



Innovations that work.™

ACN 109 200 900

## AUSTRALIAN SECURITIES EXCHANGE ANNOUNCEMENT

11 March 2022

### EdenCrete® - Increasing Sales for Swimming Pool Industry - Update

#### HIGHLIGHTS

Since Eden's announcement on 4 March 2022, the following have occurred:

- A repeat sale, and a number of successful trials with further potential new customers, for use in exposed aggregate swimming pool mixes have taken place or are scheduled:
  - A second order, from the initial customer in Texas, for \$12,960 (approx. A\$ 17,939) worth of EdenCrete, has been placed.
  - Several successful trials have taken place in Arizona, Texas, North Carolina, and Florida;
  - The North Carolina trial generated an immediate, small sale;
  - Several trials in California and Florida, starting in California on Friday this week, are scheduled to occur over the next week or two.
  - The number of enquiries for trials is also increasing.
- A further EdenCrete® sale to a regular repeat shotcrete customer for construction of swimming pools in Georgia occurred.

#### DETAILS

Eden Innovations Ltd ("Eden") (ASX:EDE) is pleased to report that since its ASX announcement on 4 March 2022 of the first two US EdenCrete® sales, one in Atlanta, Georgia to Olympic Pool Plastering, and the other in Houston, Texas to Modern Method Gunite, for use in exposed aggregate pool mixes for finishing the swimming pools, the strong momentum has continued, delivering the following additional progress that has been made:

- A second order, from Modern Method Gunite in Texas, for \$12,960 (approx. A\$ 17,939) worth of EdenCrete has been placed;
- Further successful trials have taken place in 4 US states – North Carolina, Arizona, Texas and Florida;
- The North Carolina trial with Revolution Gunite of Burlington, North Carolina, generated an immediate, small order of US\$480, enough EdenCrete® for approximately 6 swimming pools, and a larger order is anticipated in the near future; and
- Several trials, starting on March 11, are scheduled in California and Florida; and

- **additional enquiries are being regularly received for this new application.**

**Additionally, sales of EdenCrete® for swimming pool shell construction, using shotcrete to deliver the concrete, continue to grow with another US\$6,975 sale since 4<sup>th</sup> March 2022 to Pete Alewine Pools, a regular repeat customer which uses shotcrete for construction of swimming pools in Georgia.**

### **The US Exposed Aggregate Swimming Pool Finishing Market**

In Eden's ASX announcement on 4<sup>th</sup> March 2022, it was incorrectly advised that the US total exposed aggregate pool finishing market, involved approximately 50,000 pools per year, installed by around 50 different pool contractors spread across the country. In fact, the total number of these particular types of swimming pools installed in the US each year is approximately 100,000, representing a US\$8-10million per year target market, not a US\$4-5 million per year target for EdenCrete® as was previously reported.

The number of new trials that have been requested since the first demonstration in February 2022, the fast conversion of these trials to sales, and rapid commencement of repeat sales that has been seen, lead Eden to believe that the resultant upswing in both sales and interest across the US in the swimming pool market will continue and accelerate as Spring approaches.

As only approximately US\$80 (approx. A\$108) worth of EdenCrete® will be needed for the exposed aggregate concrete finish required for an average sized swimming pool in the US, this will only add a small additional cost to the project, but enable the contractor to cost effectively deliver a better product.

As a consequence, whilst individual sales of EdenCrete® to most of these contractors, including all the sales to date, will not be material in themselves, the aggregate value of the sales that swimming pool co finishing generate from a potential target market of US\$8-10 million per year, is expected to be highly material percentage of the total US EdenCrete® sales over the next few years.

## **EdenCrete® Background**

*Eden's 100% owned EdenCrete® products are carbon-strengthened concrete additives that enhance a wide range of performance characteristics of the concrete including compressive strength, flexural strength, tensile strength, abrasion resistance, reduced permeability, increased modulus of elasticity, reduced shrinkage, collectively delivering stronger, tougher, more durable, longer lasting concrete.*

*EdenCrete® is also highly suited for all pumped concrete applications, including shotcrete applications, with low dosages of EdenCrete® delivering reduced friction and consequentially requiring lower pump pressures, improved workability and producing far less rebound of the shotcrete.*

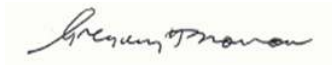
*EdenCrete® is generally used in concrete that incorporates a high percentage of Ordinary Portland Cement (OPC or Portland cement) whilst EdenCrete® Pz is mostly used in concrete that incorporates a high percentage of pozzolans as an alternative cementitious material (including fly-ash and blast furnace slag which are each waste by-products from coal fired power stations and metal smelting respectively, thereby each being treated, as a waste by-product, as having a zero Greenhouse Gas footprint from its production process).*

*As a result, EdenCrete® Pz in particular has repeatedly shown it is capable of enabling the proportion of the Portland cement in the concrete to be replaced by a percentage of pozzolans with far lower Greenhouse Gas footprints, resulting in a reduction in the Greenhouse Gas footprint generated in the production of the various cementitious components used in the manufacturing of the concrete.*

*Both products have been repeatedly shown to be suitable for use in ready-mix concrete, pre-cast and pre-stressed concrete, shotcrete, pumped concrete and volumetric concrete.*

*One of the primary target markets for EdenCrete® products is improving the performance of concrete used in the construction and maintenance of concrete roads, bridges, ports, airports, and other infrastructure, particularly where it is subject to heavy wear, freeze/thaw weather conditions, heavy snow falls, and/or high levels of added salt or de-icing chemicals.*

*Since 2015, EdenCrete® products have been sold in the USA and more recently also in Australia and a growing number of other countries. They have successfully and repeatedly delivered a wide range of benefits when incorporated into concrete that is used in many different applications, including low-rise, medium-rise and high-rise building construction, roads and bridges, ports/marine/coastal applications, airports, bus stations, carparks, water pipes, hardstand areas, waste transfer stations, warehouses, all shotcrete applications, stadiums, swimming pools, earth stabilisation, sculptured concrete, structural concrete insulated panels, light weight building panels, and a wide range of pre-stressed and pre-cast concrete structures and products.*



**Gregory H. Solomon**

Executive Chairman

This announcement was authorised by the above signatory.

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