

## JOSAB STRENGTHENS THE ORGANIZATION FOR MARKET ENTRY IN CHINA

An agreement has today been signed between Josab Water Solutions AB and French Alcimex. Dr. Wilfrid Balmer, founder of Alcimex, enters as CTO at Josab with the primary responsibility to act as technical advisor for the implementation of Josab's water treatment solutions in the Chinese market, as well as participate in the development of Josab's product portfolio.

At present, a test of Josab's ecological Aqualite™ based water purification technology in China is being conducted in cooperation with the Rural Drinking Water Safety Center, and the partners Win Fortune Technology Co. Ltd. as well as Global Green Development Capital China Co. Parallel with the test project, discussions are being held between the above partners about a licensing agreement of Josab's technology, with the aim of creating a fast and investment-efficient business model that, with the lowest possible business risk, enables a scalable establishment on the Chinese water purification market.

*"During these tests and contacts with the Chinese Ministry of Water Resources, we have gained a good insight into the enormous resources that the Chinese government is investing every year in providing drinking water to the rural population,"* said Johan Gillgren, CEO Josab Water Solutions. *"Drinking water is provided free of charge to a large proportion of rural residents in China, which means that low operating costs for water treatment systems are important, which has been shown to be the main reason why the Chinese Ministry of Water Resources has shown interest in Josab's ecological Aqualite™ based water purification technology,"* continues Gillgren. *"Collaboration with Alcimex also gives us the opportunity to cost-effectively expand our product portfolio to increase our offer in a future agreement with a Chinese partner, thus offering solutions to more projects linked to the Chinese market,"* concludes Gillgren.

Dr Balmer, a well-known expert in Zeolites, has nearly 20 years of experience in designing water treatment systems based on natural zeolites, and in his previous role as CEO of SOMEZ has established a global network of natural zeolites buyers.

*"I see good opportunities for Josab to offer Aqualite™, with its unique features, even to customers connected to applications other than water purification,"* says Dr. Balmer. *"A couple of the test projects that the company operates today are linked to areas where my expertise should help accelerate the commercialization process,"* concludes Dr Balmer.



*This information is such information as Josab International AB is required to disclose under the EU Market Abuse Regulation. The information was provided by the above contact person for publication on November 15, 2018.*

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