

AUSTRALIAN SECURITIES EXCHANGE ANNOUNCEMENT

4 October 2021

Further US OptiBlend® Sales Representation Expansion

Eden Innovations Ltd (ASX:EDE) is pleased to announce that its US subsidiary, **Eden Innovations LLC**, has appointed **Davidson Sales Company**, a Florida based company that was founded in 1987, as a new OptiBlend® dual fuel system sales representative.

Davidson Sales Company operates across a number of states of the US, particularly in the south east, as well as in Puerto Rico and the Caribbean. Its appointment extends Eden's OptiBlend® sales representation to another 7 new US states, enabling customers in these states to access OptiBlend®, a lower cost and environmentally better way to operate diesel powered generator sets on a mixture of natural gas and diesel fuel.

Davidson Sales Company has also invited Eden to display an OptiBlend® banner in their booth at the Electrical Generating Systems Associated (EGSA) Fall conference in Orlando Florida, from October 3rd- 5th 2021 (<https://egsa.org/>). Matt Pochocki, Eden's OptiBlend® Sales Specialist, will be in attendance and support booth operations, as needed.

This appointment of **Davidson Sales Company** further extends Eden's recently expanded OptiBlend® sales representatives footprint, following its appointment last month of Missouri-based **Power Source Midwest, Inc**, a group that operates across the 10 other US states, as a new OptiBlend® sales representative (see Eden's ASX announcement 16 September 2021). The combined expanded sales representation from these two appointments now covers the 17 new states shown in blue of Figure 1.

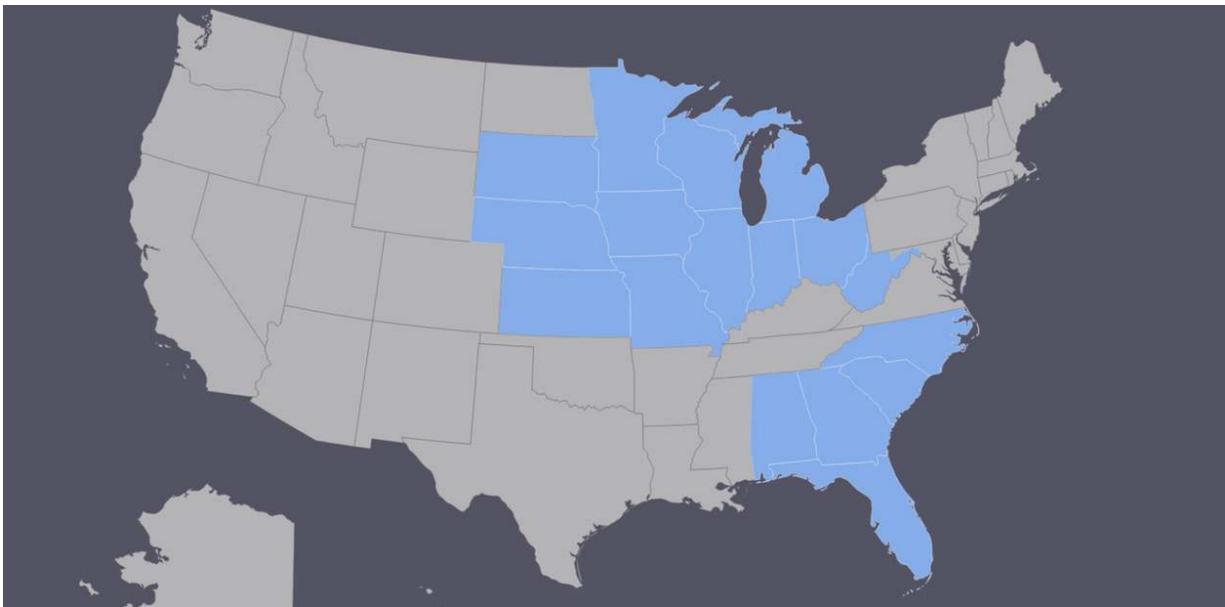


Figure 1. The 17 US states serviced by Davidson Sales Group and Power Source Midwest Inc.

Davidson Sales Company represents products in 7 US states , Puerto Rico and the Caribbean:

- Ohio
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Alabama
- Florida
- Puerto Rico and
- The Caribbean.

Power Source Midwest, Inc. represents products in the following 10 US states:

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- South Dakota
- Wisconsin

Conclusion

The recent appointments of these two specialist sales companies as OptiBlend® sales representatives are anticipated to significantly expand Eden's OptiBlend® sales over the coming years as a result of an increase in market interest, particularly from major government institutions and private companies that use diesel generator sets for their back-up power supplies in the event of a power grid failure.

This increased market interest in the OptiBlend® dual fuel system has been growing over the past few years, driven by both the increasing number, and intensity, of natural disasters.

However, this interest has dramatically intensified following the Texas power grid failure in February 2021, when Texas suffered a major power crisis, as a result of three severe winter storms sweeping across the United States over a 10-day period. The storms caused a massive electricity generation failure in Texas leading to deaths and shortages of water, food, and heat in that state.

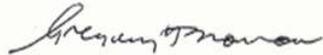
As a result, many US institutions and companies have been re-assessing their back-up power generating capacity. Apart from natural gas being cheaper and producing far lower levels of Greenhouse Gas emissions, operating on mixtures of as low as 30% diesel fuel and up to 70% natural gas, it also extends the back-up power generating capability that is delivered by the on-site stored diesel fuel (supplemented by the natural gas) by up to 330%, providing a far longer period of protection against the consequences of a major grid failure and an extended power outage.

BACKGROUND

The OptiBlend® dual fuel system was designed and developed by Eden US more than 12 years ago, and is 100% owned by Eden. It is a custom fitted hardware technology designed and produced by Eden in the US and India that allows conventional diesel engines to run on Natural Gas as its primary fuel without modifying the engine or the diesel fuel system.

Key features and statistics of OptiBlend® are that it:

- *Works by displacing up to 70% of diesel fuel with Natural Gas thereby extending by up to 330% the back-up power that the on-site stored diesel fuel can be used to generate;*
- *Lowers fuel costs, and lowers emissions and increases runtime;*
- *Is a highly efficient, cost effective system that reduces fuel cost and emissions;*
- *Is used by Cummins on its oil/gas drilling power module using 3 Tier II gensets;*
- *Is suitable for most makes of diesel engines; installed on most major global brands;*
- *Marketed in US and India for over 12 years – highly reliable, durable, long proven in the market;*
- *Over 250 systems sold and installed over the past 12 years across USA and India and in a number of Middle Eastern, African and East Asian countries; and*
- *Significant potential markets exist in USA and also in India, particularly in Delhi and the National Capital Region, because natural gas is far cheaper than diesel fuel, and extreme air pollution has resulted in a government ban on use of gensets during winter running solely on diesel fuel.*



Gregory H. Solomon

Executive Chairman

This announcement was authorised by the above signatory.

For any queries regarding this announcement please contact him on +618 9282 5889.