Company News - November 28th, 2025

Photocat acquires solid de-icing assets from Alumichem – strengthening its position in the European de-icing market

Photocat A/S has acquired a portfolio of solid CMA-based de-icing assets from Alumichem A/S for a consideration in the low single-digit million DKK range, with full IP and commercial rights transferred to Photocat as of 28 November 2025. This will significantly strengthening Photocat's Ice & Dust Away product line and expanding its offering within environmentally responsible winter-maintenance solutions.

The acquired package includes marketing material, product formulations, development know-how, ingredient lists and technical specifications. These assets provide Photocat with a strong platform to finalize and commercialize a solid de-icing product that complements the company's existing liquid solutions.

Photocat aims to complete remaining development and documentation work during early 2026.

The new solid de-icer will carry the same strong environmental profile as the existing Ice & Dust Away line and is designed to meet customer demand in segments where a solid product is required due to regulatory or operational constraints.

Initial market dialogues indicate a clear opportunity in the segment for a solid, environmentally friendly de-icer with performance characteristics aligned with Ice & Dust Away.

CEO Michael Humle comments:

"This acquisition allows us to enter an attractive segment of the de-icing market much faster than developing a solid product entirely from scratch. The assets we have acquired give us a strong technical and commercial starting point, enabling a short development and documentation phase and a fast track to market introduction. With this addition, Photocat can now offer a full-spectrum de-icing portfolio suited for city centres and other areas with strict environmental requirements."

Christian Kemp, CBO of Alumichem, adds:

"We are pleased that Photocat will take this activity forward. Photocat has the strategic focus, market access and technology platform to unlock the full potential of these de-icing assets. For Alumichem, the divestment is aligned with our strategic decision to prioritise other business areas."

Photocat estimates initial sales of approx. DKK 1 million in 2026. Future growth potential will depend on final product performance, adoption rates and regulatory uptake.

The Company News can be downloaded from Photocat's website: **Announcements | PHOTOCAT A/S**

For further information, please contact:
Michael Humle, CEO, Photocat A/S
Phone: +45 2210 2523
E-mail: michael@photocat.net

Photocat A/S is obliged to disclose this information in accordance with the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person above, at 12:00 CET on November 28th, 2025.

About Photocat

Photocat develops and manufactures patented, light-activated catalytic materials for outdoor and indoor applications that degrade NOx and VOCs. The company also produces de-icing and dust-control solutions with strong environmental performance. Photocat's value propositions provide efficient and sustainable alternatives for municipalities, road authorities and industrial partners.

Photocat A/S is listed on Spotlight Stock Market under the ticker symbol **PCAT**.