



Innovations that work.™

ACN 109 200 900

## AUSTRALIAN SECURITIES EXCHANGE ANNOUNCEMENT

18 August 2025

### Holcim - First Canadian EdenCrete®Pz7 Order

Eden Innovations Ltd (ASX:EDE) (“Eden”) is pleased to report that Eden Innovations LLC, Eden’s wholly owned US subsidiary (“Eden US”) has received its first commercial order from Innocon, a Canadian-based Holcim Group subsidiary, to supply the first Canadian order for US\$16,000 of EdenCrete®Pz7 to an Innocon concrete plant in Toronto.

#### Details

- Innocon, based in Toronto, Ontario, Canada, is a Holcim Group company that has placed its maiden order for US\$16,000 of EdenCrete®Pz7 for use in a Toronto based concrete plant.
- Canada is the third country (following Ecuador and USA) in the past two years from which a Holcim Group company has purchased commercial quantities of EdenCrete®Pz7 for commercial applications.
- Innocon operates 18 plants spread across the Greater Toronto area and includes in its product range ECOPact low-carbon concrete products, delivering the broadest range of sustainable concrete with 30% or more less carbon emissions compared to standard concrete for today’s high-performance building standards.
- This significant milestone follows an extended trial period over the past several years by Holcim in France, resulting over the past two years in Holcim Group plants in USA and Ecuador and now Canada, having purchased EdenCrete®Pz7 from Eden US for use in concrete supplied by Holcim Group subsidiaries in these three countries.
- Currently 9 plants with EdenCrete®Pz7 bulk dispensing equipment in Ecuador and 5 bulk dispensing plants in Colorado, USA are operating with the number of such bulk dispensing plant continuing to grow both in the US and now also in Canada.
- Trials by a Holcim Group subsidiary Pz7 in Mexico of EdenCrete® are well underway and Mexico is hoped to be the next country where EdenCrete®Pz7 will be used commercially by a Holcim Group subsidiary in its ready-mix concrete plants.

For personal use only

- Toronto is a city of 7 million people with a very large domestic concrete market. It is very close to the US/ Canadian border (as close as 25 kilometres from the border). Traditionally the US market has purchased a significant quantity of cement and concrete to supplement the US market. However, the 25% US tariff recently imposed on Canadian and Mexican goods is likely to impact this market.

## Conclusion

The rapidly growing number of plants firstly in the USA and Ecuador, and now in Canada, that are using EdenCrete® Pz7 in standard concrete mixes used by one of the most globally significant cement and concrete companies, is a major milestone for Eden in its efforts to establish a global market for its EdenCrete® range of products.

The Holcim Group is heavily focussed on reducing the carbon footprint of its concrete products, across all its major market sectors, and after an extensive trial period in France, is leading this market growth, with trials by a Holcim Group currently underway in Mexico.

EdenCrete® Pz7 is the newest of the EdenCrete® range of products with the fastest growing market footprint for the EdenCrete® range of products.

EdenCrete® Pz7 can assist concrete suppliers to significantly reduce the amount of Ordinary Portland cement (OPC) with a high CO<sub>2</sub> footprint, that is required, by replacing it with significant percentages of far-lower carbon footprint pozzolanic cementitious materials (such as fly ash and blast furnace slag, both waste products with extremely low CO<sub>2</sub> footprints) that are frequently cheaper than the OPC that they replace.

This maiden order from Innocon, a Canadian-based Holcim Group subsidiary, while not being financially material, represents yet another important milestone in the history of the rapidly expanding global commercial footprint of EdenCrete®Pz7 into a new valuable market.

## ***EdenCrete® Products Background***

*Eden's range of three EdenCrete® products are all 100% owned, proprietary nano-carbon-strengthened concrete additives that enhance a wide range of performance characteristics of the concrete. These benefits may include some or many of the following benefits : compressive strength, flexural strength, tensile strength, abrasion resistance, reduced permeability, increased modulus of elasticity, reduced shrinkage. Collectively these benefits together can deliver stronger, tougher, more durable and longer lasting concrete that has frequently been shown in a growing number of trials to result in longer service life and hence a lower life-cycle carbon footprint of the concrete .*

*EdenCrete® Pz and EdenCrete® Pz7 are mostly frequently (but not always) used in concrete mixes that incorporate higher percentages of pozzolans as an alternative cementitious material (including fly-ash and blast furnace slag which are each waste by-products from coal fired power stations and metal smelting respectively, thereby each being treated, as a waste by-product, as having a zero Greenhouse Gas footprint from its production process).*

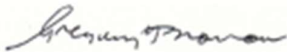
*As a result, EdenCrete® Pz and EdenCrete® Pz7 have repeatedly shown they enable a material proportion of the total Portland cement in concrete mixes to be replaced by the same percentage of pozzolans (which is usually cheaper and has a far lower Greenhouse Gas footprint) without any loss in performance of the concrete, resulting in a cheaper, comparable concrete mix with a reduced Greenhouse Gas footprint.*

*The global market for cheaper, lower carbon concrete is already significant but continues to grow very rapidly. It is a primary target for the EdenCrete® range of products. With relatively few competitive products yet able to deliver all these outcomes, this is a very important target market, particularly for EdenCrete® Pz and EdenCrete®Pz7. EdenCrete®Pz7 is Eden's fastest selling product, with sales expanding steadily across a growing number of countries spread across several continents.*

*EdenCrete®, the original product, is generally used in concrete that incorporates a high percentage of Ordinary Portland Cement (OPC or Portland cement). EdenCrete® has been repeatedly used in ready-mix concrete, pre-cast and pre-stressed concrete, shotcrete, pumped concrete and volumetric concrete.*

*One of the primary target markets for EdenCrete® is improving the performance of concrete used in the construction and maintenance of concrete roads, bridges, ports, airports, and other infrastructure, particularly where it is subject to heavy wear, freeze/thaw weather conditions, heavy snow falls, and/or high levels of added salt or de-icing chemicals.*

*Since 2015, EdenCrete® products have been sold in the USA and more recently in a growing number of other countries. They have successfully and repeatedly delivered a wide range of benefits when incorporated into concrete that is used in many different applications, including low-rise, medium-rise and high-rise building construction, roads and bridges, airports/ports/marine/coastal applications, bus stations, carparks, water pipes, hardstand areas, waste transfer stations, warehouses, shotcrete applications, stadiums, and pre-stressed and pre-cast concrete products.*



**Gregory H. Solomon**  
Executive Chairman

This announcement was authorised by the above signatory.  
For any queries regarding this announcement please contact Greg Solomon on +61 8 9282 5889.