



NEWS INFO – FOR IMMEDIATE RELEASE – 17 MARCH 2010

Novacem recognised as New Energy Pioneer by Bloomberg New Energy Finance

LONDON, UK, 17 March 2010 – Novacem, the leading developer of carbon negative cement, announced today that it had been recognised as a New Energy Pioneer at the third annual Bloomberg New Energy Finance Summit being held in London 17-19 March.

“Bloomberg New Energy Finance chose the Pioneers because we feel they are ‘game changers’ in new energy technology and innovation,” said Michael Liebreich, chairman and chief executive of Bloomberg New Energy Finance. “The work they are doing is progressive and significant to the future of developing new clean energy technology.”

Stuart Evans, Chairman of Novacem, added: “We are delighted by this award, which helps position our company as the dominant provider of carbon negative cement to the construction industry. Novacem has a huge opportunity accompanied by many challenges. So we aim to build an eco-system of collaborators and investors that can make a real difference. We look forward to meeting many of these companies at this Summit.”

Bloomberg New Energy Finance analysts chose the recipients among hundreds of companies from across the globe, spanning all areas of energy and based their decision on three criteria: innovation, traction and potential. All the Pioneers demonstrated ground-breaking technology, and the ability to implement their technology in real-life situations.

FOR MORE INFORMATION

Novacem Limited

Stuart Evans, Executive Chairman
+44 (0)20 7594 3580
+44 (0)7771 966297
stuart.evans@novacem.com

Bloomberg LP

Angela Martin
+1 212 717 1211
angelamartin@bloomberg.net

Dr John Prendergast, Marketing Manager
+44 (0)20 7594 3580
john.prendergast@novacem.com

Publication quality photographs available on request

Novacem Limited

The Incubator, Bessemer Building
Imperial College, South Kensington
London SW7 2AZ UK
tel +44 (0) 20 7594 3580
fax +44 (0) 20 7594 1333

info@novacem.com
www.novacem.com

- Notes to editors -

1 Novacem Limited

www.novacem.com

Novacem is a spin-out from Imperial College, London that has developed a new generation of carbon negative cement that will offer cost and performance parity with Portland cement.

Conventional Portland cement is pervasive (2.5 billion tonnes/year) but already accounts for 5% of global CO₂ emissions. For every tonne of ordinary Portland cement replaced by Novacem, CO₂ emissions will be reduced by around 0.75 tonne. Novacem leads a £1.5Mn UK TSB project to prove our technology with industrial partners Rio Tinto, Laing O'Rourke and WSP Group. We have built a Batch Pilot Plant in our laboratories, and are next planning a semi commercial plant. The first licensed volume production plants will follow from 2014/15 onwards. We will licence the manufacture and use of our cement on a non-exclusive basis around the world.

Novacem's revolutionary technology is based on magnesium silicates rather than limestone (calcium carbonate) as is used in traditional Portland cement. Global reserves of magnesium silicates are estimated to be in excess of 10,000 billion tonnes. The company's technology converts magnesium silicates into magnesium oxide using a low carbon, low temperature process, and then adds special mineral additives to produce Novacem cement.

Stuart Evans is Executive Chairman of Novacem and a seasoned technology entrepreneur with 25+ years' CEO experience in VC-backed tech start-ups as well as quoted firms in UK and USA. Stuart was previously the founding CEO of Plastic Logic (Cambridge spin-out that has now raised over \$250Mn to develop flexible displays for electronic books) and Cotag International (RFID start-up, now part of Siemens). Stuart's early career was at IBM and McKinsey; he has an MBA from the Harvard Business School; is a Chartered Director; and has been a Technology Pioneer at the World Economic Forum in Davos.

The company raised a £1 million+ Seed Round in 2009 from Imperial Innovations (AIM: IVO), the Royal Society Enterprise Fund and the London Technology Fund. This was the first investment by the Royal Society Enterprise Fund.

The company plans a Series-A investment round in 2010.

2 BLOOMBERG NEW ENERGY FINANCE

www.newenergyfinance.com

Bloomberg New Energy Finance is the world's leading independent provider of news, data, research and analysis to decision-makers in renewable energy, carbon markets, energy smart technologies, carbon capture and storage, and nuclear power. The group has staff of more than 130, based in London, Washington D.C., New York, Beijing, New Delhi, Hyderabad, Cape Town, São Paulo, Singapore, and Sydney.

Bloomberg New Energy Finance Insight Services provide deep market analysis to investors in wind, solar, bioenergy, geothermal, carbon capture and storage, energy efficiency, and nuclear power. The group also offers dedicated services for each of the major emerging carbon markets: European, Global Kyoto, Australia, and the US, where it covers the planned regional markets as well as potential federal initiatives and the voluntary carbon market. Bloomberg New Energy Finance Industry Intelligence provides access to the most comprehensive database of investors and investments in clean energy and carbon. The News and Briefing Service is the leading global news service focusing on clean energy investment. The group also undertakes custom research and runs senior-level networking events.

New Energy Finance Limited was acquired by Bloomberg L.P. in December 2009, and its services and products are now owned and distributed by Bloomberg Finance L.P., except that Bloomberg L.P. and its subsidiaries (BLP) distribute these products in Argentina, Bermuda, China, India, Japan, and Korea.

3 BLOOMBERG

www.bloomberg.com.

Bloomberg is the world's most trusted source of information for businesses and professionals. Bloomberg combines innovative technology with unmatched analytic, data, news, display and distribution capabilities, to deliver critical information via the BLOOMBERG PROFESSIONAL® service and multimedia platforms. Bloomberg's media services cover the world with more than 2,200 news and multimedia professionals at 146 bureaus in 72 countries. The BLOOMBERG TELEVISION® 24-hour network delivers smart television to more than 240 million homes. BLOOMBERG RADIO® services broadcast via SIRIUS XM Radio and 1worldspace™ satellite radio globally and on WBBR 1130AM in New York. The award-winning monthly BLOOMBERG MARKETS® magazine, Bloomberg BusinessWeek magazine and the BLOOMBERG.COM® financial news and information Web site provide news and insight to businesses and investors.

The BLOOMBERG PROFESSIONAL service and data products are owned and distributed by Bloomberg Finance L.P. (BFLP) except that Bloomberg L.P. and its subsidiaries (BLP) distribute these products in Argentina, Bermuda, China, India, Japan and Korea. BLOOMBERG and BLOOMBERG NEWS are trademarks and service marks of Bloomberg Finance L.P., a Delaware limited partnership, or its subsidiaries. All rights reserved.

- E N D S -