The Crystal Green Experience

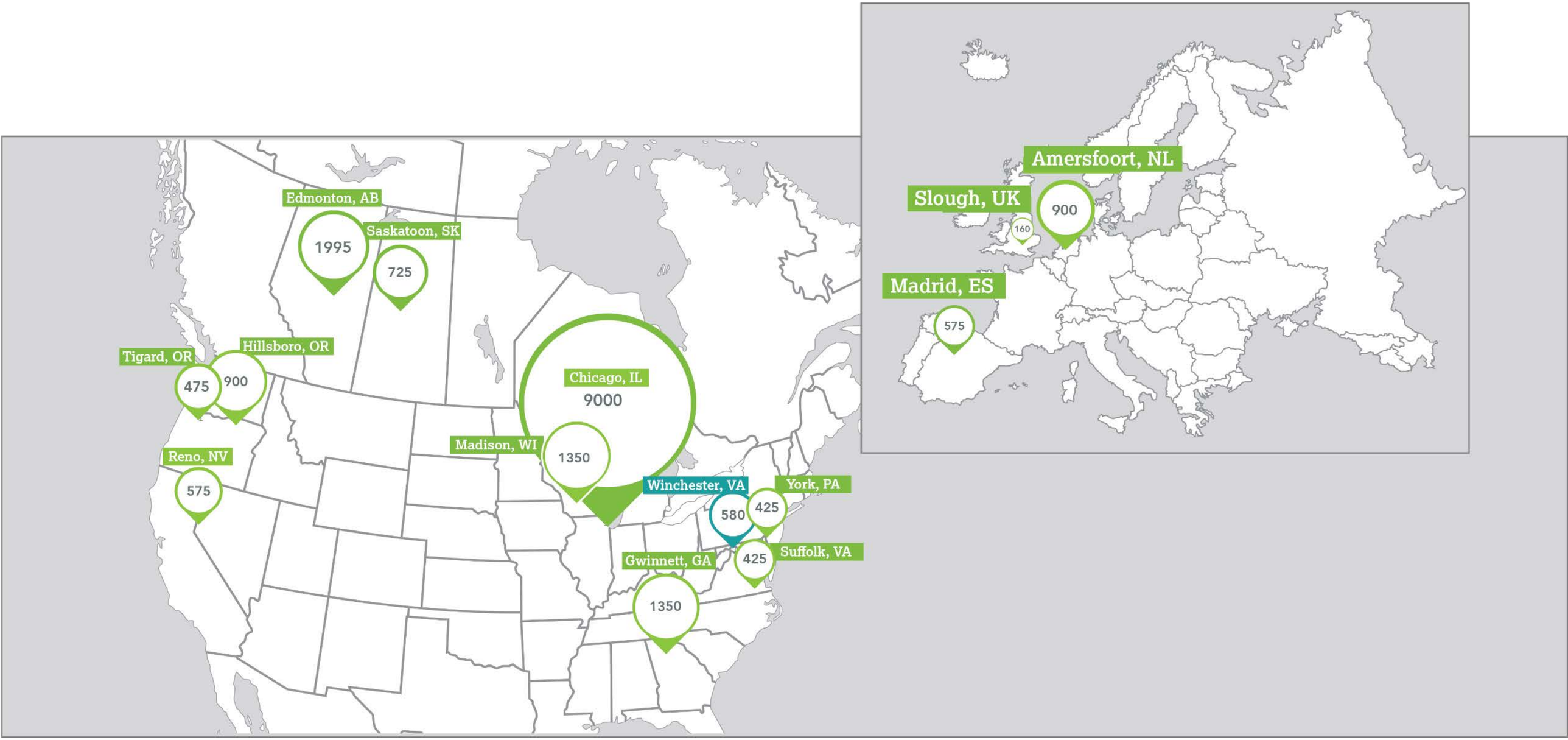
Creating a Market For Commercial Grade Fertiliser from Recovered Phosphorus

Jim Welson, Consultant, Europe

OSTARA

Ostara Facilities

Annual Production Capacity (Tonnes)



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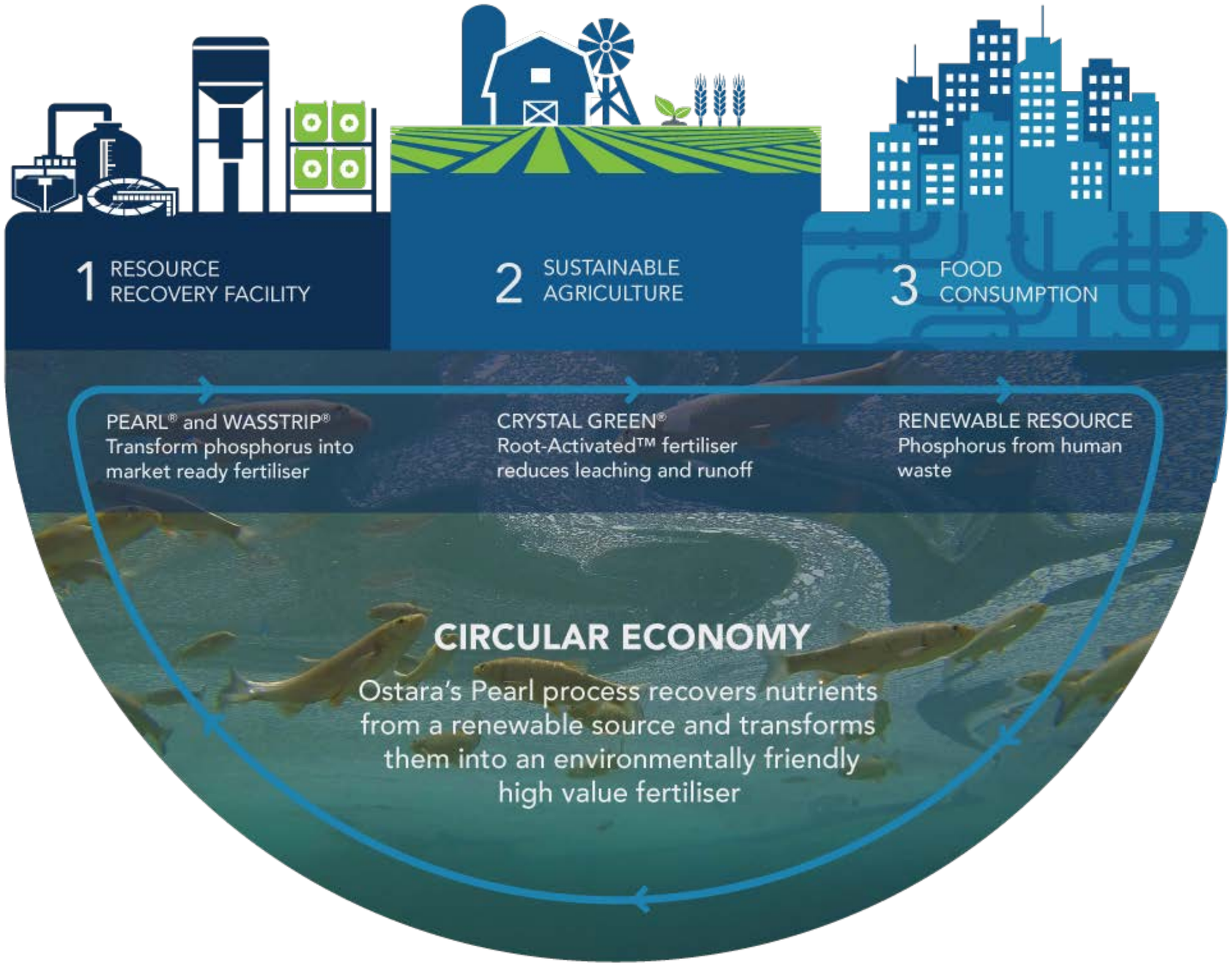
Ostara's Recovery Solution

The Treatment Plant of the Future



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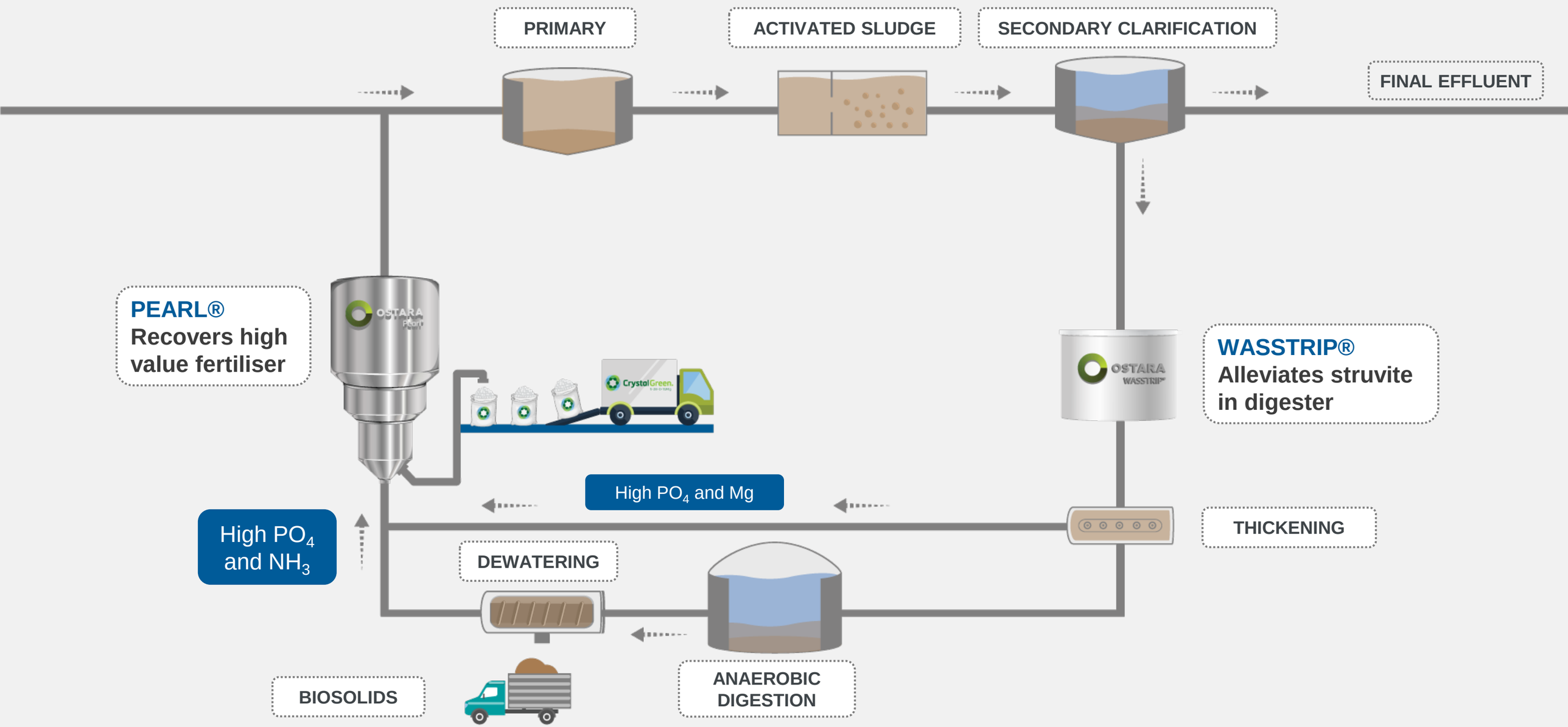
Pearl® + WASSTRIP®

Solve Operational Challenges while Maximising P Available for Recovery



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OSTARA

Crystal Green®
5-28-0-10Mg

Crystal Green®

Nothing but Nutrients

- ✓ Pathogen Free
- ✓ Dust Free
- ✓ Lowest Salt Index of any P source
- ✓ Lowest Heavy Metals of any P source

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Why We Recover a Specific Saleable Size

Specific Size Grades Ready for Commercial Agriculture, Turf and Horticulture Markets

SGN 90

SGN 150

SGN 300

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Regulatory Requirements

- ✓ REACH compliance
- ✓ Exemption from waste regulations ‘End of Waste’
- ✓ Compliance with EU fertiliser regulations
- ? Organic status

Proven Results, Established Credibility

Extensively Funded Market and Agronomic Research to Support Sales

6
Years of research trials

13
Crops

151
Replicated small plot trials

4500+
Grower trial acres

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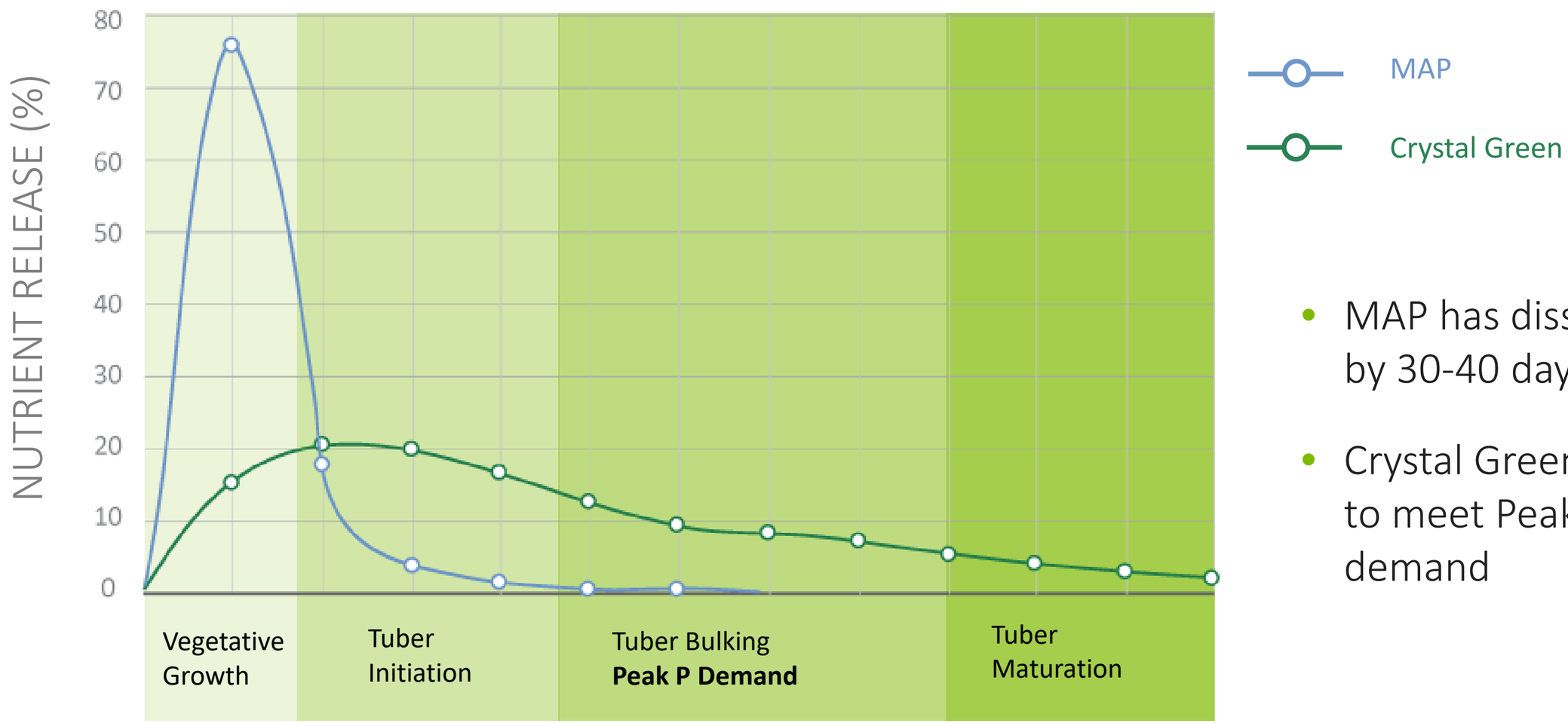
Crystal Green Provides Season Long Plant Available P

Continuous Release Curve

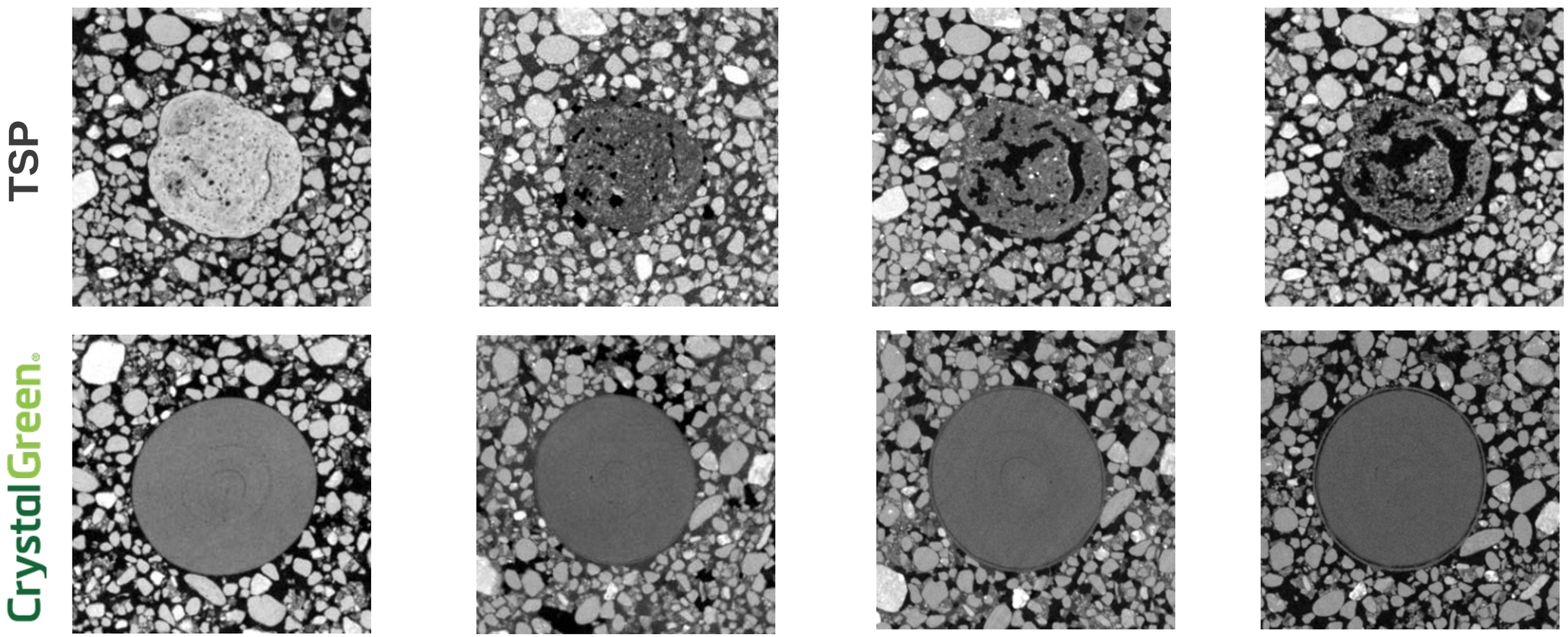


- MAP has dissolved by 30-40 days
- Crystal Green lasts to meet Peak P demand

University of Southampton

CT Scan Study

Crystal Green Does Not Dissolve in Water Only, Reducing Nutrient Leaching



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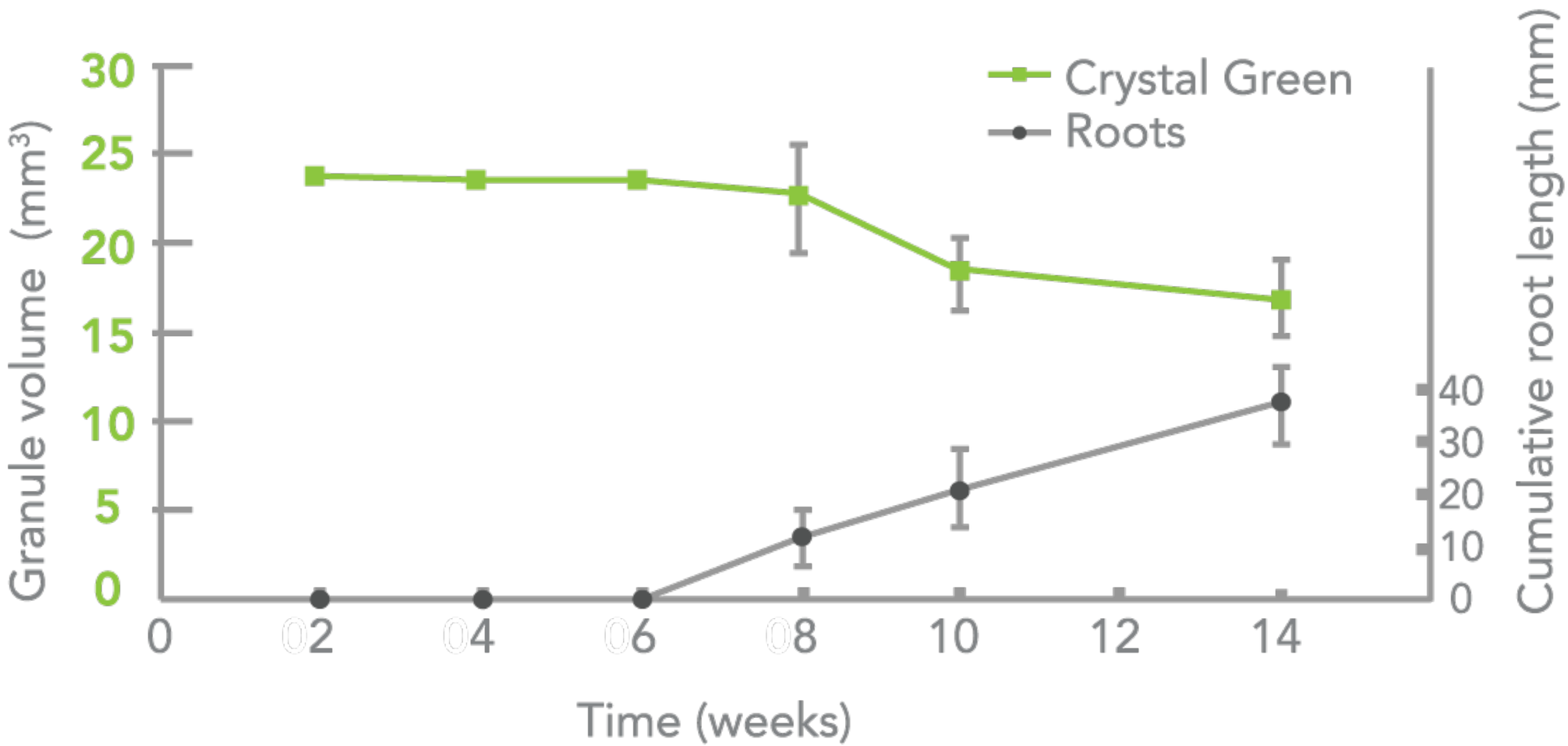
University of Southampton

CT Scan Study

Root Growth Activates Crystal Green's Nutrient Release



Source: University of Southampton, UK, 2014

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Building a Market in Agriculture, Turf and Ornamental

- ✓ Target Crops
- ✓ Target Soil Types
- ✓ Establish Credibility with End-Users and Retailers
- ✓ Support Sales the Distribution Channels
- ✓ Increase awareness with End-Users and Media

OSTARA

Pneumatic Machine

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Increasing Brand Awareness

Advertising & PR

4

Years of Advertising

29

Different Publications

15

Unique Markets

135

Targeted Editorial Relationships

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The Key to Building a Fertiliser Market

- Consistently High Purity
- Validated Research
- Proven Benefits
- Continued Brand Investment
- High-Value Product

THANK YOU

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