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

Oakley® and Bioracer launch Graphene Plus cycling jersey
New Aero Jersey enhanced with Directa Plus’ G+ graphene is a first of its kind cycling garment

Directa Plus plc (AIM: DCTA), a producer and supplier of graphene-based products for use in consumer and industrial markets, is pleased to announce that Oakley®, in collaboration with Bioracer, a designer and manufacturer of innovative, customised clothing for cycling teams and individuals as well as for other sporting activities, have launched the G+ Graphene Aero Jersey containing the Company’s graphene-based products. Unveiled [today] at the EUROBIKE 2018 trade show in Friedrichshafen, Germany, the new jersey is designed to leverage the unique properties of Graphene Plus (G+) to dissipate heat from the rider’s body enabling them to focus less on the conditions around them and more on performance.

The Company’s unique, printed G+ planar thermal circuit distributes the heat generated by the body and dissipates it when needed to significantly improve the comfort of the wearer and enable riders to use less energy to regulate their body temperature. Fabrics treated with G+ are also electrostatic and bacteriostatic. These properties contribute to moisture management and have an anti-odour effect, and, if placed on the outside of the garment, G+ reduces the friction with air and water to facilitate top sporting performance. In addition, Directa Plus’ production process is chemical-free and its graphene-based products have been independently certified as non-toxic and non-cytotoxic.

Giulio Cesareo, Chief Executive Officer of Directa Plus, said: “We are honoured that Oakley and Bioracer have launched the G+ Aero Jersey incorporating our Graphene Plus, which follows extensive lab and road testing. It is a significant endorsement of the strengths of our offer and, in particular, the thermal regulation abilities of our G+ planar thermal circuit. Sportswear represents a substantial potential market for our G+ and we’re delighted to have added cycling clothing to our portfolio of G+-enhanced textiles for sport, which includes skiing, golf and athleisure. We congratulate Oakley and Bioracer on this launch – a first of its kind cycling garment – and look forward to expanding our relationship with them.”

Enquiries

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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 Company has a patented technology process and a portfolio of product and application patents. It produces its graphene-based products at its own factory in Lomazzo, Italy, with a scalable and exportable manufacturing model enabling the set-up of 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.