

Fast forwarding the clean energy transition as a global leader in rare earth magnetics & critical materials

A Generational Opportunity



Disclaimer



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Neo at a Glance



Neo is an advanced materials science, engineering & manufacturing company, with a focus on rare earth magnetics and other critical materials.

Global Leader in Rare Earth Magnetics Industry

- Developing and manufacturing rare earth magnetics for 30+ years
- Only operator of parallel supply chains both inside and outside of China
- Most integrated rare earth magnetics company across the value chain

Global Leader in Rare Earth & Rare Metal Product Applications

- Only company to separate rare earths both inside and outside of China
- Top 3 producer of environmental emissions control catalysts
- Top recycler of Hafnium and Gallium rare metals outside of China
- Only company offering global supply chain optionality to our customers

Business Unit Organization



Performance Materials

.. Magnequench ("MQ")

Manufactures rare earth magnetic powders and magnets, supplying automotive and other motor applications

Chemicals & Oxides ("C&O")

Produces separated rare earth oxides and manufactures specialty chemicals for automotive and other applications

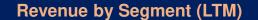
...... Rare Metals ("RM")

Produces and recycles high-grade specialty metals used in semiconductor and aerospace applications

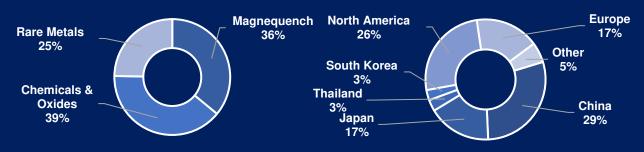
Neo at a Glance

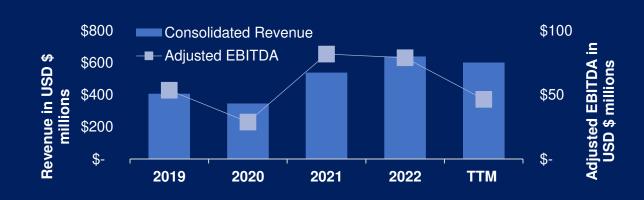


Headquarters		Toronto, Canada			
Publicly Traded Exchange		TSX: NEO.TO			
Global Footprint		Canada, China, Estonia, Japan, Germany, South Korea, Thailand, Singapore, United Kingdom, United States			
As of November 6, 2023	Employees	1,866			
	Market Cap	CAD \$310.5 million			
	Cash (incl. Restricted) Inventory	USD \$116 million USD \$197 million (Q3 2023)			
	52-Week Price Range	CAD \$6.70 – 12.15			
	Recent Share Price	CAD \$7.32			
	Shares Outstanding	42,424,892 (Fully Diluted: 44,530,048)			



Revenue by Geography (LTM)





Analysts Covering Neo:

- Canaccord Genuity: Yuri Lynk
- Cormark Securities: David Ocampo
- Stifel GMP: lan Gilles

- Raymond James: Frédéric Bastien
- Paradigm Capital: Marvin Wolff





Global manufacturing in low-cost jurisdictions. Global engineering centers at talent hubs: Singapore, UK, Estonia, Canada. Global sales offices that speak language of our customers – literally & technically.

Magnequench ("MQ")				
Outside China	Inside China			
Thailand: Manufacturing magnetic powders for energy-efficient motors and magnetic metals	Tianjin (China): Manufacturing magnetic powders and bonded magnets			
United Kingdom: Manufacturing ultradense magnets and specialty magnetic assemblies	Chuzhou (China): Manufacturing specialty bonded magnets and magnetic assemblies			
Estonia: Manufacturing EV motor magnets (under construction)				

Chemicals & Oxides ("C&O")				
Outside China	Inside China			
Estonia: Separation of beneficiated ore into light rare earth oxides and other specialty products	Zibo (China): Production of specialty rare-earth-based chemicals for automotive emissions control catalysts			
Japan: Technical sales office	Jiangyin (China): Separation of beneficiated ore into both light and heavy rare earth oxides			
	Zibo (China): Separation of beneficiated ore into light rare earth oxides			

Rare Metals ("RM")			
Outside China	Inside China		
Canada: Recycling and refining Gallium at semiconductor grade			
Germany: Recycling and refining Hafnium and Rhenium at aerospace grade			
Estonia: Production of Niobium and Tantalum metals at aerospace and microelectronic grade			

Growth Drivers



Neo's products deliver magnetic, catalytic, luminescent, electrochemical, and enhanced thermal stability properties that enable technologies considered vital to each of these growth drivers.

Electric Vehicles



Municipal Water Treatment



GHG Emissions Reduction



Energy-Efficiency Residential & Industrial Applications



Renewable Energy







Rare Earths are considered a Critical Material in all major Western economies

Energy Transition and Electric Vehicles

- New electric vehicles globally increase from 11 million in 2023 to 63 million by 2030*
- Rare earth magnets are present in 85% of EV motors today
- Net Neutral 2050 targets require significant changes in energy efficiency in all motorized applications

 * Bank of America, Nov 2023
- 2 Customers Requiring
 Supply Chain Diversification
- Rest-of-world imports 90+% of its rare earth magnets from China
- All major OEMs have told us that they cannot depend on one single jurisdiction for their magnets needed for made-in-EU/US vehicles
- Industry convention for automotive and other clean tech OEMs is at least 4 individual supplier options and 3 sourcing countries

3 Public Policy Tailwinds

- EU's Critical Raw Materials Act set targets for OEMs to source:
 - no more than 60% of magnets from one country outside the EU,
 - 40% of processed material to originate domestically, and
 - 15% from recycled sources

United States' Inflation Reduction
 Act incentivizes near-shoring of
 electric vehicle, renewable energy
 & clean tech manufacturing at large

Strategic Initiatives in Current Period – Q4 2023



Creating laser focus and accountability

Change in Internal Focus and Management:

- New Chief Executive Officer (former CFO & President)
- New Chief Financial Officer
- New SVP Global Human Resources
- New Executive VP for Rare Metals
- New Board Member

Focus on Strategic Initiatives:

- Laser focus on growth in sintered magnets
- Changes in operating focus to improve working capital and operational efficiency

Short-term Accountabilities (H1 2024 Targets):

- 1-3 MOUs with new, flagship customers for advanced materials
- 1-3 additional offtake agreements for rare earth magnet supply chain
- 2-3 changes in our manufacturing footprint and operational strategy announcements

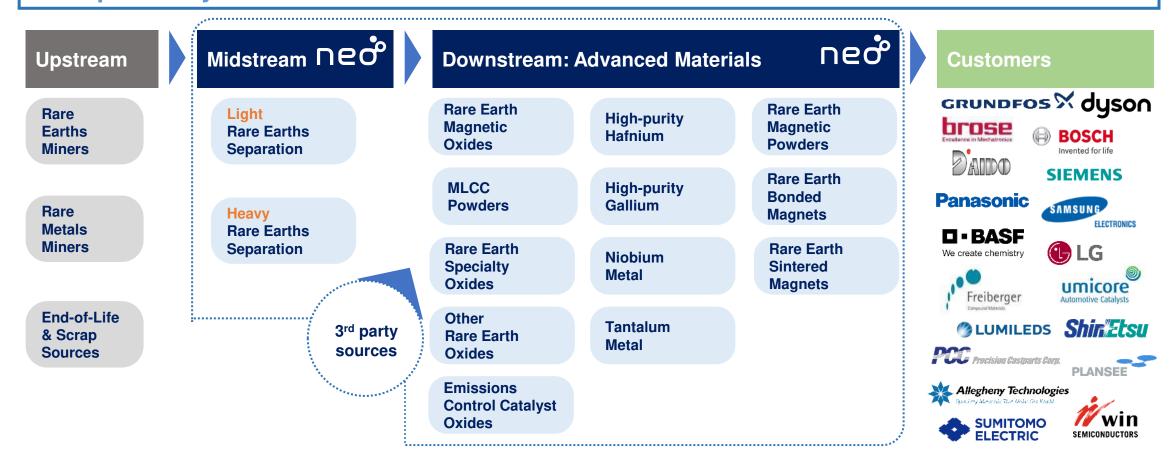
Increase in Shareholder & Media Awareness:

- New approach to investor relations and engagement
- New public education on rare earth magnets and media campaign
- Increased focus on government and industry relations





Non-captive midstream & downstream assets offer supply chain resiliency and optionality to our customers.





Laser Focus on Rare Earth Magnetics & Growth Outside of China



Why are Rare Earth Magnetics important for EVs/PHEVs necessary



Tailgate

motor

SCR/Urea

Motor

Rare Earth Magnets are to EV Traction Motors, what Lithium & Cobalt are to Batteries

EV Traction Motors

- 1-2kg of rare earth magnet in EV traction motor
- Majority of EV motor OEMs are deploying or designing rare-earth-magnet-based drivetrains – either sintered NdFeB with Dy/Tb, or hot pressed NdFeB without heavies (e.g. Daido/Honda)

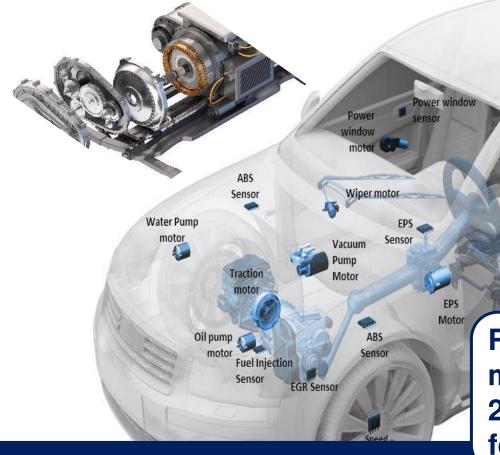
Brushless DC (BLDC) Motors

- Adoption of Automated Guided Vehicles (AGVs) and Autonomous Mobile Robots (AMRs) will increase demand for BLDC using rare earths
- They offer better safety from less electrical interference, less dust and arcing issues, and assist emergency breaking

Other Motors

Continued growth in bonded magnet applications:

- Pumps
- Sensors
- Seat/window motors
- Cooling fans for microelectronic and battery assemblies



Rare earth magnetics save 20+% of battery size, for same range

Gas Leakage

sensor Fuel Pump

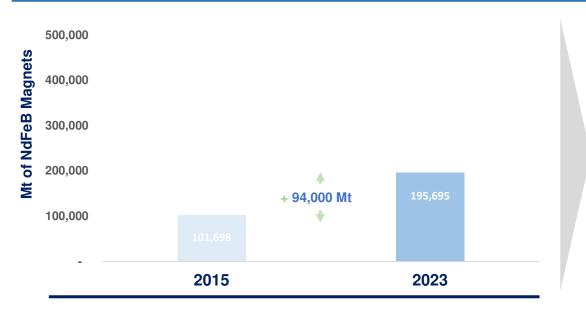
Battery cooling fan

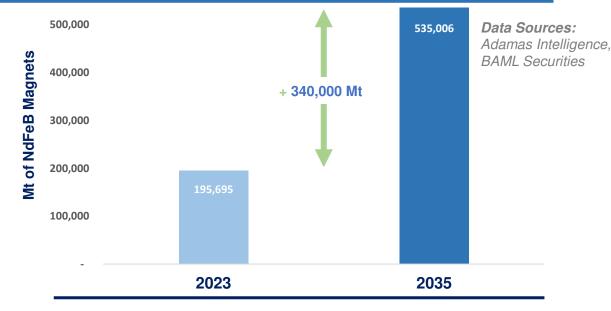
Understanding the Rare Earth Magnet Growth Curve



Where are rare earth magnetics used today?

What does tomorrow look like?





Dominant demand drivers:

- Automotive Interior Micromotors & Sensors
- Industrial Motors, Pumps & Compressors
- Cordless Powertools
- Consumer Electronics
- Consumer Appliances
- Car Speakers

Fast-growing dominant demand drivers:

- Passenger EVs
- Commercial EVs
- Other E-Mobility
- Wind Power Generators

Existing applications continue to grow:

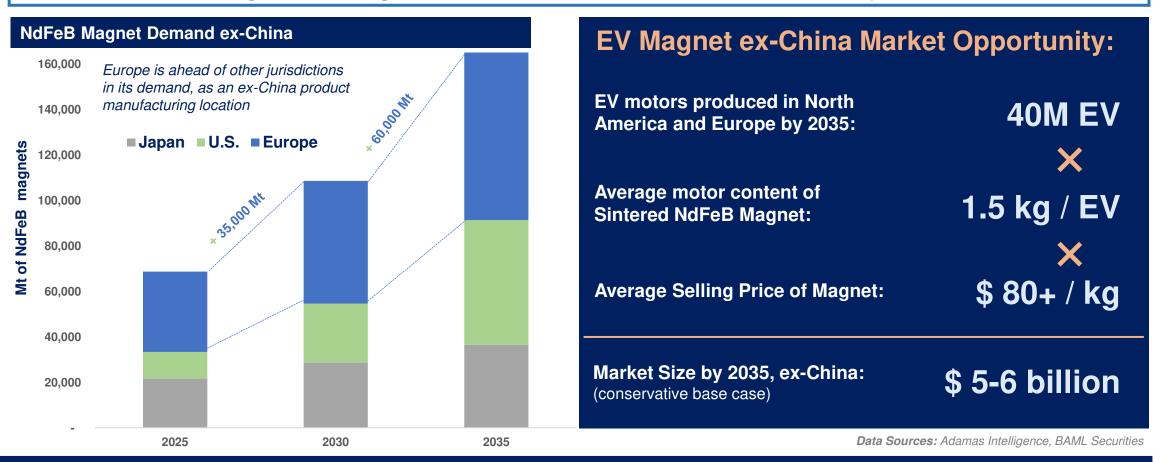
- Automotive Micromotors & Sensors
- Industrial Motors, Pumps & Compressors
- Cordless Powertools
- Consumer Electronics
- Consumer Appliances
- Car Speakers



Neo's New Positioning in the EV Magnet Growth Curve

An example of Neo's growth opportunities in rare earth magnetics.

Consider Neo's magnet offering for the EV traction motor market in Europe & North America.







What does it take to win business in this market space?

- Integrated ex-China Supply Chain: operating dual supply chain inside and outside of China along the value chain of rare earth permanent magnets
- Proven Magnetics Competency: R&D, commercialization and manufacturing experience in rare earth permanent magnetics
- Track Record in Automotive Sales: experience and know-how in product development and qualification in the automotive sector known for its high standards and challenges



Current commercialized rare earth value chain, ex-China



Neo is already the company with the most integrated presence in the value chain, with non-captive assets











Recycling



Neo currently employs closed-loop recycling both inside and outside of China







Neo has more rare earth advanced degrees and technical experts across processing, metallurgy, and magnetics than any other company outside of China or Japan.

First-of-its-kind EV Motor-Magnet Customer Case: Traction Motor Magnets *Without* Heavy Rare Earths





Neo's Magnequench co-developed the first-of-its-kind, HREE-free magnet for a traction motor for our customer Daido/Honda



Complex Motor-Magnet Design Customer Case: Ultra-High-Speed Motor, major cost savings innovation

Confidential Customer (\$8 Billion Motor OEM)

Motor Magnet Design Challenge: Customer's magnet portfolio was not able to withstand the centrifugal force for their new ultrahigh-speed motor design, while manufacturing cost was not meeting target threshold.

Neo Magnequench's Unique Solution: Customer turned to Neo to develop an unprecedented magnet design for this complex engineering challenge. Neo's chemical process engineering and applied magnetics R&D teams were able to develop a product that withstands the centrifugal forces. Neo's custom developed magnet saved the use of carbon fiber sleeve on exterior of magnet, ultimate saving significant costs from overall motor design and improving performance.

Neo's First ex-China Sintered Magnet Plant for EVs



Construction is on budget, and on schedule

Currently building an industrial-scale sintered NdFeB magnet manufacturing in Estonia that benefits from:

- Co-location with current Separations facility (15 mins away)
- In-house Metal-making
- Expedited EV platform qualification program based on Magnequench's three decades experience in magnet production and automotive sales

Phase 1: 2,000 t/year magnet block capacity primarily for EV traction motors, in production starting 2025

Phase 2: 5,000 t/year

 Speed-to-construction significantly faster, as the property for Phase 2 is the same, pre-permitted, and with preliminary works conducted as part of Phase 1.



"Just last year, I was in Narva announcing the first award decision by the European Union's Just Transition Fund to Neo. And today, we already celebrate the ground-breaking of this project. **Neo Performance Materials**, a Canadian company, is constructing a rare earth magnet plant right here.

This is the first large-scale magnet facility at the specifications of European automotive outside Asia. It is a leap for Estonia and a stride for Europe. The rare earth magnets that will be produced here are indispensable to growth and innovation in sectors like electric mobility. They promise lighter batteries, less consumption of critical materials, and higher energy efficiency."

Ursula von der Leyen, President of the EU Commission - June 28, 2023











Neo's Magnequench is currently the **#1 market leader** for rare earth magnetic powders for bonded and hot deformed NdFeB magnets



Original founder of the NdFeB magnet, 37 years ago: Founded within General Motors in 1986, it was spun-out in the mid-90s as an independent company. Magnequench joined the Neo family in 2005.



Manufacturing and R&D operations both inside and outside of China



Track record of successful **acquire-and-grow** strategy in niche markets where it has the potential of becoming a market leader



Neo's magnetics team includes 500+ production line staff, 100+ R&D scientists, and 100+ process engineers.



Engineering solution for development and manufacturing heavy-free rare earth magnets



Applications of Products





Residential Appliances



Vehicle Pumps, Sensors & Motors



Industrial Automation

Business Unit Focus: Magnequench



Strategic M&A in growth areas with thoughtful post-merger integration

Acquisition of AsiaMag in 2019 (Chuzhou, China)

- The acquisition of AsiaMag (Chu Zhou, China) in Q4 2019 marked Neo's beginning in making bonded magnets.
- With Neo's operational discipline and commercialization ability, by the end of Q3 2023, we had increased the volume 5-fold to establish ourselves as one of the top 5 largest bonded magnet makers in China.

Acquisition of SGTec in 2023 (Essex, United Kingdom)

- The acquisition of SGTec (Essex, United Kingdom) in Q2 2023 advances Neo's knowledge in rare earth magnets for soft magnetic composites, ultrahigh-density magnetics, proprietary technical specs for bonded magnets, and automated solenoid magnetic assemblies.
- Launching product development dialog with SGTec's current and past high-profile customers:



Business Unit Focus: Chemicals & Oxides



Parallel supply chain, with focus on rare earth separation and rare-earth-based advanced products.



Only company to have rare earth separation capabilities both inside and outside of China



Advanced material formulation and value-add focus, not commoditized rare earth separation



Heavy rare earth separation capabilities



Most advanced R&D lab and largest technical salesforce outside of China



Largest **non-captive** separation facility outside China



Development of **human capital talent** with hundreds of people in specialty rare earth chemistry, process engineering, and commercialization



Three decades of experience in rare earth production



Top 3 producer of Environmental Emissions Control Catalysts



Track record in rare earth supply chain development:

- · Currently most globally diversified rare earth sourcing
- Offtakes and MOUs with numerous up-and-coming projects
- Primary flowsheet development partner for mining companies

Business Unit Focus: Chemicals & Oxides



Critical midstream assets and know-how that supplies our magnet business with oxides and commercialized specialty chemicals for environmental and microelectronic applications.

Environmental Catalysts



- Capitalizes on the Hybrid-EV balance of emissions control catalytic material needs
- Captures margins as one of last suppliers and hedges against long-tail EV transition
- State of the Art Manufacturing Facility

Advanced Rare Earth Products



Multi-Layer Ceramic Capacitors

- Enable smaller semiconductor node designs
- More efficient and high temperature capacitance
- If you want more, add in "for design flexibility in advanced electronics"

New Product Development



Municipal Water Treatment Plants





Fire Retardant Applications



Anti-viral/-microbial Application

Business Unit Focus: Rare Metals



Neo is the owner and operator of strategic assets in the recycling and high-purity refining value-add steps of critical minerals for growth industries, like semiconductors



300+ staff in a very niche industry that has high barriers to entry due to significant capital investment requirements



Diversified salesforce, R&D and engineering outside of China.



Hafnium and Gallium recycling and refining operations and productions of critical materials for semiconductor and aerospace industry.



Over 30 years of experience in **extractive metallurgy**, and in **development** and **manufacturing** of customized engineered materials





Business Unit Focus: Rare Metals



The **only** semiconductor-grade **Gallium producer in North** America – one of handful outside of China. Neo's commercially-operating production is in Canada.

Operating Facility

Location: Ontario (Canada)Total Output: 25 mt per year

• Feedstock: GaAs crystal wafers, GaN crystal scrap, GaAs sludge, GaAs sock filters, GaAs SoloFlo filter, GaAs cartridges, CI CuGa turnings/tubes/slabs/chunks, GaSb crystal

Products: Ga metal at 6-8N purities, Ga₂O₃

Proprietary Recycling Technology

- Electro-winning of metallic liquid gallium in customized cells, from sodium gallate or sodium hydroxide electrolyte. Solid state anodes and cathodes.
- **Hydrometallurgy:** Patented, highly flexible leaching and solvent extraction process.
- **Unique feature:** Process operates above mp of Ga, so liquid gallium recovered by opening a valve at bottom of cell = "tapping". Spent electrolyte recycled to SX strip or used in pH modification.

Ultra-High Purity for Semiconductors

- 4N Ga from recycling is upgraded to 5-8N in Peterborough via acid washing and fractional crystallization
- Ultra-high purity Gallium produced in conditioned cleanroom environment.
- 8N purity products for semiconductor wafers analyzed by GDMS, Residual Resistivity Ratio, and ICP-MS.







Sustainability in our Products



Neo's products truly fast-forward our world's transition to green technologies, by supporting the management of energy reduction/generation and water/air quality.

CO₂-e Abatement via EVs

Empower the annual abatement of half Gigaton CO₂-e with Phase 1 of EV Magnets from Estonia.

ICE Emissions Reduction

Neo's rare-earth-based specialty chemicals are critical advanced materials in emissions control catalysts.

Protection of Freshwater

Neo's WaterFX specialty chemicals product helps municipal water treatment plants in reducing algae development in freshwater resources.

Circular Economy

Our Peterborough facility recycles Gallium waste from semiconductor wafer manufacturing and refines it into highpurity commercialized products in the same value chainy.

Aviation Emissions Reduction

Our Tantalum products used in superalloys help aerospace component manufactures in reducing aircraft weight and equivalently fuel consumption.

Water Circulation Pumps

Our customer Grundfos conducted a Life Cycle Assessment on the impact of using our energy-saving magnetic powders in its new generation water circulation pumps that were sold and installed in buildings. The result: in the EU alone, the energy-saving impact of using our magnetic powders was the equivalent of the power generated by two average nuclear plants.

Annual, Transparent ESG Reporting at our Customer Standards

Neo's quantitative and qualitative performance of its environmental, social, and governance impact and practices undergoes an annual review & publication process.



Occupational Health & Safety: Over past 10 years, the frequency of lost-time incidents has been reduced by more than 80%

GHG Reduction Strategy: Currently undergoing total operational review from an energy consumption and GHG emissions perspective







Corporate & Financial Summary







Healthy EBITDA, strong cash flow generation, and financial capacity to grow.

	Q-over-Q Comparison		Year-over-Year Comparison	
US\$ 000s (excl. Volume & EPS)	Q3 2023	Q3 2022	YTD 2023	YTD 2022
Revenue	\$136,917	\$146,627	\$442,877	\$481,130
Adjusted net income (loss)	\$4,013	(\$1,910)	(\$1,876)	\$37,442
Adjusted EBITDA	\$13,160	\$7,034	\$34,122	\$66,607
Adjusted EPS	\$0.07	(\$0.09)	(\$0.16)	\$0.80
Cash + Inventories (include restricted cash)	\$313,799	\$324,915	\$313,799	\$324,915
Cash Tax Paid	\$3,288	\$4,436	\$11,321	\$8,847
Sustaining CapEx	\$2,638	\$1,123	\$5,897	\$5,447
Special CapEx *	\$4,712	\$175	\$9,757	\$5,111
Dividends Paid to Shareholders	\$3,339	\$3,523	\$10,061	\$9,861
Dividend per Common Share	\$0.10	\$0.10	\$0.10	\$0.10
Repurchase of common shares under NCIB	\$15,482	\$0	\$16,684	\$0

^{*} Special CapEx includes NAMCO relocation, Sintered Magnet plant in Narva (Estonia, EU), and acquisition of SGTec

Magneduench

Shemicals

Metals Rare

Financial Performance by Business Unit



Q-over-Q Year-over-Year Comparison Comparison US\$ 000s (excl. Volume) Q3 2023 Q3 2022 YTD 2023 YTD 2022 3,413 Volume (tonnes) 1,389 1,097 3,620 \$219,828 \$54,414 Revenue \$67,402 \$158,908 \$27,995 Operating income (loss) \$2,911 \$4,897 \$4,943 **Adjusted EBITDA** \$35,384 \$6,042 \$7,282 \$15,199

Quarter Highlights:

- Volumes remain lower than expected and traditional run-rate due to economic activity in China and selective de-stocking in magnet inventory.
- Finished magnet volumes increase 20% for Q3 2023 relative to Q3 2022.
- Sintered Magnet plant construction project in Narva, Estonia remains on schedule and on budget.

	Q-over-Q Comparison		Year-ove Compa	
US\$ 000s (excl. Volume)	Q3 2023	Q3 2022	YTD 2023	YTD 2022
Revenue	\$57,812	\$52,231	\$180,377	\$189,244
Operating income (loss)	\$6,068	(\$5,298)	\$1,466	\$21,324
Adjusted EBITDA	\$7,737	(\$3,863)	\$6,088	\$25,710

- Rare earth prices stabilized near end of Q3, and older high-cost inventory should no longer be extinguished – this will lead to stronger go-forward margins in rare earth separation.
- Strong guarter for Emission Control Catalyst business.
- NAMCO relocation project on budget and on track to be completed by H1 2024.

	Q-over-Q Comparison		Year-over-Year Comparison	
US\$ 000s (excl. Volume)	Q3 2023	Q3 2022	YTD 2023 YTD 2022	
Revenue	\$25,976	\$31,567	\$104,877 \$86,521	
Operating income (loss)	\$2,749	\$5,199	\$25,267 \$13,186	
Adjusted EBITDA	\$3,293	\$5,797	\$26,407 \$15,312	

- Hafnium prices remain near all-time high, with healthy unit margins. Volumes returned to historical run-rate, after exceptionally high volumes in H1 2023.
- Gallium prices in Rest-of-World (ex-China) increasing due to China's export restrictions, with increasing quote activity from ex-China customers.

Executive Management



Neo's Executive team is comprised by experienced executives in **general management**, **finance**, **operations**, **sales & marketing**, **law**, and **engineering**.



Rahim Suleman CEO & President

- Former CFO of Neo for 6 years
- Former CFO at Tier 1 automotive suppliers



Jonathan Baksh*
CFO & EVP

- Former Divisional CFO at Celestica
- Alumnus of General Electric's Internal Audit Leadership Program



Kevin Morris
CSO & EVP

- 12 years of executive management at Neo
- Former managing partner of US law firm



Jeff Hogan EVP for C&O

 23 years of manufacturing, sales & general management at Neo's rare earth separations and specialty chemicals division



Greg Kroll EVP for MQ

 22 years of sales and general management experience at Neo's magnetics division



Mohamad El-Mahmoud*
EVP for RM

 25+ years career in P&L and product development management at global Tier 1 automotive suppliers



Ali Mahdavi SVP Capital Markets & IR

- 30 years of capital markets experience
- 20+ years leading investor relations for Neo

* Joined Neo recently

Board of Directors: Non-Executive Directors



Neo's Board is comprised by current & former senior executives, with backgrounds in **law**, **government**, **accounting**, **finance**, **material science**, and **rare earth industry** management.



Claire Kennedy
Chair of Board

- · Former senior partner at major Canadian law firm
- Education in Chemical Engineering
- Chair and director at major private & publicly-listed companies, government bodies, and non-profit boards



Eric Noyrez
Lead Director
HESS & Compensation Committees Chair

- Former CEO of Lynas Rare Earths & Serra Verde
- Former Tier 1 automotive executive



Gail Edwards Audit Committee Chair

- Former CFO of large-cap publicly listed companies
- 20+ years experience in corporate government and audit committees



Edgar Lee
Corporate Gov'nce & Nominating Committee Chair

- 20+ years in M&A and capital markets
- Former PM of \$6B fund at Oaktree Capital Management
- Former CEO of Oaktree's 3 Business Development Companies



Yadin Rozov Director

- 20+ years in corporate finance & governance
- Former CEO of financial services companies
- · Education in Materials Engineering



Hua Du*
Director

- * Joined Neo recently
- Current CEO of Asia's leading aquaculture food supplier
- Former President of Global Business Units and Executive of global \$15+ Billion turnover chemicals and materials company, with manufacturing value-add rare earth products



Addressing Investor Concerns



Concern 1: Commercial Activities in China

Concern: Neo has too much concentration of business in China and that is too risky.

Response:

- Neo does have significant presence in China, where the vast majority of the Rare Earth resources, processing and experts are. It is the biggest supply and demand market.
- Neo operates unique parallel supply chains both inside and outside of China for RE Magnetics and RE SX.
 Neo's Rare Metals business is entirely outside of China.
- Neo's dependencies on China is over-scrutinized because of Neo's RE-SX origins and its 30 year history started with concentrated activities in China. Neo has been growing assets outside of China (SG Technologies, Silmet, Narva).

Concern 2: RE Price Volatility & Impact on Neo's Earnings

Concern: Quarterly results are too volatile, unpredictable and highly correlated with RE price movements. Sounds like Neo is really a Rare Earth Commodity player.

Response:

- Neo is almost entirely a value-add player in the RE Magnetics business. MQ has pass-through provisions for RE commodity price changes on >80% of its business. The volatility in MQ is related to timing of cost/price changes and not value.
- Most of the volatility exists in the RE-SX business a smaller piece of Neo's business. However, due to price fluctuations, Neo's earnings have been very volatile: e.g. large earnings in RE-SX in 2021 and losses in RE-SX in 2022/2023. These swings overshadow the general strength in Neo's earnings in all business areas.
- Rare earth pricing has been unusually volatile in last two years. Nonetheless, Neo is taking steps to reduce the impact of this volatility on short-term earnings.

Addressing Investor Concerns



Concern 3: Upstream Strategy

Concern: Neo's growth prospects seem limited by access to Rare Earth carbonate feedstock. Neo is not a mining company. How can Neo get comfort on sourcing of material?

Response:

- For RE-SX, sourcing of feedstock is a valid issue. Neo has the most globally diversified sourcing, while new mines continue to come on-line for Neo's European SX capability. But RE-SX is a smaller portion of Neo's overall business today – both impact and profitability.
- MQ currently sources only 5%-15% of its magnetic rare earths from Neo's SX business. The rest is sourced from others (inside and outside of China), as is common practice in the magnetics industry in general.
- Having the most integrated supply chain is an advantage to Neo, but is not a limiting factor to Magnequench growth.

Concern 4: MQ Volumes have not been growing

Concern: The story around RE Magnetics is clearly compelling and indeed generational. But why hasn't that translated in MQ growing volumes in recent history?

Response:

- In 2022-2023, all RE magnetics suppliers had lower volumes due to short-term economic growth and customer destocking. No change in longer-term forecast for industry.
- MQ has historically focused on Bonded Powders which represent about 5% of total RE Magnetics. Thus, MQ has expanded to Hot Deformed Powders, Bonded Magnets, Magnet Assemblies and now Sintered Magnets.
- In Bonded Powders, MQ's growth has been masked by larger reductions in Legacy Businesses (eg. Hard Disk Drives). This historical decline (from 2,196 mt in 2016 to 648 mt in 2022) is offset growth in magnets for Traction and BLDC motors.

Addressing Investor Concerns



Concern 5: North American Magnet Strategy

Concern: Others have announced their RE Magnets for North America strategies (and received funding awards) – acknowledging the massive growth prospects in this space. Why has Neo been slow in this regard?

Response:

- Neo has not announced a North America Magnet Strategy (and accompanying funding) as yet but will, in due course.
 The market is big and Neo will be a large participant.
- Neo was the first to announce its European Magnet Strategy (ahead of most North America announcements).
 Neo received Just-Transition-Fund funding in Europe.
- Neo believes the pull from European OEMs for Outsideof-China supply was much stronger than North America OEMs and Neo followed the customer's requirements. Customers pay the bills long-term.

Concern 6: Shareholder and Public Awareness of Neo's Story

Concern: Neo's story sounds great and the opportunity is immense. Yet, the story hasn't taken hold with the broader market. What is missing in the adoption of Neo's story?

Response:

- Neo has a generational opportunity in front of it with the right technology, expertise, experience and capacity, yet the market cap is less than Cash + Working Capital and is merely a fractional of the book value of tangible assets – there is something missing.
- Neo will be making more investments in time, energy, money and accountability to increase public awareness, media coverage and shareholder engagement.



Performance Materials