



Delivering brilliant, game-changing advances to the pulp & paper industry!

Company Summary

Cerealus is a product development company

- *Founded in 2004*
- *Partners with the University Of Maine PDC*
- *Develops novel applications that are revolutionary*
- *2 Issued Patents – 2 Pending*

MANAGEMENT

Tony Jabar - CEO

- 30+ years in Paper Chemicals (Monsanto, National Starch, Henkel)*
- BS in Chemistry, Acadia, CAS Pulp and Paper Technology UMO*

Mike Bilodeau - CSO

- 30+ years in Pulp and Paper (SDWarren Research)*
- Director, UMO Process Development Center*
- BS Chemical Engineering, UMO*

Tom Moore – President

- 30+ years Business Management (Continental, United Express)*
- BBA Notre Dame, MBA University of Houston*

The Elephant in the Room

1. The Pulp and Paper Industry in Maine is declining at an alarming rate!
2. Maine mills produce mostly printing and writing grades!
3. The internet will replace most paper based publishing!

Cerealus Mission

- Deliver products and technology to enhance the profitability of paper mills by developing best practices for current production, and provide technology that will allow for fundamental change to the current asset base (forests and infrastructure)

Alternatives

- Technology Utilization
 - Develop new/novel applications for cellulose substrates: e.g. AgMulch Film
 - Develop new/novel grades in reconfigured assets
 - Food grade/packaging: e.g. Holdout
 - Develop new capabilities in other market segments e.g: Low basis weight packaging grades for performance and cost
 - Develop new uses for Maine's biomass e.g. biobased chemicals and or bioproducts (film and plastic replacements)

Challenge

“LET IT GO”

1. Innovation vs Capitulation
2. Invest “for the future” not to “save the past”
3. Show me the money!