

PHOTOCAT

March 24, 2026

Photocat A/S announces Distribution Partnership with Coplan S.r.l. to accelerate photocatalytic solutions in Italy

Roskilde, Denmark. March 24, 2026 – Photocat A/S, a leading innovator in photocatalytic environmental technologies, today announces the signing of a five-year distribution agreement with Coplan S.r.l., a well-established Italian company specializing in technical solutions for the construction and architectural sector.

Under the agreement, Coplan S.r.l. will act as distributor of Photocat's photocatalytic technology solutions in Italy, with an initial focus on **concrete-based façade elements and construction products designed to deliver self-cleaning and environmental performance.**

Italy is one of the most established markets globally for photocatalytic construction materials, with the technology first developed and industrialized in the country in the mid-1990s. Since then, Italy has pioneered large-scale applications across urban infrastructure, pavements, and architectural concrete, and has played a key role in developing international NOx degradation ISO-based testing standards. Today, the Italian photocatalytic market spans multiple segments—including concrete products, road surfaces, façade coatings, and infrastructure—representing an estimated €150–300 million addressable market, with growing demand driven by urban air quality initiatives and sustainability requirements.

With its proprietary photocatalytic NOxOFF technology and well-established competitive position, Photocat provides a strong platform for the partnership with Coplan to compete and grow in the Italian market. The combination of technological maturity, documented performance, and application flexibility enables the joint offering to address both current and emerging demand within this highly developed segment.

The collaboration reflects a shared ambition to accelerate the adoption of photocatalytic technologies in the Italian market and to support both public and private stakeholders in improving environmental performance in the construction and building environment.

Key Partnership Highlights:

- **Strategic Market Expansion:** The partnership provides Photocat with a dedicated distribution platform in Italy, enabling a structured introduction of photocatalytic solutions to the construction sector and related industries.
- **Focus on Concrete Façade Applications:** The initial collaboration will focus on photocatalytic solutions applied to concrete façades and architectural elements, delivering self-cleaning properties and environmental benefits.
- **Access to Cutting-Edge Technology:** Coplan S.r.l. will leverage Photocat's advanced NOxOFF photocatalytic technology to enhance its portfolio of façade solutions, contributing to cleaner surfaces, improved air quality and improved environmental contributions.
- **Stepwise Market Development:** Both companies have agreed on a stepwise market development approach, targeting steady market growth in the Italian market and aiming to expand the collaboration into additional applications once initial commercial success has been demonstrated.

- **Strong Growth Ambition:** The parties have defined a growth trajectory targeting the application of photocatalytic technology on up to 1,000,000 m² of concrete façade surfaces over the first five years, reflecting the shared ambition to establish Italy as an important market for Photocat's technology.

Statements from the companies:

Jesper Elsgaard, Chief Business Officer of Photocat A/S, expresses his excitement, stating, "Italy represents a highly attractive market for photocatalytic solutions, particularly within architectural concrete and façade applications. With Coplan S.r.l. we have found a partner that combines strong technical competence with an established network in the construction industry. Together we share a clear ambition to introduce and scale our technology in the Italian market and to demonstrate how photocatalysis can contribute to cleaner, more sustainable urban environments".

Daniel Litscher, CEO of Coplan S.r.l. adds, "We see significant potential for Photocat's technology in Italy, where both architects, developers and public authorities are increasingly looking for solutions that combine performance, durability and environmental benefits. Our collaboration with Photocat allows us to bring innovative photocatalytic solutions to the market and to support the transition towards more sustainable building materials".

Importantly, this distribution partnership with Coplan S.r.l. does not affect Photocat's financial forecast for 2026.

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 Coplan S.r.l.:

Coplan S.r.l., headquartered in Trezzano sul Naviglio near Milan, Italy, is a specialized company providing technical solutions and materials for the construction and architectural sector. The company focuses on innovative building technologies and collaborates closely with architects, contractors and manufacturers to introduce advanced materials that enhance both the functional and environmental performance of buildings. Through its strong technical expertise and market presence, Coplan plays an active role in bringing innovative construction solutions to the Italian market.