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Alexium Announces Innovation Partnership and Signs Supply Agreement with Soft-Tex International

Highlights

- Supply agreement signed with Soft-Tex to exclusively purchase Alexicool® phase change material (PCM) products for bedding systems based on Soft-tex's Reactex® technology
- Innovation partnership combines technical and commercial strengths of both companies and provides Alexium with a channel to some of the world's most recognizable retailers.
- Alexicool® PCMs provide the cooling engine for Soft-Tex's Reactex™ technology which manages bedding system heat flow and provides a comfortable sleep environment.
- Agreement term is 2 years with provision for automatic renewal and includes pricing, supply capabilities and analytical support.

Melbourne (Australia), Greer (South Carolina, US) – 15 April 2020: Alexium International Group Limited (ASX: AJX) is pleased to announce the signing of a supply agreement with Soft-Tex International, Inc., to exclusively purchase Alexicool® phase change material (PCM) products for bedding systems based on Soft-tex's Reactex® technology.

"Alexium is excited to be taking this step forward with Soft-Tex as we are pleased to provide products and services based on our advanced materials sciences capabilities," said Bob Brookins, Alexium Chief Executive Officer.

Alexium Chief Commercial Officer, Allen Reihman said: "This agreement formalizes the innovation partnership between Soft-tex and Alexium, combining the technology and market strengths of both companies. Reactex™ technology controls heat energy flow and storage to create a customer's unique ideal personal bedding climate. Our Alexicool® products uniquely meet Soft-Tex requirements and provide the cooling engine for Reactex™ technology"

Soft-Tex International is an innovative company focused on building the most comfortable products to help the world sleep and live better with its Reactex™ technologies spanning categories like personal climate control, wellness, antimicrobials, and more. Soft-Tex International has business relationships with some of the world's most recognizable retailers including Bed Bath & Beyond, Amazon, J.C. Penney and Dillard's.

Soft-Tex's Principal and Reactex™ Inventor, Mark Smiderle added, "We chose Alexium as an innovation partner because they provide advanced PCM products, technical support, and analytical expertise that enable Reactex™ technology's thermal regulation advantages."

Under the agreement, Soft-Tex International will exclusively use Alexicool® products for top-of-bed and mattress applications. Terms of exclusivity apply to both current and future PCM based products from Soft-Tex International. The agreement has an initial two-year term and may be automatically renewed. The agreement specifies the provisions for the commercial relationship, including pricing, supply capabilities, and Alexium's analytical support for Soft-Tex International commercial efforts. The agreement does not specify minimum volumes or forecasted sales, thus the material value of the agreement cannot be calculated; however, this agreement does establish a key strategic partner for Alexium, cements Alexium position in an established supply chain, and is a key milestone for the first two growth pillars discussed in the half year presentation. Alexium management has conducted due diligence on Soft-Tex International and its suppliers, and they are confident with the distribution plan established by Soft-Tex International.

About Soft-Tex International, Inc.

Soft-Tex International, Inc. manufactures and distributes premium specialty sleep products. They are headquartered in Waterford, New York with have operations in Shanghai, China. They have maintained their position as a leader in the basic bedding arena for three decades by constantly incorporating the latest sleep technologies. Soft-Tex International is an innovation company focused on building the most comfortable products to help the world sleep and live better with its Reactex technologies.

About Alexium International Group Limited

Alexium International Group Limited (ASX: AJX) is a performance chemicals provider for advanced materials applications with a focus on flame retardancy and thermal management. The Company is driven by an innovation model for addressing market gaps with patent-protected technologies. These environmentally friendly solutions have applications for several industries and can be customized to meet customer needs. Key markets for Alexium are military uniforms, workwear, and bedding products. Alexium brands include Alexicool® and Alexiflam®. For additional information about Alexium, please visit www.alexiuminternational.com.

Authorisation

Authorised for issue to ASX by Ms Rosheen Garnon, Chair of the Board of Alexium International Group Limited.

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