



ALEXIUM

Chemical Innovations

ALEXIUM INTERNATIONAL GROUP LIMITED

ASX/Media Release

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ALEXIUM ESTABLISHING FOOTPRINT IN ASIA THROUGH OUTDOOR TENTING FABRIC PRODUCT LAUNCH

Perth, WA and Greer, South Carolina: Alexium International Group Limited (Alexium) (ASX:AJX, AX:AJX, OTC QX:AXXIY) is pleased to announce it is establishing a footprint in Asia to accommodate our leading US tent manufacturer Customer's request to add Alexiflam-SYN, part of our award winning Fire Retardant (FR) treatments, to waterproofed tent fabrics in manufacturing facilities in Asia.

Alexium will work hand in hand with the US Customer and Asian manufacturing and finishing plants to support the introduction of this first of a kind product into the US outdoor tenting market. The product is an environmentally friendly, robust, durable and ultra-high-performance water repellency tenting fabric that meets US NFPA 701 flame retardancy standards.

This product is on target for 2Q revenues. Customer details can be released post launch of the product in the market.

Alexium has made the strategic decision to leverage this opportunity with the benefit of this Customer's experience and reputation, to establish relationships and a supply chain in Asia to undertake Alexiflam FR finishing treatments. This initiative will enable Alexium to be globally competitive and responsive to opportunities around the world and builds on our work in South Asia and the Middle East through our partner iTextiles.

Alexium, along with our US Customer, is currently finalizing treatment protocols for Asian finishing partners, sourcing of auxiliary chemistries in Asia, regulatory and compliance documentation, logistics and the marketing and co-branding campaign.

Alexium is sending a service team to Asia in May to conclude the scale-up effort and launch the tenting product for 2Q sales. "The exciting aspect of this partnership," stated Nicholas Clark, Alexium CEO, "is that with the assistance of our experienced and

committed US based manufacturing and co-branding partner, the normal barriers to entry in the Asian market are being addressed quickly and efficiently”.

The U.S. tenting market alone is estimated to reach \$250M in 2015 with a growth rate of 3% through 2019.

Alexium will keep the market updated as co-branding and marketing campaign are finalized and the product launched by our customer. For more information, please visit Alexium’s website at www.alexiuminternational.com.

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About Alexium

Alexium International Group Limited (ASX: AJX, AX:AJX OTC QX: AXXIY) holds proprietary patent applications for a process developed initially by the U.S. Department of Defense, which allows for the surface modification and attachment of nano-particles or multiple chemical functional groups to surfaces or substrates to provide functions such as fire retardancy, water proofing, oil proofing, and anti-microbial treatments. Applications under development include but are not limited to textiles, paints, and packaging, glass and building materials. Alexium’s fire retardant chemical treatment are currently marketed for different fabric markets under the Ascalon™, Nycolon™, Nuvalon™, and Polytron™, Omnitron™ and Bactron™ trademarks.

