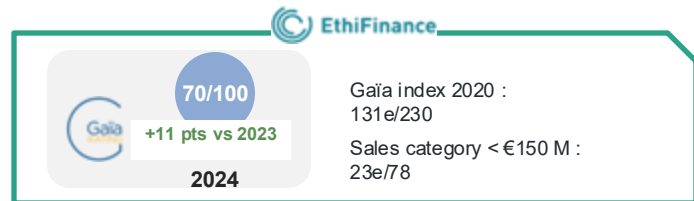
equity(31/12/2025)

A proactive and recognized CSR approach

CSR policy actions and awards



Extra-financial ratings highlight global strategy



Carbon credits



- **Certification** by Inuk
- Launch of **credit marketing in 2023**

Alignment with European taxonomy



EthiFinance

Awarded the **1^{er} European cement** label
100% aligned with the **Green Taxonomy**

Ranking tool designed to **direct financing** towards companies that promote the goal of climate neutrality by 2050.

Signing of licensing agreements:

validation of international development strategy



Signing of license agreement with the partner

- Definition of the terms and conditions of the agreement
- Targeting mature carbon transition markets, where environmental regulations are favorable to the Hoffmann Green model



Construction

- Factories built on the same model as "H2" in the partner's country
- The partners are responsible for financing, building and operating the production units



Commercialisation

- Sale of Hoffmann Green's decarbonized 0% clinker cement in the partner's territory
- In return for this industrial and technological transfer, Hoffmann Green receives **royalties**

Purchase of a premix from the Company
Fixed + variable annual royalties

Payment of an entrance fee

Shareholder's notebook

▶ Listing

Listed on: Euronext Growth Paris

Label: Hoffmann Green Cement

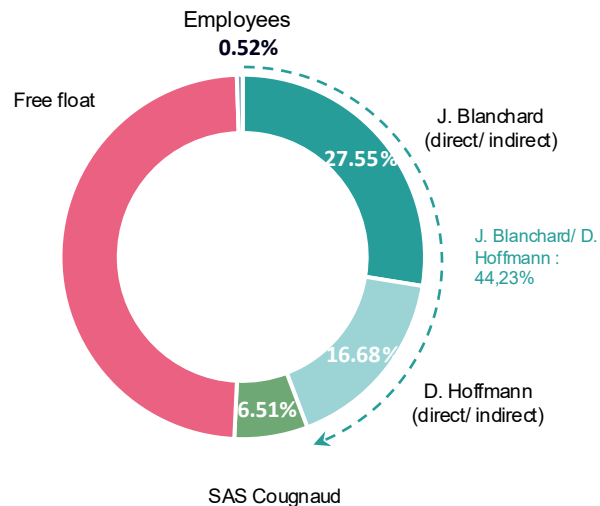
ISIN code: FR0013451044

Mnemonic: ALHGR

PEA-PME / ETI Eligible Euronext index® PEA-PME 150

Euronext index® PEA-PME 150

▶ Shareholding structure (December 31, 2025)



▶ Contact

Pierre-Emmanuel Favre

Chief Financial
and Finance Director

finances@ciments-hoffmann.fr

02 51 46 06 00

NewCap

Financial communication

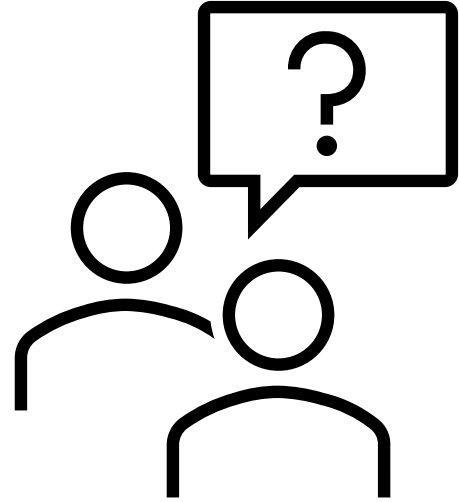
ciments-hoffmann@newcap.eu

01 44 71 94 94

Confidential - Not for distribution

Questions?

- Ask questions via the Q&A dialog box in the zoom platform



NEU is Here to Help You!



Go to neuconcrete.org or click on the QR code to learn how our products and programs can help you.

NEU's publication: *The Low-Carbon Concrete Guide: Materials*. Strategies for reducing the carbon emissions of concrete with an emphasis on material/mixture decisions made at the project level. Available for purchase at the ACI Store.

NEU Certificate program: Low-Carbon Concrete: Fundamentals, Materials, and Innovations. From ACI University and NEU, this program provides comprehensive guidance on reducing the carbon footprint of concrete through strategic material selection. Available for purchase at the ACI Store.

NEU Certificate program: Low-Carbon Concrete: Quantification, Design, and Compliance. From ACI University and NEU, this program covers the principles, tools, and practices used to understand, quantify, and reduce concrete's embodied carbon. Available for purchase at the ACI Store.

NEU's Validation and Verification program. Provides third-party validation or verification of the environmental claims of both existing and innovative new products/technologies associated with low-carbon cement, concrete, and concrete products, following the requirements of international standards.

Thank you!

Hoffmann Green

Discover upcoming NEU webinars at
neuconcrete.org/events-and-education

neuconcrete.org
Connect with NEU on

