

PJA HOLDINGS, LLC

Company Presentation

August 2017 | PJA Holdings, LLC

WHAT WE DO – OUR MAIN BUSINESS

RESEARCH

At PJA Holdings we conducted a wide range of experimental and theoretical research in selected areas of material science and engineering - to discover and design cutting edge materials technologies.

DEVELOPMENT

Newly developed materials with outstanding properties most often call for disruptive manufacturing technologies. At PJA Holdings we have developed these technologies. Technologies that enable production of tomorrow's products making them better, stronger, and safer.

LICENSING

PJA Holdings is taking these innovative technologies to the market using either a licensing or distribution strategy. PJA Holdings will license its technology to an existing manufacturer for production at your site. You control the production and sales.

WHAT WE DO – ADDITIONAL SUPPORT

DISTRIBUTION

PJA Holdings will also manufacture under sales and distribution agreements our ground breaking products under your brand name allowing for diversification of the product line without the risk and capital expenditure required to set up new manufacturing lines.

SUPPORT

Whether you are licensing the products or distributing them, PJA Holdings will provide continuing training and support to your staff through the start-up phase and throughout the life of the relationship. When the agreement is signed, our work is just beginning.

DEVELOPMENT

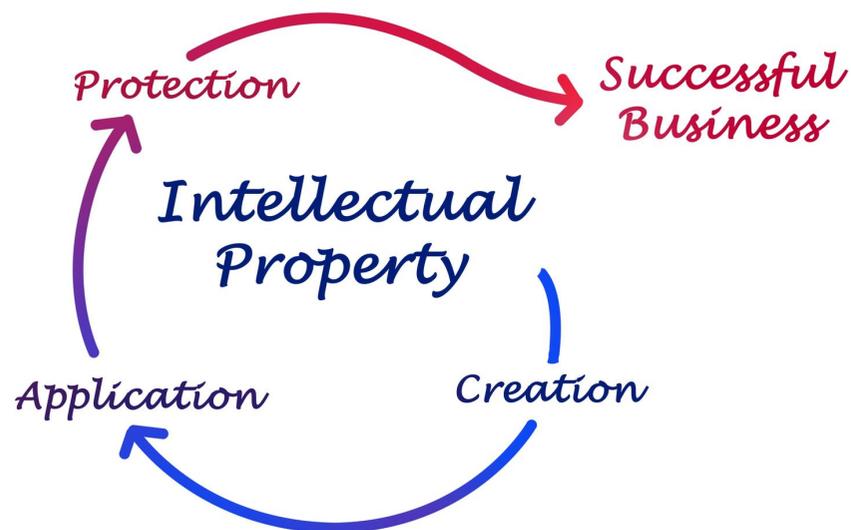
At PJA Holdings, product development is a continuous process. Worldwide R&D Headquarters are being built in Europe to insure that PJA's technologies continue to lead the market. Future product advancements will be made available to our partners.



PJA HOLDING'S CEMENT BASED PRODUCTS

BASED ON THE LATEST FINDINGS IN MATERIALS SCIENCE & ENGINEERING

We have developed a portfolio of unique cement based building products.



► **Cement Based Building Products:**

- Interior and Exterior Wall Cladding
- Strength, flow and Cost Optimized Concrete Formulations
- Pervious Concrete
- Raised Access Flooring Panels
- Anti-Ballistic Panels
- Airport Runway Repair
- Strength Increasing Admixture

PJA HOLDING'S, OUR PRODUCTS

Extruded Cement Board

PJA Holding's cement board is manufactured using a patented extrusion process which produces a stronger board at a significantly lower price than can be produced using existing manufacturing processes.

PJA CEMENT BASED PRODUCTS



All products are protected by issued or pending patents filed in various strategic countries around the world.



PJA Holdings Products Cement Boards and Exterior Wall Cladding have undergone significant third party testing to insure compliance with applicable ASTM and EN standards.



Testing data and additional technical information are available upon request.



PJA EXTRUDED CEMENT BOARD



PJA Holding's patented extrusion process allows for the production of an advanced exterior wall cladding product at a fraction of the cost of existing cladding products. This cladding can be finished with a wide variety of print and design options to fit any project.

PJA Holding's extrusion process can also be utilized to produce a cladding board that is much stronger than existing boards in the market.

PJA Exterior Wall Cladding Advantages

Advantages

1. PJA Exterior Wall Cladding is **priced well below the competition**. The extrusion manufacturing process allows PJA Exterior Wall Cladding to be produced without the expense of competitors using the Hatschek process for manufacturing. PJA's manufacturing process allows its product to cure naturally without relying on expensive autoclaving for strength development. PJA's manufacturing process requires a capital investment of less than 40% of that of the competition for the same output.
2. PJA Exterior Wall Cladding **is stronger and more consistent in quality** than the competition. PJA's extrusion manufacturing process more evenly disperses fibers throughout the end product than seen in wall cladding manufactured using other processes. The result is that PJA Exterior Wall Cladding is stronger and has more uniform strength performance.

Taken together, these two advantages make PJA Exterior Wall Cladding a higher quality product, manufactured with less overhead expense, available for sale at lower prices, and resulting in **more profit to the bottom line**.

PJA Cement Roof and Wall Cladding Board

PJA has designed a cement board to compete as roof board, wall cladding, or floor substrate against other competing materials which are typically made of either gypsum or cement.

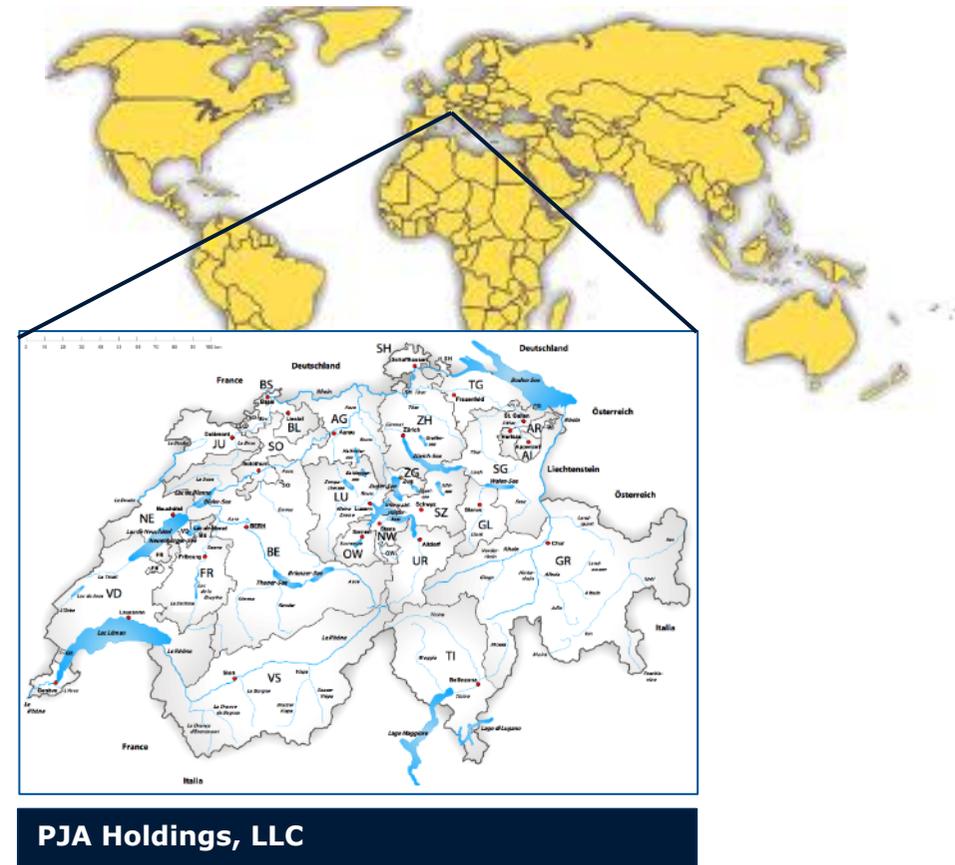
Examples of the primary competitors for this product are Georgia Pacific's DensDeck board (gypsum), USG Securock Brand (either cement fiber or gypsum fiber construction), Hardie Board, WonderBoard, Etex or Eternit.



NEW WORLDWIDE HEADQUARTERS IN SWITZERLAND

NEW R&D CENTER

PJA Holdings will also begin the construction of its new Research and Development lab and corporate offices in Switzerland. From this lab, PJA Holdings will be able to focus on its mission to continue to develop and improve upon its innovative portfolio of building products.



OUR MANAGEMENT TEAM – YOUR PARTNERS



MANAGEMENT TEAM

Per Just Andersen, Ph.D., Managing Director & Chief Technology Officer

Per Just Andersen, Ph.D. is the Managing Director & Chief Technology Officer of the company and is responsible for product research and development.

Dr. Andersen is a renowned scientist specializing in particle optimization and related rheology of inorganic materials systems. Dr. Andersen's improvements in concrete technology have had a significant impact on the design and approach to concrete production both in Europe and the United States.

Dr. Andersen earned Master of Science degrees from The Technical University of Denmark (1985) and the Pennsylvania State University (1987). Dr. Andersen also earned a Ph.D. from The Technical University of Denmark (1990).

Over the course of his thirty-three year career, Dr. Andersen has developed 102 U.S. Patents and over three hundred related foreign patents. Dr. Andersen's research has been the foundation for the work of four different private startup companies. He has been a key presenter at numerous industry conferences, seminars, and for private business in Europe and the United States. His work has been published in over sixty professional publications and industry reports.

Dr. Andersen has experience as a scientist, inventor, group leader, project manager, department manager, and senior consultant. As a world-renowned technical practitioner, Dr. Andersen participated in research and development related to cement and concrete on large projects such as the French/British tunnel, the Great Belt Link Connection (Denmark), the Strategic Highway Research Program (U.S.A.), and the Freedom Tower project in New York.

MANAGEMENT TEAM

Gianni Cavassa, Chief Operating Officer

Gianni Cavassa is the the Chief Operating Officer and responsible for all company operations.

Mr. Cavassa is an Italian citizen, born in Alfonsine, Italy, and is also a permanent resident of the United States. He graduated from the University of Bologna in 1976 where he earned a degree in Literature and Language.

He spent ten years as the sales manager for Biesse in Pesaro, Italy, the second largest woodworking machinery manufacturer in the world. He came to the United States in 1987 to become the President of Biesse America, based in Charlotte, NC. In 1997, he went to work for CMS North America, a division of SCM, as their Vice President. He then went to work for Makor USA as a Vice President in 2001, before moving in 2005 to Atlanta, GA to work for Key Industrial Consulting, as its President. Key Industrial Consulting provides consulting work for high-end kitchens, windows and doors, having completed large projects in Carmel and Beverly Hills, CA, Miami, FL and New York City, NY.

RESPONSIBILITIES UNDER COMMERCIAL RELATIONSHIP

▶ PJA Holdings, LLC

- ▶ Ongoing R&D
- ▶ Patent Protection
- ▶ Technical Support
- ▶ Machine Vendor Interface
- ▶ Sales Support
- ▶ Product Pricing
- ▶ Project Management
- ▶ Installation and Startup

▶ Licensee/Customer

- ▶ Pay for equipment
- ▶ Provide production Plant
- ▶ Assist with Installation and startup
- ▶ Manage and run production plant
- ▶ Pay license fee
- ▶ Sales & Marketing
- ▶ Develop Specifications
- ▶ Develop Product Distribution Plan
- ▶ Provide Pricing Input