



# Rare earth magnetics & critical materials

Fast forwarding the clean energy transition

A Generational Opportunity

# Disclaimer

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# Navigating Neo's business units and applications





- Rare earth midstream separation
- Specialty mixed
  oxides
- Environmental catalysts





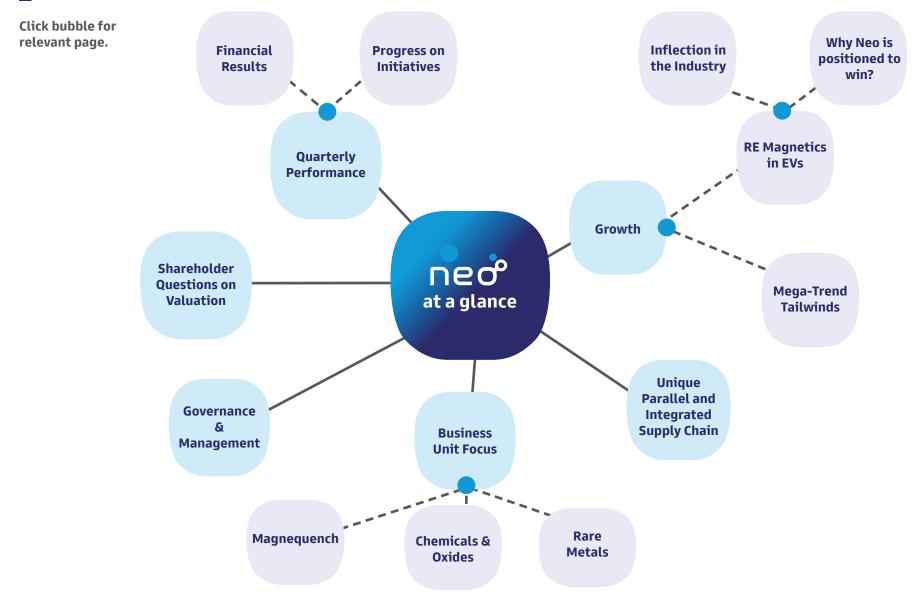
- Hafnium recycler
- Gallium recycler
- Niobium metal
- Tantalum metal





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# Navigating Neo's inflection point thesis: why invest now



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# NEO at a glance - Global Leadership

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

### Rare Earth Magnetics market outside of China about to increase rapidly and sizeably



years RE magnetics experience inside and outside of China

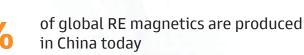


- **Most integrated** rare earth magnetics company in the world
- Only operator of **parallel supply chains** both inside and outside of China

### **The Inflection Point in Rare Earth Magnetics**



of all traction motors (for EVs) use rare earth magnets driven motors



### Global Leader in Rare Earth & Rare Metal Applications



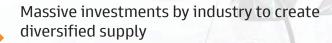
**Top 3** producer of environmental emissions control catalysts



**Top recycler** of Hafnium and Gallium rare metals outside of China



Only operator to offer **parallel rare earth separation** supply chain



Automotive customers cannot have such geographic dependencies affecting powertrain for EVs

Governments in North America and Europe are putting both policy and real capital behind to create an independent RE industry

# NEO at a glance

Head	quarters	

Publicly Traded Exchange

Toronto, Canada

TSX: NEO.TO

#### **Global Footprint**

Canada, China, Estonia, Japan, Germany, South Korea, Thailand, Singapore, United Kingdom, United States

#### Employees

~1,800

# Select Balance Sheet Metrics

CAD \$243 Million

**Shares Outstanding** 

(Fully Diluted: 44,427,360)

Market Cap\*

41,751,560

Cash USD \$101 million (incld. Restricted) Inventory USD \$170 million Debt USD (\$49) million

#### 52-Week Price Range\*

CAD \$5.50 - 9.50

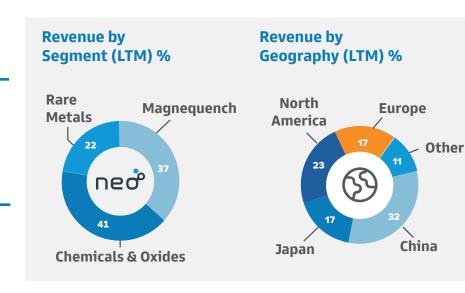
### Recent Share Price\*

CAD \$5.81

\* As of May 10, 2024

#### **Analysts Covering Neo:**

Canaccord Genuity: Yuri Lynk Cormark Securities: David Ocampo Stifel GMP: Ian Gilles Raymond James: Frédéric Bastien Paradigm Capital: Marvin Wolff





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# **Growth Drivers**

Neo's products deliver critical properties that enable technologies vital to each of these growth drivers

### **Electric Vehicles**



1-2kg of our magnets in an **EV motor reduces battery** size by 20% for same range



Global EV 2023-2030 CAGR expected at 17+%\*



**Energy Efficient &** 

**Powerful Motors** 





**Environmental Footprint** Reduction

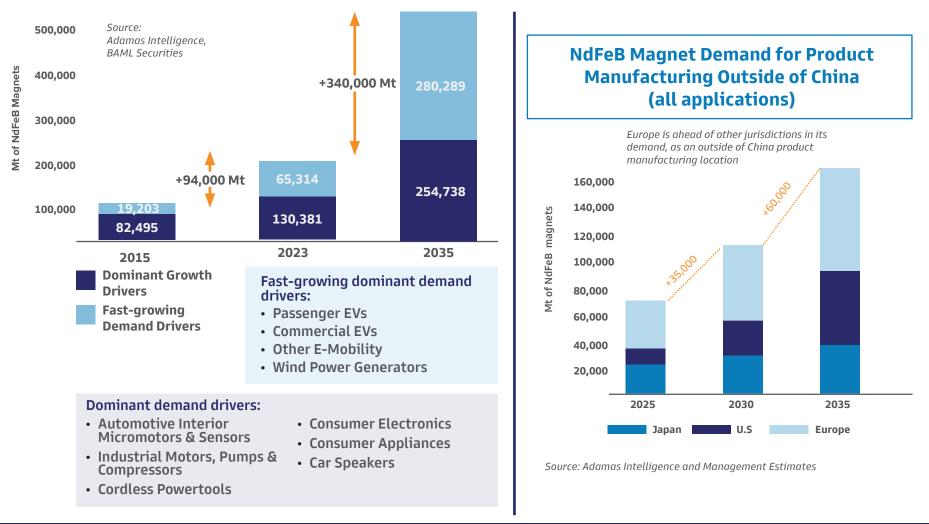
**Advanced Microelectronics** & Aerospace Technologies



With experience supplying these growing markets, Neo can amplify the value it captures from its product mix.

# **Understanding the Global Rare Earth Magnet Growth Curve**

What is driving the global rare earth magnetics demand today? What will drive it tomorrow?



The new growth drivers of rare earth magnetics require a parallel supply chain.

# Why are Rare Earth Magnetics important for EVs/PHEVs

Rare earth magnets are critical in all motors of EVs, including traction motors

### **EV Traction Motors**

**Traction** Motors

Other Motors in All Vehicles

- 1-2kg of rare earth magnets in EV traction motor
- 85% of EV motors use rare earth magnets

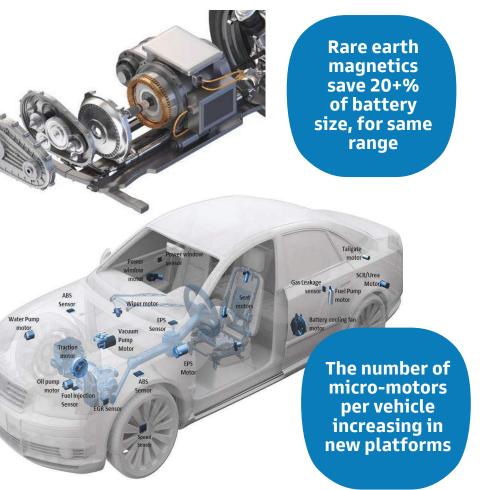
### **Brushless DC (BLDC) Motors**

- Autonomous Vehicles add demand for BLDC motors with rare earths magnets
- BLDC motors with rare earth magnets are growing as they become the design choice for lower cost electronics

### **Other Motors**

Continued growth in bonded magnet applications:

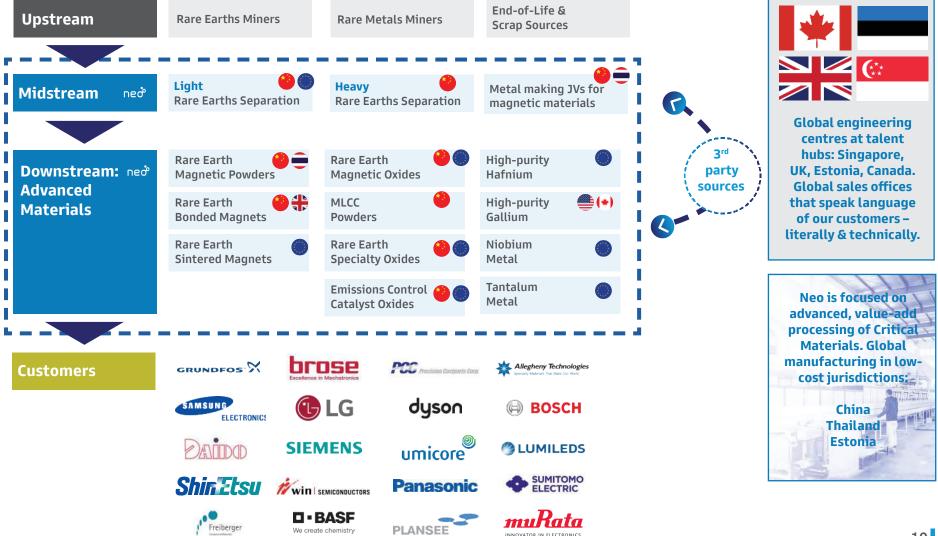
- Pumps
- Sensors
- Seat/window motors
- Cooling fans for microelectronic and battery assemblies



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

# **Neo's Position in Parallel and Integrated Supply Chain**

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



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# Focus on Rare Earth EV Magnetics Growth outside of China



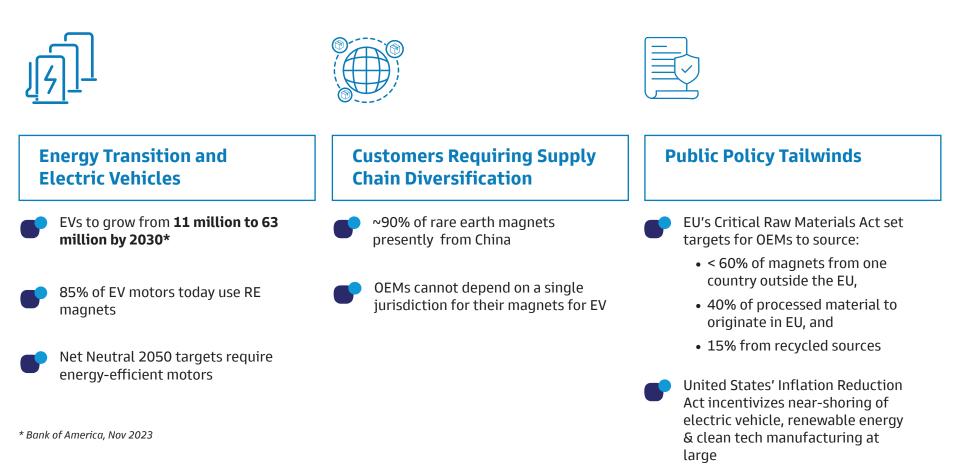
# **Neo's New Positioning in the EV Magnet Growth Curve**

An example of Neo's growth opportunities in rare earth magnetics: EV traction motors in Europe and North America



# Why now? Inflection Point in Industry

Paradigm shifts creating major opportunity for Neo Performance Materials



Neo's geographical presence and asset mix help capture value from these macro megatrends.

# How the outside of China EV motor magnet market unfolds

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

Neo wins with:

- Experience in Rare Earth Industry operating dual supply chains inside and outside of China, along the value chain
- Its 25 years of RE magnet R&D, commercialization and manufacturing

Its three decades of automotive qualification and supply experience

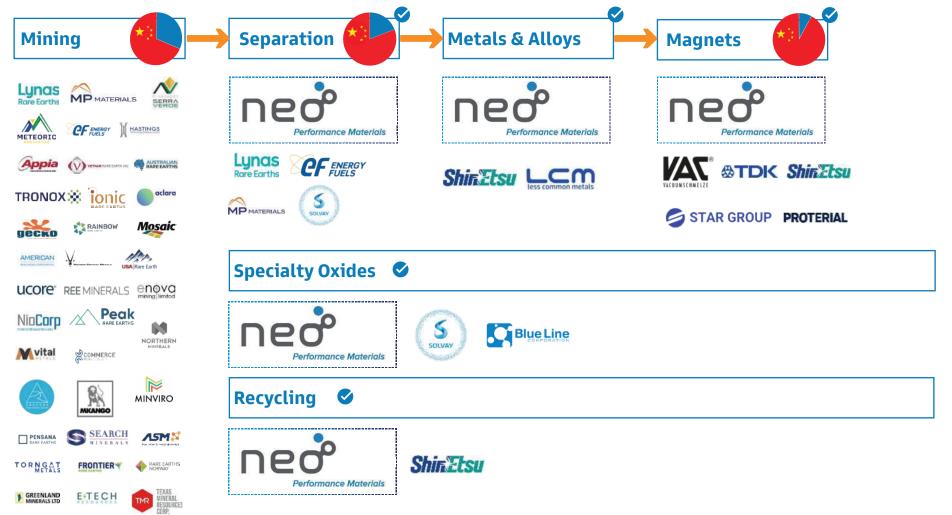


2035 Competitor Landscape for EV Magnets Sold outside of China.

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# **Current commercialized rare earth value chain, outside of China**

Neo is already the company with the most integrated presence in the value chain, with non-captive assets. Most integrated and only dual supply chain to serve customers:



Source: The pie charts reflect production China (red) vs. Rest of World (blue) – they are based on Management estimates from consolidated data from Adamas, the US Geological Survey, and supplier/customer discussions.

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# **Neo's Proven Magnetics Competency**

Neo has more rare earth advanced degrees and technical experts across RE 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 was recently awarded a next-generation of a heavy-rare-earth-free traction motor platform with a new manufacturing process



**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 ultra-high-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, ultimately saving significant costs from overall motor design and improving performance.

Neo has a long history of techinical and engineering experience in RE magnetics.



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# **Business Unit Focus: Magnequench**

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 acquireand-grow strategy in niche markets where it has the potential of becoming a market leader
- Neo's magnetics team includes 500+ production line staff, 75+ R&D scientists and process engineers.
- Engineering solution for development and manufacturing heavy-free rare earth magnets



### **Applications of Products**



High Efficiency Water Circulation Pumps & Motors



Residential Appliances



Vehicle Pumps, Sensors & Motors



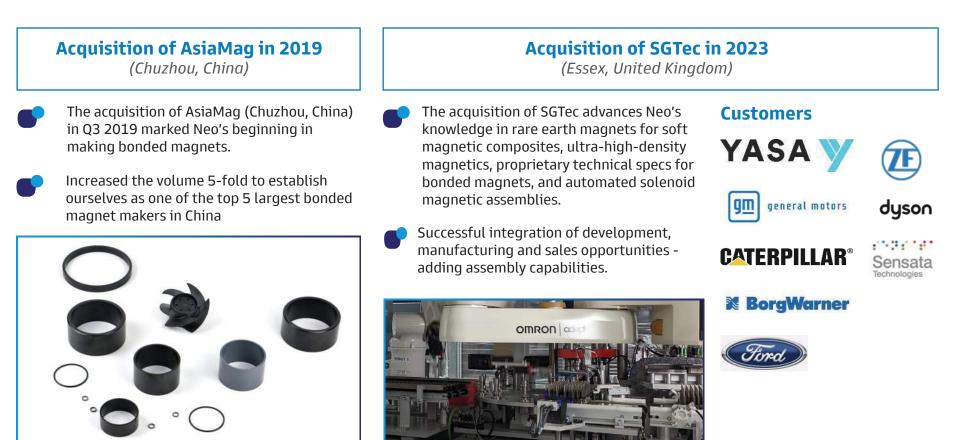
Industrial Automation

Neo's Magnequench has the most strategic assets, globally versatile supply agreements, technical expertise and sales experience than any magnet company outside of China and Japan.

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# **Business Unit Focus: Magnequench**

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



Neo knows how to scale differentiated assets in the rare earth magnet value chain.

# **Business Unit Focus: Chemicals & Oxides**

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



- **Three decades** of experience in rare earth production
- Only company to have rare earth separation capabilities both inside and outside of China
- **Heavy** rare earth separation capabilities
- Largest non-captive separation facility outside China



- Track record in rare earth **supply** chain development:
- Currently most globally diversified rare earth sourcing
- Offtakes and MOUs with numerous up-and-coming projects

- Commercialized Water Treatment product from non-magnetic rare earths
- Most advanced **R&D** lab and largest technical salesforce outside of China



**Top 3 producer** of Environmental Emissions Control Catalysts



Neo has the most strategic collection of rare earth separation assets and know-how.

# **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**



### Environmental Emissions Control Specialty Catalysts

 Capitalizes on the Hybrid-EV balance of emissions control catalytic material needs



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



Municipal Water Treatment Plants

**New Product Development** 



Fire Retardant Applications

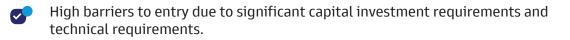


Anti-viral/-microbial Application

Neo has the most strategic techinical and product development know-how in rare earths.

# **Business Unit Focus: Rare Metals**

Recycling and high-purity refining value-add steps of critical minerals for growth industries





- Diversified salesforce, R&D and engineering **outside of China**.
- Hafnium and Gallium recycling and refining operations and productions of critical materials for microelectronics and aerospace industry.
- Over 30 years of experience in extractive metallurgy, and in development and manufacturing of customized engineered materials.



Industries Depending on our RM Products





Aerospace

5G



Medical Imaging

**Space Exploration** 

Neo's Rare Metals products offer revenue diversification to the rare earth business.



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# **Business Unit Focus: Rare Metals**

The only LED and semiconductor-grade gallium producer in North America

### **Operating Facility**

Proprietary Recycling Technology

- Location: Ontario (Canada)
- Feedstock: all recycled sources of GaAs crystal wafers and sludge, and GaN crystal scrap
- Proc
  - **Products:** Ga metal at 6-8N purities, Ga<sup>2</sup>O<sup>3</sup>

- 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.

Neo's commerciallyoperating production of gallium in Canada is increasingly relevant post the latest export restrictions of gallium from China.



Neo contributes 5% of global gallium supply and recycles 25+% of global gallium-containing scrap.



# **Consolidated Financial Statements**

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

### **Income Statement Selected Data**

	Q-over-Q Comparison			ver-Year arison
US\$ 000s (excl. Volume & EPS)	Q1 2024	Q1 2023	YTD 2024	YTD 2023
Revenue	\$122,095	\$135,530	\$122,095	\$135,530
Adjusted EBITDA	\$10,760	\$787	\$10,760	\$787
Adjusted net income (loss)	\$393	(\$8,981)	\$393	(\$8,981)
Adjusted EPS	\$0.01	(\$0.19)	\$0.01	(\$0.19)

### **Cash Flow Statement Selected Data**

	Q-over-Q Comparison		Year-over-Year Comparison	
US\$ 000s (excl. Volume & EPS)	Q1 2024	Q1 2023	YTD 2024	YTD 2023
Cash Tax Paid	\$7,513	\$5,261	\$7,513	\$5,261
Sustaining CapEx	\$406	\$1,973	\$406	\$1,973
Special Cash Outflows for Investing Activities	\$15,002	\$1,536	\$15,002	\$1,536

### **Balance Sheet Selected Data**

	Quarter Comparison		
US\$ 000s (excl. Volume & EPS)	Mar. 31, 2024	Dec. 31, 2023	
<b>Cash</b> (including restricted)	\$101,741	\$90,252	
Inventory	\$170,603	\$197,453	
Debt & Bank Advances	(\$49,400)	(\$25,331)	

### **Shareholder Related Selected Data**

	Q-over-Q Comparison			ver-Year arison
US\$ 000s (excl. Volume & EPS)	Q1 2024	Q1 2023	YTD 2024	YTD 2023
Dividends Paid to Shareholders	\$3,084	\$3,379	\$3,084	\$3,379
Dividend per Common Share	\$0.10	\$0.10	\$0.10	\$0.10
Repurchase of common shares under NCIB	\$2,250	\$0	\$2,250	\$0

\* Special Cash Outflows for Investing includes capital expenditures for NAMCO relocation and Sintered Magnet plant in Narva (Estonia, EU) and SGTec added since acquisition.

While short-term results are impacted by lead-lag, the long-term value-add margins are strong.

# **Financial Performance by Business Unit**

	Q-over-Q Comparison		Year-ov Compa	
US\$ 000s (excl. Volume)	Q1 2024	Q1 2023	YTD 2024	YTD 2023
Volume (tonnes)	1,213	987	1,213	987
Revenue	\$45,480	\$55,165	\$45,480	\$55,165
Operating income (loss)	\$3,384	\$955	\$3,384	\$955
Adjusted EBITDA	\$6,112	\$3,256	\$6,112	\$3,256

Chemicals & Oxides	Q-over-Q Comparison		omparison Year-over-Year Comparison	
US\$ 000s (excl. Volume)	Q1 2024	Q1 2023	YTD 2024	YTD 2023
Revenue	\$40,513	\$51,289	\$40,513	\$51,289
Operating income (loss)	(\$2,104)	(\$6,126)	(\$2,104)	(\$6,126)
Adjusted EBITDA	(\$380)	(\$4,562)	(\$380)	(\$4,562)

	Q-over-Q Comparison		Year-ov Compa	
US\$ 000s (excl. Volume)	Q1 2024	Q1 2023	YTD 2024	YTD 2023
Revenue	\$37,278	\$29,076	\$37,278	\$29,076
Operating income (loss)	\$8,800	\$5,832	\$8,800	\$5,832
Adjusted EBITDA	\$9,238	\$6,164	\$9,238	\$6,164

#### **Quarter Highlights:**

- Volumes up driven by acquisition of SGTec, traction motor recovery and magnets
- Continued headwinds in remaining magnetic powder business with demand softness in European circulation pumps and home appliance applications
- Magnet plant construction project in Narva, Estonia remains on schedule and on budget

#### **Quarter Highlights:**

- Declining rare earth prices drove negative margins for seperation from Dec-2023 to Mar-2024
- Emissions catalyst business volumes and margins moderately below prior year due to timing of shipments
- NAMCO relocation nearing completion under budget with customer qualification / approval process initiated in 1Q 2024

#### **Quarter Highlights:**

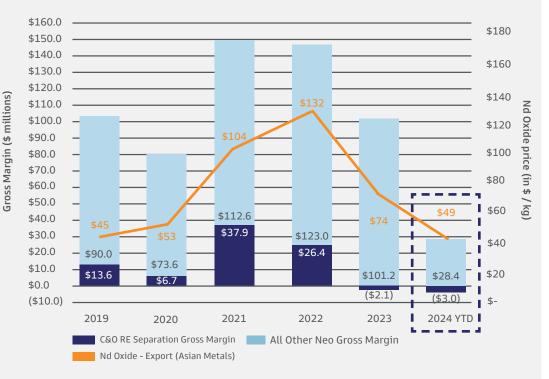
- Strong hafnium volumes and margins with a revival in spot sales and 2024 contract pricing going into effect
- Closure of hydrometallurgical processing in Silmet, Estonia starting to deliver improved operating margins; progress made on securing long-term sourcing contracts

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# **Impact of Rare Earth Pricing on Gross Margins**

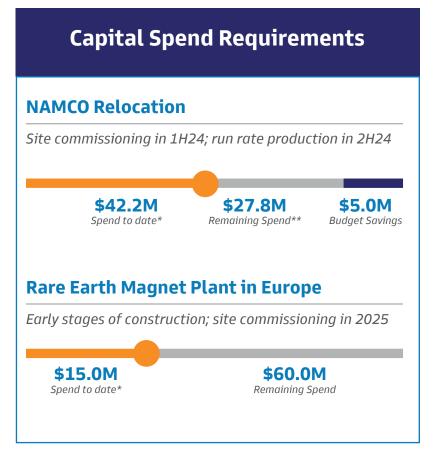
- Volatility in rare earth prices can negatively or positively impact gross margins due lead-lag (the selling of higher or lower cost inventory purchased months earlier)
- Lead-lag impact is primarily concentrated in C&O's separation business which operates in the midstream sourcing and processing rare earth carbonate
- The remaining Neo businesses are less exposed to pricing volatility due to several factors:
  - Higher value-add products
  - Pass-through pricing agreements
  - Higher inventory turns
- Excess margins were earned in FY 2021 and 1H 2022, while RE prices were rising. Abnormal negative impact on margins from 2H 2022 to 1Q 2024, while RE prices were falling.

### C&O Rare Earth Separation Gross Margin In Relation to Consolidated Gross Margin



Source: Asian Metals Index Nd Oxide prices are reported on monthly average.

# Strategic Capital Projects Funding Plan



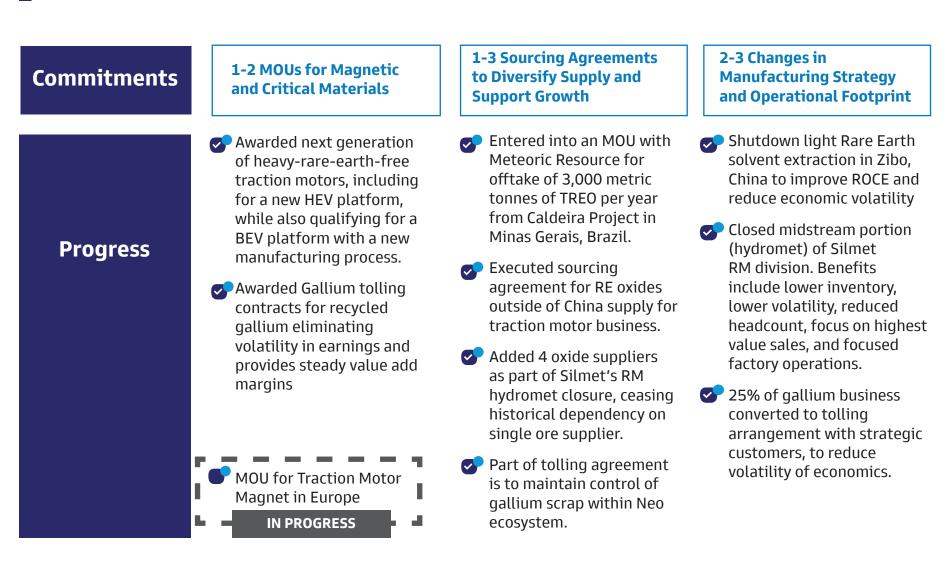
Cash On Han	d	
\$101M	Some of this cash, approx. \$40M, would be needed to fund regular operations	
Incremental	Debt	
\$25-\$75M	\$25M for NAMCO plus anticipated debt for the European sintered magnets facility	
Just Transiti	on Fund ("JTF") Grant	
\$12-15M	Secured funding from EU Commission for eligible project costs of Narva magnet plant	
Cash from O	peration	
Balance	Continued strength in CFOA through strong working capital management. Estimated working capital benefits in 2024 of \$30-50M.	

Source of Cash

\* Spend as of March 31, 2024

\*\* Purchased order issued for over 90% of project spend. Cash spend is related to payment terms.

# **Update on Short-term Accountabilities by May 2024**



# **Changes in Operating Strategy & Asset Base**

### Shutdown of Light Rare Earth Separation in Zibo, China



### Discontinuing Solvent Extraction Operations will Improve ROCE and Reduce Earnings Volatility

- Neo shutdown the solvent extraction line at its legacy Zibo facility in China and will shift the manufacturing of value-add specialty products to its new enviromental emissions catalyst facility (NAMCO) and Europe.
- Neo is focused on shifting focus to high margin in downstream verticals and is taking steps to protect against exposure to underlying rare earth price volatility.
- The closure does not effect downstream speciality product manufactuing while improving return on capital employed and earnings volatility.
- Closure will have no adverse impact to 2024 Adjusted EBITDA outlook and will generate additional Net Cash.

### Hydromet Shutdown & Operational Transformation in Silmet, Estonia



### Silmet Midstream facility in Estonia halted hydrometallurgical processing of Niobiumand Tantalum-bearing ore

- Since December 2023, the Silmet facility in Estonia has updated manufactring processing of Niobium and Tantalum to improve business performance by halting hydrometallurgical processing.
- - Since the shift, future products have been derived from oxides and recycled materials. This has lead to sourcing agreements for this reduced enivormental footprint input materials.
- The halting of this process has lead to reduced working capitial requirements, increase supplier base and simplified process.



Focus now shifted on operational improvements and opportunities for higher value sales



Expecting reduced inventories by the end of the year.



# 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.

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### **CO2-e Abatement via EVs**

Empower the annual abatement of half Gigaton CO2-e with EV Magnet.



### **Protection of Freshwater**

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



### **Aviation Emissions Reduction**

Tantalum in superalloys reduce aircraft weight and equivalently fuel consumption.



### **ICE Emissions Reduction**

Innovative formulation for next-generation emissions control catalysts with higher environmental requirements

### **Circular Economy**

Recycling gallium waste from semiconductor wafer manufacturing and refining it into high-purity commercialized products in the same value chain



### **Water Circulation Pumps**

Our magnetic powders used in water circulation pumps are energy saving. In the EU alone, the energy-saving impact was equivalent of the power generated by two average nuclear plants.

Neo continuously studies and publishes the environmental impact of its products in applications.

# Annual, Transparent ESG Reporting at our Customer Standards

emissions perspective

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



Neo published its second Annual Sustainability Report on November 8th, 2023.

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# **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 and 1 year as CEO
- 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

### **Greg Kroll EVP for MO**

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



### **Kevin Morris** CSO & EVP

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

### **Jeff Hogan** EVP for C&O

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



### Ali Mahdavi SVP Capital Markets & IR

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





### Mohamad El-Mahmoud\* EVP for RM

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

The Executive team is responsible for growing the business, investing capital, and contributing to the communities in which Neo operates.

# **Board of Directors: Independent 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
- Chair and director at major private & publicly-listed companies, government bodies, and non-profit boards
- Education in Chemical Engineering



### Gail Edwards Audit Committee Chair

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



### Yadin Rozov Director

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





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





### **Edgar Lee** Corporate Governance & 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

### **Hua Du** Director

- 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



# Building Trust by Addressing Concerns

# **Addressing Investor Concerns**

# **Concern 1: Commercial Activities in China**

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

### Response

- Neo has presence in China, where the vast majority of the rare earth industry's resources, processing and experts are located. 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 Solvent Extraction (SX). Neo's Rare Metals business is entirely outside of China.
- In Q1 2024, Neo shut down its light rare earth solvent extraction separation process in Zibo, China.
- Neo's dependency on China is over-scrutinized because of Neo's RE SX asset concentration origins three decades ago in China.
- Neo has been growing rare earth assets outside of China (UK, Estonia, Thailand).

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

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. MQ's volatility is due to timing of cost/price changes - not due to 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 2022/2023/2024YTD. These swings overshadow the general strength in Neo's earnings.
- Rare earth pricing has been unusually volatile in last three years. Nonetheless, Neo is taking steps to reduce the impact of this volatility on earnings.

# **Addressing Investor Concerns**

# Concern 3: Upstream Strategy

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 our midstream separation, sourcing of feedstock is a valid issue. Neo has the most globally diversified sourcing, while actively engaged with promising new mining sources coming online to supply our European midstream asset. But RE SX is a smaller portion of Neo's overall business today.
- MQ currently sources only 5%-15% of its magnetic rare earths from Neo's midstream 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 for Magnequench growth.
- Neo has announced four (4) MOUs for offtake agreements from upstream projects for SX in Europe.

# Concern 4: MQ Volumes have not been growing

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. 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 458 mt in 2023) has offset growth in magnets for Traction and BLDC motors.

# **Addressing Investor Concerns**

# **Concern 5: North American Magnet Strategy**

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?

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

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 not announced a North America magnet strategy (and accompanying funding) as yet, but is conducting the market assessment currently. The market is big and Neo could be a meaningful 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 Outside-of-China supply was much stronger than North America OEMs and Neo followed the customer's requirements.

### 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.
- Recently Neo has had positive coverage in Deutsche Welle, Wall Street Journal, Globe & Mail and Investor News about our new sintered magnet plant under contruction in Europe.



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