

PHOTOCAT

February 18, 2026

Photocat A/S and Simon Hertzum Announce Strategic Partnership to Bring Self-Cleaning NOxOFF to GRC Manufacturers

Roskilde, Denmark. February 18, 2026 –Photocat A/S and Simon Hertzum, a highly regarded professional in the Glassfibre Reinforced Concrete (GRC) industry, are pleased to announce a formal agreement for Mr. Hertzum to represent Photocat within this specialized business segment.

The cooperation leverages Mr. Hertzum's vast experience as a GRC manufacturer and his long-standing tenure as Chairman of the GRCA—the leading international body for GRC manufacturers worldwide. Photocat's industry-leading solutions, highly valued by building owners for delivering self-cleaning GRC facades, will serve as a core quality endorsement for this partnership.

Launch of Operations: February 19, 2026

Following a rigorous period of review, evaluation, and training to ensure mutual strategic alignment, both parties have finalized the business case. Marketing of the solution through Simon Hertzum's company begins immediately.

Michael Humle, CEO of Photocat, states:

"It is incredibly exciting to collaborate with such a highly skilled expert in this market segment. We have seen excellent results with our self-cleaning properties, and our product proposition remains highly competitive. Having Simon's expertise on board is a significant win for the technology's adoption."

Simon Hertzum, CEO of Simon Says GRC, adds:

"Utilizing my deep network and industry knowledge to offer solutions I consider to be leaders in their field provides a strong foundation. I look forward to bringing these advanced solutions to GRC manufacturers globally, making GRC facades even more attractive and sustainable than they already are."

Key Partnership Highlights:

- **Market Reach Expansion:** Targeting members of the GRCA and other global GRC manufacturers.
- **Strategic Launch Timeline:** Launch preparedness will commence in March 2026, ensuring a direct sales effort is underway before the start of Q2 2026.

Photocat confirms that this partnership will not impact its financial performance or market guidance for the 2026 fiscal year.

For further information, please contact:

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About Photocat A/S:

Photocat is a leading innovator in sustainable solutions, dedicated to harnessing the power of photocatalysis to create a cleaner and more sustainable world as well as eco-friendly and efficient de-icing and dust-suppression solutions. With a focus on cutting-edge technologies and partnerships, Photocat is at the forefront of environmental innovation. Photocat's shares are listed on Spotlight with the ticker symbol PCAT. For more information, visit www.photocat.net.

About Simon Hertzum

Simon Hertzum is a highly experienced leader in the Glassfibre Reinforced Concrete (GRC) industry with a career spanning over a decade in executive and board roles. He is the CEO of Simon Says GRC and has previously served as a Director and CEO at BB fiberbeton A/S, where he played a key role in the production and development of sustainable GRC solutions.

A recognized authority in the field, Mr. Hertzum has served as the Chairman of the International Glassfibre Reinforced Concrete Association (GRCA), the leading global body for the industry. His expertise lies in bridging the gap between technical manufacturing excellence and market-leading facade solutions, helping to drive the global adoption of high-performance, self-cleaning GRC technology.

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