



## APPOINTMENT OF GLOBAL EXECUTIVE TO LEAD SALES AND MARKETING

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- **Industry Expert:** Mr Chris Whitely is a seasoned industry professional with **28 years of experience in technical sales and business development** in the graphite and carbon sector, spanning natural and synthetic graphite, carbon black, biomass carbons, battery materials, and industrial applications.
  - **Global Commercial Leadership:** Former senior executive with experience in the global graphite product supply industry, having held roles such as **Global Sales Director** at Toyo Tanso PA Graphite, **International Sales Manager** at POCO Graphite Inc (now Entegris POCO Graphite Materials), and **Sales Manager – North and South America** at IMERYS.
  - **Unmatched Market Insight:** Extensive experience across North and South America, Asia-Pacific, and Europe, advising on graphite supply chains, advanced material applications, and commercialisation strategies.
  - **Strategic Appointment for Commercialisation:** Mr. Whiteley's expertise will drive customer engagement, product market entry, product qualifications, and revenue growth as GCM progresses toward the commercialisation of VHD Graphite technology.
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**Green Critical Minerals Ltd (ASX: GCM or the "Company")** is pleased to announce the appointment of Mr Chris Whiteley as Head of Sales and Marketing. Mr Whitely will commence his role on 1 March 2025 and will be responsible for the sale and marketing of products from GCM's innovative and disruptive VHD Graphite Technology process.

### STRATEGIC APPOINTMENT TO ACCELERATE COMMERCIALISATION

As GCM advances toward the **commercialisation of its VHD graphite technology**, the Company is strengthening its executive team with **proven industry leaders**. Mr Whiteley's **deep industry expertise, global sales leadership, and technical knowledge** position him as the ideal candidate to lead GCM's **market entry and customer acquisition strategy**.

With a career spanning nearly **three decades in graphite sales and business development**, Mr Whiteley has successfully implemented **global marketing and sales strategies** for applications including:

- **Thermal management solutions** – Heat dissipation materials for semiconductors, AI processors, transportation, and high-performance electronics.



- **Advanced carbon composites & engineered materials** – Aerospace, defence, EDM, nuclear, vacuum furnaces, and energy storage applications.
- **Refractories & industrial applications** – Foundry, steel, and high-temperature processing industries.
- **Battery / energy storage technologies** – Lithium-ion, lead-acid, alkaline, primary lithium batteries, and fuel cells.

Mr Whiteley's appointment comes at a pivotal time, as **GCM progresses toward large-scale production of VHD Graphite**, a next-generation high-performance block graphite material designed to **outperform traditional heat dissipation materials like copper and aluminium**.

Commenting on his appointment, **Mr Whiteley** said:

*"I am very excited to join Green Critical Minerals at such a transformative stage. In my nearly three decades in the graphite industry, I have never seen a technology as groundbreaking as VHD Graphite. VHD Graphite will be a game-changer to the block graphite industry and to industries requiring next-generation advanced engineered graphite and thermal solutions. GCM has a unique opportunity to redefine high-performance materials, and I look forward to driving the commercialisation strategy to unlock its full market potential."*

**GCM Managing Director, Clinton Booth**, commented:

*"Chris's deep industry expertise and proven track record in industrial graphite sales will be instrumental as we transition through commercialisation and into operations. His appointment reflects our commitment to building a world-class team capable of delivering VHD Graphite to the global market."*

**For further information please contact:**

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### Authorisation

The provision of this announcement to the ASX has been authorised by the Board of Directors of Green Critical Minerals Limited.