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AUSTRALIAN SECURITIES EXCHANGE ANNOUNCEMENT

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EdenCrete® - Stadium Marketing Strategy

Eden Innovations Ltd ("Eden") (ASX: EDE) is pleased to report that over the past year EdenCrete® was purchased and used in a number of small, concrete repair projects at different locations in a US sports stadium where high levels of wear occur due to high usage.

Whilst, individually, these projects are not significant in size or value, the collective data derived from the repeated selection of EdenCrete® for these varied applications, has provided Eden with a significant amount of marketing material related to the suitability of EdenCrete® for similar applications at other sporting stadiums and suitable high usage sites.

The range of applications for which EdenCrete® has already been successfully used, include:

- Interior corridors
- Exterior corridors
- Perimeter Facilities
- Shotcrete applications
- Freight ramps
- Security and screening areas.

Images from a number of these projects are shown in Figures 1-8 below.

After reviewing the available data, Eden has commenced actively targeting this market as well as other similar markets where the similar conditions may exist. Marketing materials are currently being prepared to support proposed approaches to a range of prospective sporting stadiums and complexes in the USA.

The repeated use of EdenCrete® in concrete by the same property owner, contractor, engineer or ready-mix supplier, for a range of projects, is becoming a far more common occurrence and is proving to be a very effective means of expanding both the range of applications for which EdenCrete® has proven to be beneficial, and also the geographical market footprint of the EdenCrete® range of products.



Figure 1. Interior Corridors- 3-inch-thick EdenCrete® concrete overlay on drainage system and suspended deck



Figure 2. Interior Corridors- 4-inch-thick overlay on suspended slab



Figure 3. Exterior Corridors – 5-6-inch-thick full-depth slab



Figure 4. Perimeter Facilities - 5- 6-inch-thick, full-depth slab repair.



Figure 5. Perimeter Facilities- Access for Ticket Turnstiles – 5-6-inch-thick full-depth slab



Figure 6. Shotcrete (including EdenCrete®) used in in Health, Nutrition and Physical Therapy Centre



Figure 7. Freight Access Ramps- 8 inch thick slab on grade- 5000psi (35MPa) structural concrete



Figure 8. Steel Bollard security Screening Areas – 6 inch thick full-depth slab

BACKGROUND

EdenCrete® is Eden's 100% owned, proprietary carbon-strengthened concrete additive that enhances a wide range of performance characteristics of the concrete including compressive strength, flexural strength, tensile strength, abrasion resistance, reduced permeability, increased modulus of elasticity, and reduced shrinkage, delivering stronger, tougher, more durable and longer lasting concrete.

EdenCrete® delivers both a wide range of performance benefits in concrete, and also economic advantages through producing greater durability and service life for concrete. Additionally, where fresh must be pumped under pressure, including in shotcrete or pumping of fresh concrete up high -rise projects, it greatly reduces the friction, enabling the required pumping pressure to be reduced, resulting in less wear on the pumps, and safer working conditions due to reduced nozzle pressure being required, which in turn results in cost savings through less wasted concrete resulting from reduced re-bond in the case of shotcrete applications.

One of the primary target markets for EdenCrete® is improving the performance of concrete used in the construction and maintenance of concrete roads, bridges and other infrastructure, particularly where it is subject to heavy wear, freeze/thaw weather conditions and/or high levels of added salt. Additionally, it has potential for use in most other concrete applications including high-rise building construction, marine and coastal applications, water storage and pipelines, hardstand areas, warehouses, shotcrete applications and pre-stressed and pre-cast concrete structures and products.

Gregory H. Solomon
Executive Chairman

This announcement was authorised by the above signatory.
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