

19 March 2021

World Business Council for Sustainable Development and Security Matters to Launch a Pilot Project for Circular Electronic Manufacturing

- SMX together with 13 top electronics brands are joining a new alliance formed by 6 founding partners, among them the World Business Council for Sustainable Development (WBCSD), to set a shared vision for a circular economy for electronics, called the Circular Electronics Partnership (CEP)
- This group of pioneering global companies have been brought together to dramatically reduce e-waste and to commit to a roadmap for a circular economy for electronics by 2030.
- The *Circular Electronic Manufacturing* pilot project will play a tangible and practical role in CEP's roadmap for the electronic brands and manufacturers to transition successfully to a circular economy.
- The primary objective of the pilot project is to accelerate the launch of an electronic manufacturing industry standard by developing a technology that can mark, track & trace electronics and electrical equipment (EEE) along the supply chain. And with SMX's unique digital blockchain platform, it will enable the electronic manufacturers to recycle their end-of-life products and reduce the use of virgin raw materials.

Security Matters Limited (ASX: SMX) (Security Matters or the Company), a company focused on digitising physical objects on the blockchain to enable a circular and closed loop economy, is delighted to announce it is joining the first private sector alliance of top electronic brands and its founding partners of the **Circular Electronics Partnership (CEP)**. The CEP is focused on establishing a joint and shared vision for a circular economy for electronics.

The members of the CEP include: Dell Technologies, Microsoft, Cisco, Google, Vodafone, Lanxess, Sims Lifecycle Services, Glencore, KPMG International and Closing the Loop, among others.

The Circular Electronic Manufacturing pilot project that SMX is launching will play a tangible and practical role in CEP's roadmap for the electronic brands and manufacturers to transition successfully to a circular economy.

The primary objective of the pilot project is to demonstrate how a technology that can mark, track & trace EEE along the supply chain can enable full circularity over materials and reduce the use in virgin materials.

The International Bromine Council (BSEF), the North American Flame Retardant Alliance (NAFRA) will be engaged as part of this pilot project to assist in the improvement of end-of-life recycling of materials, especially for electronics that contain brominated flame retardants.

This multi-stakeholder partnership will translate commitments into immediate actions. In addition to this project, others initiated by the CEP Secretariat and Partners include:

- Defining circular electronic product and services;
- Mobilizing a global, sustainable and circular procurement commitment; and
- Developing a responsible recycling and circular material data system.

The establishment of global CEP marks the first-time experts, business leaders and international organizations will co-design solutions around this topic. This pre-competitive industry platform will establish a network of networks to elevate the action and ambition of the industry in a coordinated way. E-waste is currently the fastest-growing waste stream in the world, one estimated to reach 50 million tons in 2018. Research finds that only [17.4% of e-waste](#) is collected and recycled. This waste, worth at least [\\$57 billion annually](#) - offers a unique opportunity for economic growth and resilience if handled correctly. Extensive stakeholder collaboration is required to maximize this opportunity - one worth more than the GDP of most countries - and simultaneously create the systems-wide changes needed for true impact and sustainability.

Along with the partnership, the group announces the launch of an action road map. This document, endorsed by business leaders and experts, identifies six pathways to circularity. The CEP roadmap will focus on different stages of the value chain to help businesses and partner organizations overcome barriers to circularity.

Haggai Alon, Founder and CEO comments:

“Security Matters (SMX) proudly supports the leadership role of the WBCSD and the importance of the Circular Electronics Partnership (CEP) Initiative in making sustainable electronics a consumer and industry standard. SMX aims to lead the sustainability revolution in electronic consumption through the use of its digital twin technology and blockchain platform solutions. This will enable companies to successfully transition to a truly circular economy in a tangible, credible and measurable way – where every material is fully utilised, and nothing goes to waste.”

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By order of the Chief Executive Officer.

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About Security Matters Limited

Security Matters has commenced the commercialisation of its unique, patented technology that uses a hidden chemical-based ‘barcode’ to permanently and irrevocably ‘mark’ any object, be it solid, liquid or gas. The barcode is read using the company’s unique ‘reader’ to access the corresponding stored data, recorded and protected using blockchain technology.

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