



*NEWS INFO – FOR IMMEDIATE RELEASE – 21 APRIL 2010*

***Novacem appoints two seasoned industry executives  
as Non-Executive Directors***

**LONDON, UK, 21 April 2010** – Novacem, the carbon negative cement company, announced today that David Walkerdine and Dr Alan Keasey had joined its Board of Directors as Non-Executive Directors.

**David Walkerdine** has held many senior commercial and strategy positions in the building materials industry. He was Strategic and Commercial Director at Redland Aggregates until the time of the acquisition by Lafarge. He continued at Lafarge as Vice President Strategy of the global Aggregates and Concrete Division, and then as Finance Director at Lafarge (formerly Blue Circle) Cement UK. Subsequently, he was Group Head of Corporate Development at RMC (later acquired by Cemex). A graduate accountant and Chartered Builder, David now provides consultancy and interim management services to clients in the construction, building materials and other sectors. Commenting on his appointment, David said “Cement is a truly vital strategic commodity but faces enormous challenges in a low carbon world. I’m looking forward to helping Novacem understand and build strong relationships throughout the construction sector”.

**Dr Alan Keasey** was previously Chairman of Titan Methanol (a world class Methanol business based in Trinidad that was a BP joint venture) and a Commercial Director for BP in Trinidad. This followed 25 years in BP Chemicals in technical and business roles, latterly as a research manager in the UK. More recently, he has been Technical and Operations Director at Biofuels Corporation and acts as a consultant in the petrochemicals and bio-fuels sectors. He has a PhD from Sheffield University. According to Alan, “Novacem brings together chemical engineering and cement is an extraordinarily innovative way that has the potential to give it a stunning competitive advantage.”

Novacem Executive Chairman Stuart Evans added, “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. These new appointments to our Board will help us move in the right direction more quickly than ever.”

**FOR MORE INFORMATION**

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## **Novacem Limited**

[www.novacem.com](http://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 CO<sub>2</sub> emissions. For every tonne of ordinary Portland cement replaced by Novacem, CO<sub>2</sub> emissions will be reduced by around 0.75 tonne. Novacem leads a £1.5Mn UK TSB collaborative R&D project to prove our technology with industrial partners including Rio Tinto (a leading global mining and exploration company) and Laing O'Rourke (the largest private UK construction firm). 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.

Following these appointments, the Novacem Board of Directors comprises David and Alan, plus Stuart Evans (Executive Chairman & co-founder); Dr Nikolaos Vlasopoulos (Chief Scientist and co-founder); Jon Page (Director of New Ventures at Imperial Innovations) and Dr Andrew Mackintosh (Chief Executive of the Royal Society Enterprise Fund).

Further biographical details are available at [www.novacem.com/about-us/board/](http://www.novacem.com/about-us/board/)

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.

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