

Versarien's International Strategy

Update – January 2019

Matt Walker



Overall - Pipeline Creation (for collaborations leading to sales)

- What: sectors of interest - domestic/international
- How: cold contact, existing contacts, enquiries from other party, UKG (SRM/Posts/Missions/Sector Teams)
- Example: AECOM



Target Markets - Overseas Expansions

- Target market/business of interest (and vice versa)
- 10 point criteria analysis test for sifting – scored and then prioritise top 3 companies for discussions (to JV)
- Still keep a ‘watching brief’ and dialogue with other companies
- Example: Tungshu (China) – dialogue, testing, JV



Value Add

- Consultants/Local Partners/UKG in target markets
- Target market Government and Chambers support (incentives/introductions)
- Target market academic support and endorsement for integrity and sustainability

International Strategy Update – Five Target Markets

Current Situation



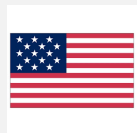
- **China** – Consultant: Product agreement/strategy alignment - Entering into Heads of Terms with companies/cities as we look for investment for JV (other collaborations/MOUs in pipeline)



- **India** – Local Partner/DIT: NDA's in place/MOU discussions taking place with Fortune 500 companies in a number of sectors interested in investing; plus, local partner project engagement



- **South Korea** – Consultant: South Korean Government support for ODI/discussions with a number of regions; Serious discussions with a view to investing with large textile, plastics and chemicals (chaebols); plus, academic testing for endorsement



- **USA** – DIT LA: AECOM partnership provides access to opportunities; US Government support for ODI; NDAs in place with a number of companies (testing in all sectors); 2019 activity planned



- **Japan** – Resource targeted: serious large Japanese/US NDA in place for testing; other company discussions taking place

Overall Ambition:
to commercialise graphene,
which can be achieved by
maximising graphene
output on an industrial
domestic & international
scale, whilst
simultaneously ensuring
the conversion of a healthy
domestic & international
business pipeline.