



CHEMICAL INNOVATIONS

ALEXIUM INTERNATIONAL GROUP LIMITED

Alexium Secures Presence in Brazil with Global Distribution Sales Agency

Highlights:

- Alexium gains presence in Brazil with global distribution sales agency, Allure;
- Alexium and Allure will be finalizing a multi-year contract within the upcoming weeks;
- Increases Alexium's sales staff by five. Alexium to train Allure representatives

Perth, WA and Greer, South Carolina: Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY) is pleased to announce Alexium has recently formalized an agreement with Allure—a distribution sales agency from São Paulo, Brazil—and will be finalizing a multi-year contract.

Allure, is a specialty raw material sales agency, with decades of experience in Alexium's various target markets. We have scheduled our joint sales training with Allure in Brazil for mid-March 2016 to train a team of five representatives.

"Allure is excited to partner with Alexium and launch a new, innovative chemistry to a market that has been hungry for a performance improving and regulatory compliant FR chemical solution."—Guilherme Dall'Ovo, Managing Director of Allure

As Alexium continues to stay on track for our long-term growth strategy, it is important for us to continue to expand and grow our global distribution network. The opportunity of introducing a presence in Brazil through Allure allows Alexium to achieve our strategic approach for our 2016 global operational initiative.

"I have made it a priority for Alexium to increase its global distribution networks. We have kept the market informed with our progress on this strategy, however the recent partnership between Allure and Alexium signifies a defined approach to our global networking position.

Allure's decision to include Alexium's chemistries, in its product portfolio, only reinforces that Alexium brings unique, proprietary, eco-friendly FR products to the marketplace that no one else can offer," stated Nick Clark, Alexium CEO.

We will continue to update you as our progress develops.

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About Alexium

Alexium International Group Limited (ASX: AJX, AX:AJX OTC QX: AXXIY) holds proprietary patent applications for a process developed initially by the U.S. Department of Defense, which allows for the surface modification and attachment of nano-particles or multiple chemical functional groups to surfaces or substrates to provide functions such as fire retardancy, water proofing, oil proofing, and anti-microbial treatments. Applications under development include but are not limited to textiles, paints, and packaging, glass and building materials. Alexium's fire retardant chemical treatment are currently marketed for different fabric markets under the Alexiflam™, Ascalon™, Nycolon™, Nuvalon™, and Polytron™, Omnitron™ and Bactron™ trademarks.

About Allure

Allure Comercio e Representacoes is a (a) limited liability company Mairiporã - SP founded in 27/07/2005. A portion of Allure's activity is to provide sales representation and agents in Brazil and other areas within South America. Allure represents companies from France, USA, China, Taiwan, Austria and Russia with a firm background in chemical sales and distribution. Address: Rua 25 De Marco 1029 | Sao Paulo 01021 | Brazil