



Dropping Vehicles Production Costs with a Drop-In Solution

Company Deck | Sep 2026

Presenters:
Dr. Gilad Lando – CEO



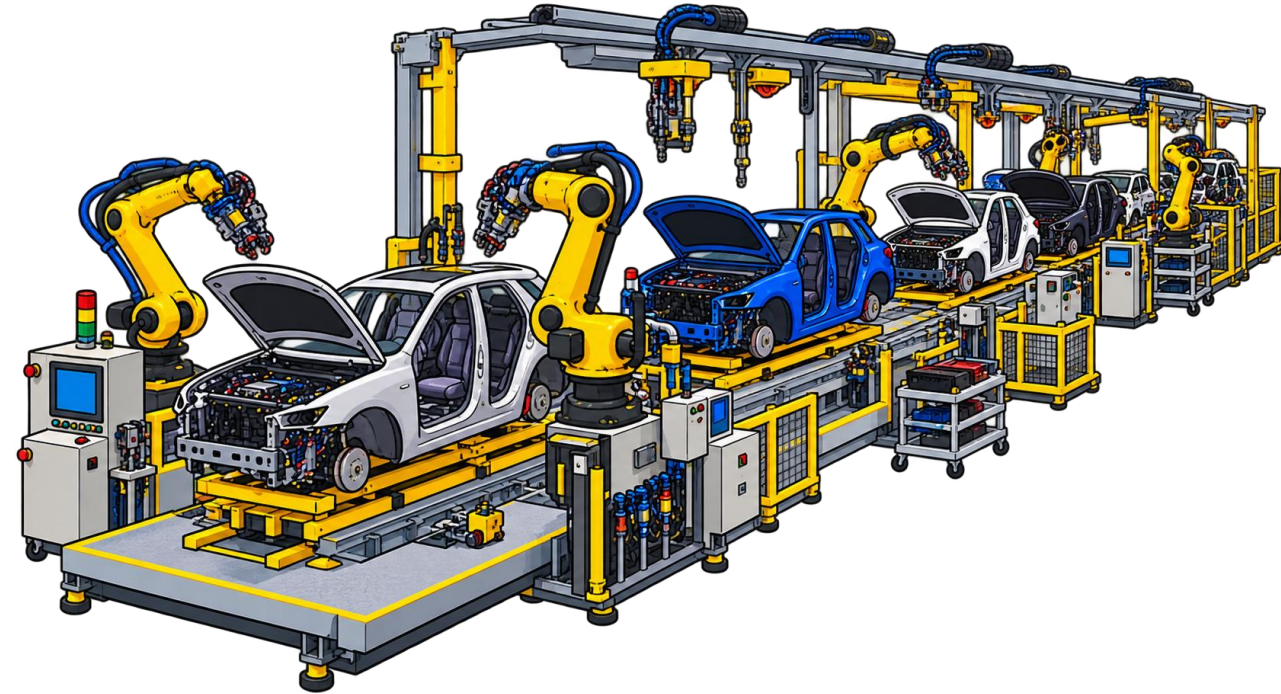


Value Proposition

CatAmmon reduces Rare Metals (Platinum, Palladium & Rhodium) used in emission control systems by **$\geq 50\%$**

Drop-In Solution – Integrated into Vehicles Within **2 Years**

Save **~\$200** in production costs per hybrid vehicle and **~\$150** per ICE vehicle*



Emission Control System



Converts toxic engine emissions into harmless gases – To meet Euro 7 & EPA's Tier 4 emissions standards



The **Rare Metals** are the critical active components of the converter

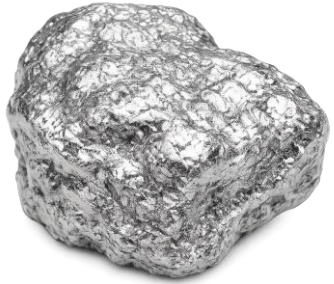


60%-70% of catalytic converter **cost** comes from **just 4-7gr** of **Rare Metals**



Catalytic Converter

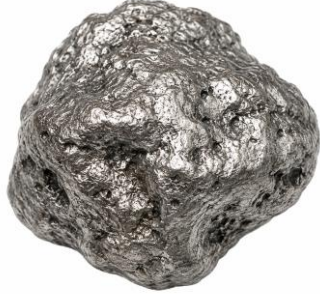
Halving Rare Metals Dependency



Platinum

\$66,000/Kg

+123% surge in 2025



Palladium

\$53,000/Kg

+79% surge in 2025



Rhodium

\$316,000/Kg

+94% surge in 2025



CerAmmon

\$135/Kg

Expected Selling Price

\$28B of Rare Metals
Used in **Vehicles**
in 2025

85% of Rhodium
81% of Palladium
41% of Platinum

Our Ceramic based
product replaces ≥50%
of the Rare Metals

Shielding Against Rare Metals Volatility



In 2000, Ford lost **\$1B** due to changes in **Palladium** prices*

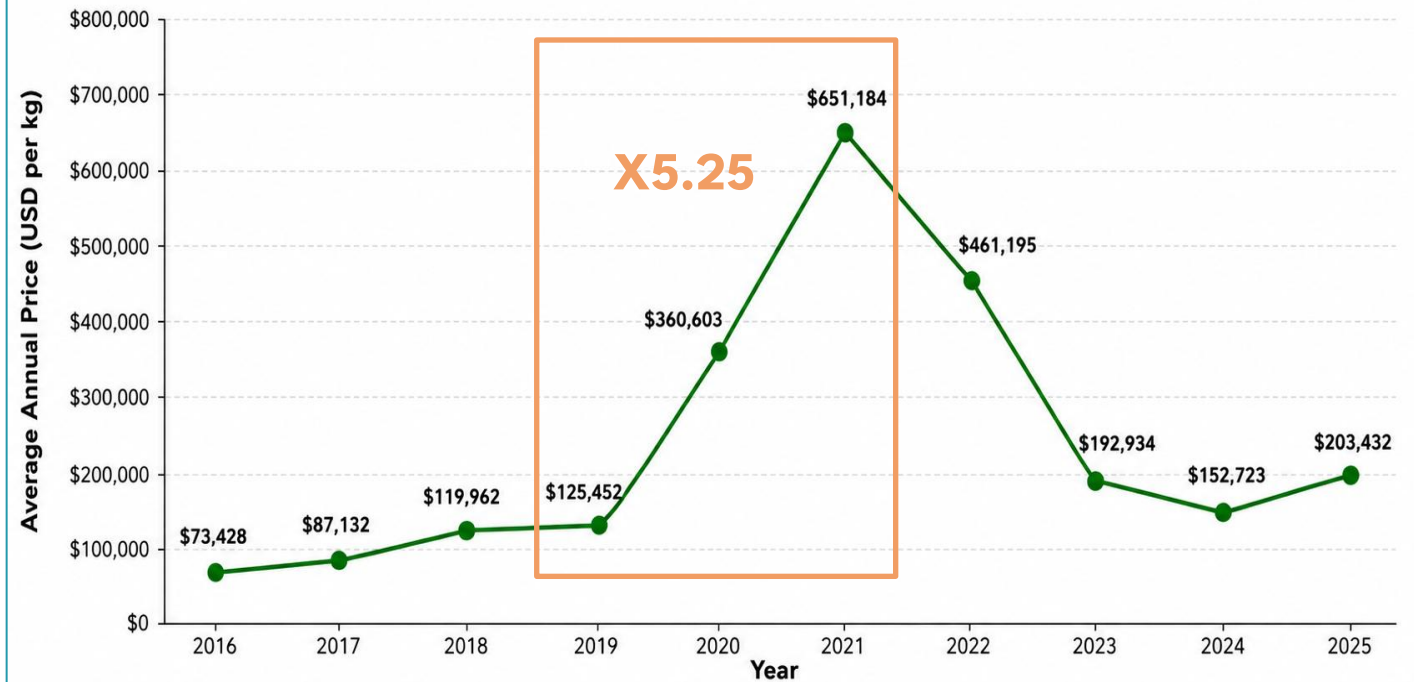


In 2019 stricter **regulation** drove a sharp increase in **Rhodium** usage and price



CatAmmon provides an **insurance** shielding OEMs against the next “crisis”

Rhodium Average Annual Price (USD per kg)
2016 – 2025



The Catalytic Converter



Honeycomb
Weight: ~1,000gr
Activity: **0%**



Weight: ~3000gr



Metallic Shell
Weight: ~1,500gr
Activity: **0%**



Ceramics & Rare Metals
Coating (Wash coat)



Rare Metals
(in washcoat)
Weight: ~5gr
Activity: **100%**



Ceramics
(in washcoat)
Weight: ~300gr
Activity: **0%**

Less than 0.2% of the Weight Is Active

Savings for Ford Washcoat



Ford F-150 Model

Ceramics BOM Price : ~\$15/Car*

+

Rare Metals Price: ~\$350/Car*

=

Total: ~\$365/Car

CerAmmon BOM Price : \$35/Car

+

50% Rare Metals Price: ~\$175/Car*

=

Total: ~\$210/Car



\$155 Savings

Theoretical Savings in 2025



Ford Hybrid



Ford ICE

According to Fords 2026 Integrated Sustainability and Financial Report:

4.4M Vehicles sold in 2025



Average saving per vehicle: \$150



\$660M Savings

Value for OEMs



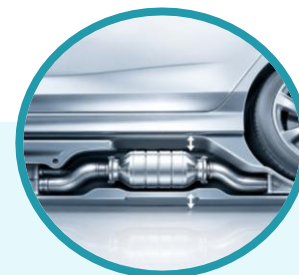
Reduced Costs & Rare Metals Dependency

At least 50% less Rare Metals



Helps Comply with New Regulations

EPA's Tier 4 is expected to require additional 20%-40% Rare Metals



Packaging potential

Smaller converter



Lower Temp Activity

Better emissions treatment for hybrid cars



Small Modification, Big Impact



Let's Shape a Ceramic Future Together



Our Phones

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Appendices



Accelerated Market Penetration

New Technology	Explanation	Examples	Time to Market
Hardware	Complete vehicle system requiring full OEM qualification and safety validation	Braking system, electric motor, EV battery pack, steering system, gearbox, HVAC	8-15 years
Component	A finished part with defined geometry and function, integrated into a larger vehicle system	Brake pad, ceramic monolith, oxygen sensor, DPF filter, engine valve	5-10 years
Material	Raw material or formulation used as an input in another company's manufacturing process	Platinum solution, stabilized alumina, BASF's washcoat, CerAmmon	2-4 years
Material Licensing	CerAmmon formulation licensed to an existing catalyst or washcoat manufacturer	CerAmmon with Tier1 (e.g., Johnson Matthey)	2 years

CatAmmon Industrial-Scale Sales

- 1) **Licensing** – H2 2028 to H1 2029
- 2) **Self Production** – H1 2030

Catalytic Converter Comparison

“Literally” a Drop-In Solution

	Current Tech	CatAmmon
Performance Loss (over 10 years)	60%	15%
Extra PGMs Needed	150%	18%
Ceramic Catalytic Activity	0%	15-20% (Estimated)

Porous Brick



Ceramic & PGM Coating
(Wash coat)

Potential Revenues

Company	Hybrids Sold in 2025	Combustion Engines Sold in 2025 ($\geq 1.3\text{L}$)	CerAmmon Revenues
	0.3M	3.8M	\$129M
	4.8M	5.5M	\$390M
 HONDA	0.9M	2.4M	\$115M

CerAmmon: \$46.5/ Hybrid Car | \$30.3/ $\geq 1.3\text{L}$ ICE Car

Production for Ford



22 Large Mixture Reactors

\$3.3M



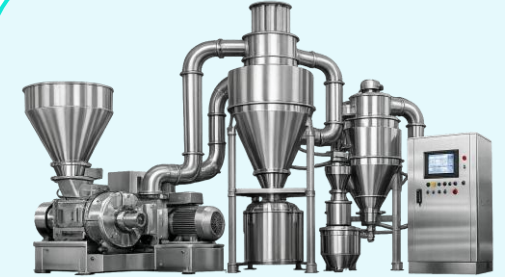
3 Milling Machines

\$450K



67 High-End Large Ovens

\$6.7M



1 Packing & Storage Line

\$450K



- **Factory setup cost + Overhead = \$23M**
- **100t/month Production**
- **24/7 Operation | 4 Shifts × 11 Employees = 44 Total Employees**
- **100t selling price ~ \$13.5M**
- **Payback Period < 1 Year**



~5,000 (m²) Building

\$6M

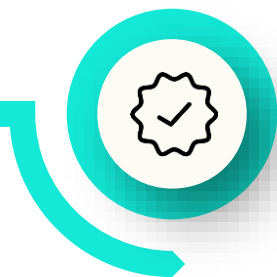
BD Roadmap

2026



- Seed round (\$3M in equity + \$2M from grants)
- JD on washcoat with Tier 1/2 (backed by OEM's)

2027



- Pilots under operating conditions with OEM's and Tier 1's
- Production scale up to 50kg/month

2028-29



- Licensing agreement with Tier 1
- LOI's with additional Tier 1's
- Round A (\$25M)
- Production facility establishment

2030



- Operating production facility
- Sales to 2-3 Tier 1's

About Us



Founded in **2024**



Acquired a **5 years** University Research & **Patent**



Raised over **\$2M** on a **Pre-Seed** round
backed by **TotalEnergies**



2 development centres in Israel



Extremely experienced team. Tech led by **3 Prof.**

*Patent Number: PCT/IL2026/050288

Our Platinum Leadership

Management



Dr. Gilad Lando
CEO & Co-Founder

15 years C level executive. Extensive experience in fundraising and BD. Accomplished R&D Director with a Ph.D. in Chemistry.



Prof. Eliad R. Silcoff
Chief Scientist

PhD Chemistry, Hebrew University; Postdoc at Stanford & Weizmann. 25+ years in advanced materials R&D across hi-tech, catalysis & surface technologies. Faculty member, Materials Science Engineering, Afeka College of Engineering.



Prof. Alexander Sobolev
Lead Physicist & Co-Founder

PhD in Electrochemistry & Corrosion Engineering, Ariel University. Over 10 years R&D in corrosion, electrochemistry, and advanced materials.

Advisors



Prof. Michael Zinigrad
BOD & Co-Founder

Over 40 years of experience in Materials Science and Engineering. 2008-2020, Ariel University, Rector. 1999- present, Ariel University, Head of the Materials Research Center.



Dr. Gideon Fridman
BOD

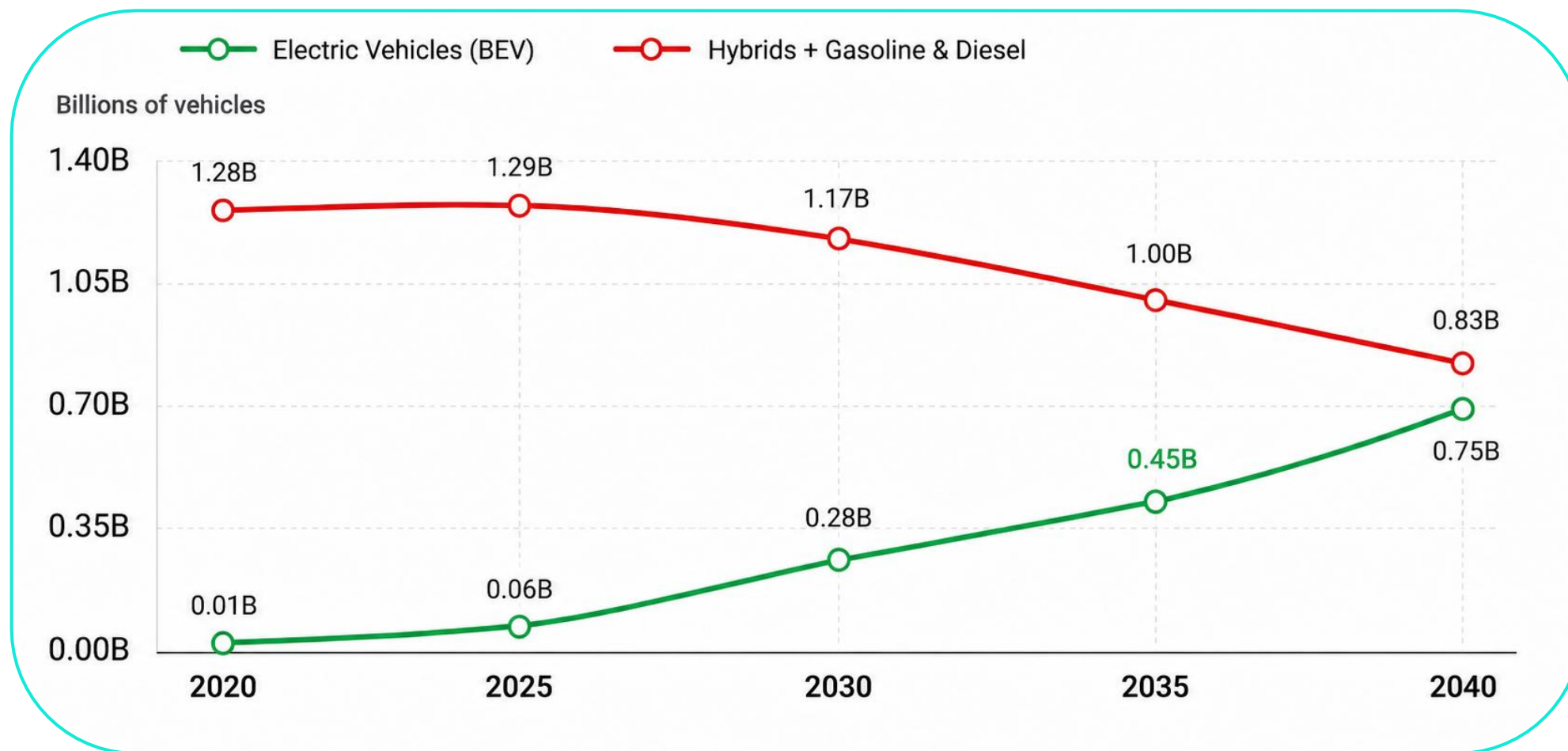
Former Chief Scientist at the Israel Ministry of Energy, where he spearheaded a major innovative energy tech funding program bolstering academic and industrial R&D ventures.



Dr. Antonio Batistini
Senior Strategic Advisor

Former CTIO & SVP R&D at MAIRE. 29+ years in advanced materials, global R&D and tech commercialization, with senior roles at Dow, Stora Enso and E-Leather. PhD, ETH Zurich.

EVs vs. Hybrids & ICE



Experience with OEMs

OEM	Owner	POC/Pilot Description	Status
		Hydrogen fueling stations (CrackAmmon)	Ongoing
Heraeus		German Tier 2 – POC on low Rare Metals washcoat efficiency	Beginning
		Green textile solutions for automotive interiors	Ongoing
		Outdoor cooling solutions for vehicle structures	Success
		Outdoor cooling solutions for vehicle structures in India	Ended
FIAT		Improving polymers in automotive systems	Success
		Preventing vehicle damage during maritime shipping	Success

Gilad and Elliad bring proven experience in scaling technologies from development to industrial production

CatAmmon's Different Perspective

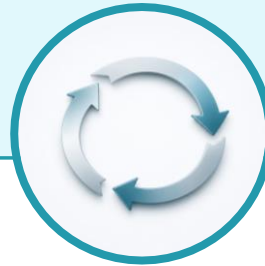
BASF Tri-Metal type route

Substitution



Recycling Route

Recycling



Research Route

Alternative Active Phases



CatAmmon's Approach

Keep the Rare Metals. Add a “super-ceramic” platform and achieve higher efficiency

What CerAmmon is Doing

CerAmmon is a **catalytic platform** that enhances rare metals performance **x2**

Observed

Active Ceramic

Enhances catalytic activity
by 15%-20%

Observed

Larger Durable Surface

50% more
hydrothermally stable

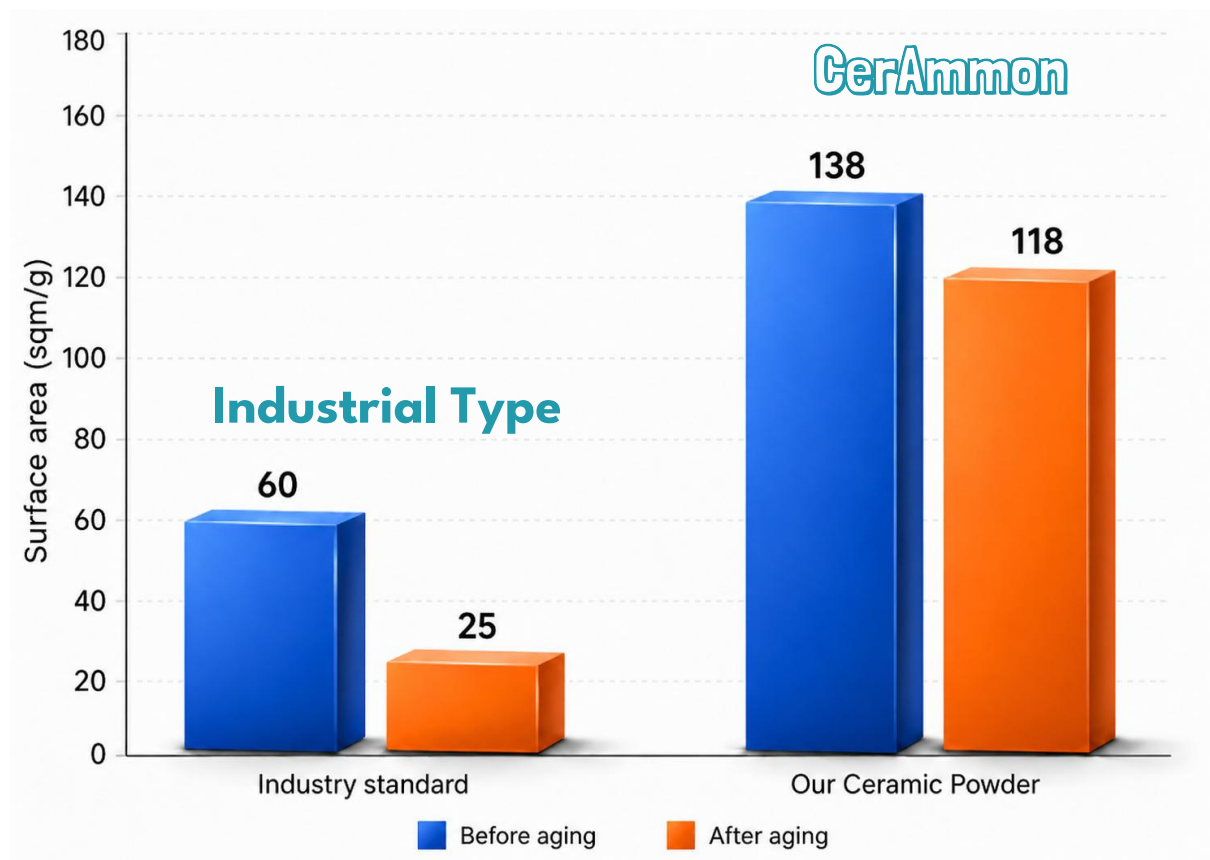
Expected

Lower Activation Temp

50-150°C less

High Surface Area Retention

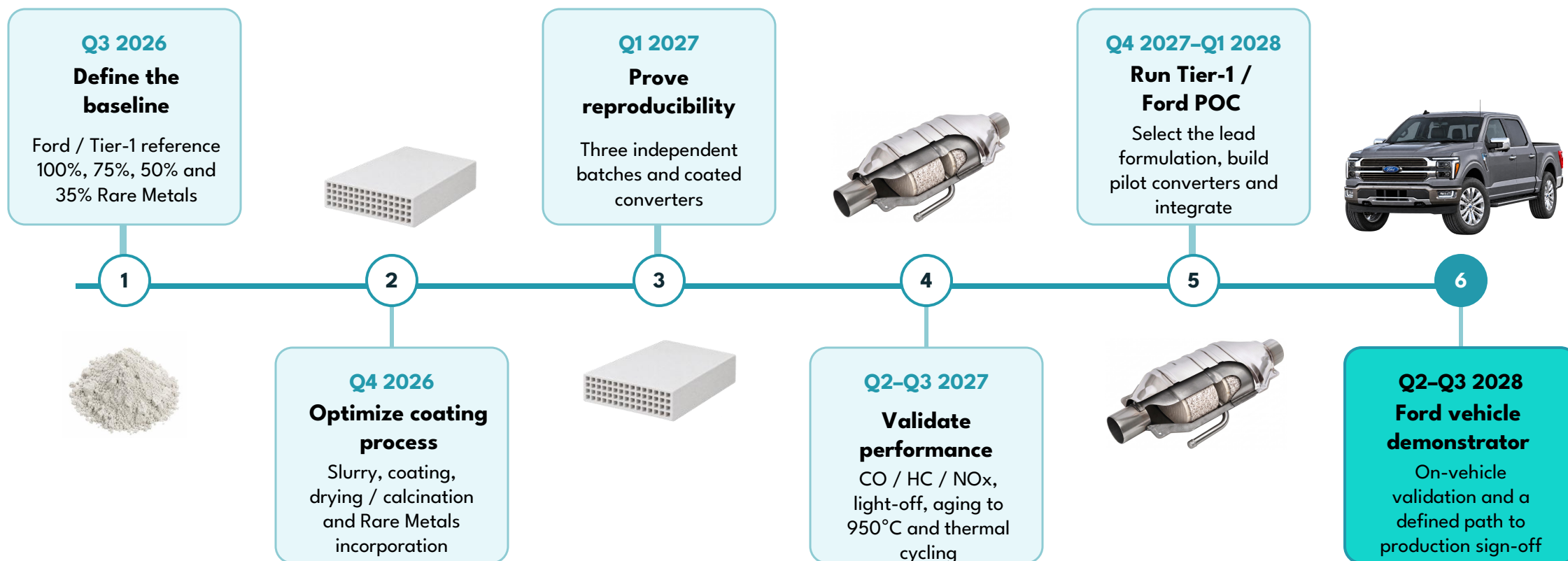
Standard industry acceleration test for **10** year:
7 days at **800C** with **10% Humidity**:



Hydrothermal aging setup used to evaluate CerAmmon

24-Month Roadmap

A focused path from formulation alignment to on-vehicle validation



TARGET: CerAmmon inside a Ford vehicle within 24 months