

## DEVELOPING MARKETS

# Strategic priority: driving demand to ensure long-term success

Our market development team's purpose is simple: we maintain existing demand and create new demand for our PGMs

Through market development, Valterra Platinum is shaping the future dynamics of our metals while helping customers address some of the world's most defining challenges, such as the reduction of global GHG emissions, the make-up of the future mobility mix, or the need for more energy efficient semi-conductors.

### Opportunity areas

Supported by  
diverse sets of  
applications

#### Mobility

**FCEVs:** scale global use of hydrogen-powered fuel-cell electric vehicles.

**Battery and storage:** develop Pd/Pt-using lithium batteries.

**ICE:** strengthening emissions regulations and supporting internal combustion engine's (ICE) role in the powertrain mix.



Driving diverse  
PGM-basket  
mix

Key initiatives

- › Active member of key associations: International Hydrogen Fuel Cell Association, Hydrogen Council and International Platinum Group Metals Association (IPA)
- › Together with leading OEMs, cofounded Hydrogen Mobility at Scale in Europe (HyMoS) and FCEV private hire ecosystem in Düsseldorf
- › Lion Battery Technologies.

#### Industrials

**Low-loss computing:** develop memory chips to improve storage and processing.

**SAF:** develop new PGM-using methods of producing sustainable aviation fuel.

**Waste and pollution control:** convert waste into high-value chemicals.



- › AP Ventures
- › Industrial-focused PGM research and development joint investment partnership with Johnson Matthey and Sibanye-Stillwater
- › Continued research and development funding in China with a focus on gold substitution opportunities.

#### Jewellery and investment

**Jewellery:** redefine possibilities for jewellery design, test new commercial concepts and capture untapped consumer segments

**Investment:** support platinum and palladium as investment products, whether in bar and coins or via ETFs.



- › Inoveo Platinum
- › Platinum Guild International (PGI)
- › World Platinum Investment Council (WPIC).

### Shaping our world: how we fuel demand for PGMs



#### Advocacy and communication

- › Advocating for a supportive regulatory environment
- › Shaping demand narratives and amplifying key voices.



#### Nurturing

- › Creating new products and businesses through:
  - Research and development
  - Venture-building
  - Early adoption.



#### Venturing

- › Investing where we see potential for PGM demand in emerging sectors and technologies.



#### Commercial collaboration

- › Collaborating with partners across the value chain to drive PGM demand.