

21 August 2017

Directa Plus plc
(“Directa Plus” or the “Company”)

Appointment of Luca Provolo as Head of Sales

Directa Plus (AIM: DCTA), one of the largest producers and suppliers of graphene-based products for use in consumer and industrial markets, is pleased to announce the appointment of Luca Provolo as Head of Sales with effect from 4 September 2017.

Luca Provolo is an established professional in the textiles sector and brings to the Company significant experience in sales and business development, having worked for over 25 years at W.L. Gore & Associates, the producer of technologically-advanced fabrics such as GORE-TEX® and Windstopper®. Between 2010 and 2015, he was European Sales Leader for the Workwear Division, prior to which he spent nearly two decades as Country Sales Leader in the Technical Fabrics Division in Italy, Spain, Portugal and Romania overseeing sales and brand development. Before working in the textiles sector, he was responsible for developing new markets in Thailand, Malaysia, Indonesia and Taiwan at ceramics company Vetriere Riunite SpA.

As Head of Sales, Luca will be tasked with building upon his proven track record of business sales across Europe and Asia and identifying new opportunities, primarily in the textiles sector for developing partnerships with new customers. He will also be responsible for building upon and strengthen the sales function within Directa Plus, as the Company increasingly moves from its R&D phase into the sales and commercialisation phase.

Luca Provolo said: “It is a great pleasure to join Directa Plus as its Head of Sales. Directa Plus has a great reputation not only for its cutting-edge G+ technology, but also for the Company’s conscientious approach of partnering with potential customers at an early stage and working closely with them to develop graphene solutions suited to their consumers’ needs. There is enormous potential for the incorporation of G+ in textiles and I look forward to further developing these opportunities.”

Giulio Cesareo, Chief Executive Officer of Directa Plus, added: “I am delighted to welcome Luca to Directa Plus. He possesses a considerable skillset and network of contacts that enable him to strategically identify key opportunities, develop business partnerships and position products and technologies in new markets. Luca’s experience working in the highest echelon of the textiles sector will prove invaluable to the Company and help further develop the relationships we have established with some of the world’s best-known brands.”

Enquiries

Directa Plus plc	
Giulio Cesareo, CEO Marco Ferrari, CFO	+39 02 36714458
Cantor Fitzgerald Europe (Nominated Adviser and Broker)	
Marc Milmo, David Foreman, Callum Butterfield (Corporate Finance) Mark Westcott, Jonnie Cox (Sales)	+44 20 7894 7000
Luther Pendragon (Financial PR)	
Harry Chathli, Claire Norbury, Alexis Gore	+44 20 7618 9100

About Directa Plus

Directa Plus is one of the largest producers and suppliers of graphene-based products for use in consumer and industrial markets worldwide. By incorporating Directa Plus' unique graphene blends, identified by the G+ brand, its customers can enhance the performance of their end products without significantly increasing their cost. Directa Plus graphene-based products are natural, chemical-free, sustainably produced and tailored to specific customer requirements for commercial applications such as smart textiles, tyres, composite materials and environmental solutions.

Established in 2005, the Group has a patented technology process and a scalable and exportable manufacturing model. It produces graphene-based products at its own factory in Lomazzo, Italy, and can set up additional production at customer locations to reduce transport costs, waste and time-to-utilisation. Directa Plus partners with customers to enable them to offer the high-performance benefits of graphene in their own products.