

TITAN Group accelerates venture capital investments in the fields of Artificial Intelligence, Waste Upcycling, and PropTech & ClimateTech

With new Venture Capital positions in high-potential fields over the course of 2024, TITAN Group is expanding its portfolio and further accelerating its innovation strategy. In line with its digitalization, innovation, and sustainability goals, the Group has invested in C2CA Technology, a startup specializing in waste concrete upcycling, Concrete.ai and Optimitive, two companies pioneering digital transformation in cement and concrete manufacturing, and Fifth Wall, a leading venture capital firm focused on technology for the real estate industry.

Leonidas Canellopoulos, TITAN Group's Chief Innovation and Sustainability Officer, commented: "Our latest investments exemplify our dedication to supporting disruptive technologies and startups with the potential to transform our industry. These investments will reach approximately 40m Euro mid-term and enhance our competitiveness while accelerating the integration of innovative technologies and materials into our operations, products, and solutions. Looking ahead, we are actively exploring options to expand our investment capacity, including potential partnerships for a larger fund to address more advanced opportunities."

Two new investments in the digital space

TITAN's investments in **Optimitive** and **Concrete.ai** further advance the Group's already strong track record of leveraging digital tools to enhance its productivity and efficiency and to expedite the accomplishment of its sustainability goals.

With the investment in Optimitive, a European-based business, TITAN enhances its pioneering position in the field of AI-driven real-time optimization of industrial processes, signaling its strong conviction that digital solutions can transform cement and other heavy industries. TITAN has already deployed OPTIBAT, Optimitive's solution, in most of its plants, improving their operational performance, reducing energy consumption, curbing CO₂ emissions, and optimizing asset productivity and product quality. TITAN has the aspiration to mobilize resources and expertise to help Optimitive grow and achieve its strategic objectives.

Concrete.ai is a US-based company at the forefront of utilizing Artificial Intelligence (AI) and Machine Learning (ML) in the design and production of concrete. Their solution aims to create formulations that better address customer needs while significantly reducing material usage, CO₂ emissions, and costs, thereby promoting sustainable construction practices. By leveraging TITAN's industry expertise, global footprint, and operational scale, combined with Concrete.ai's cutting-edge technological capabilities, the partnership will focus on identifying, prioritizing, and executing opportunities for co-development, pilot projects, and joint commercialization efforts.

Investment in C2CA Technology

TITAN's partnership with C2CA Technology in Europe underscores the Group's commitment to the promotion, as part of its net zero strategy, of innovative technologies that drive sustainability in the building materials

and solutions industry. C2CA's end-to-end concrete upcycling technology transforms demolition waste into high-performance substitute materials for low-carbon, circular concrete. Through this investment, TITAN gains early exposure to yet another technology that will support its efforts to minimize waste, reduce embodied carbon, and deliver greener, high-quality products to the market.

Investment in Fifth Wall

TITAN's investment in Fifth Wall, the largest US-based asset manager investing at the intersection of real estate and technology, highlights its commitment to scaling innovation for a sustainable future. Fifth Wall, with an established track record of fostering transformative technologies, supports startups and scale-ups that address critical challenges, including decarbonization, circular economy solutions, smart building technologies, and optimization of real estate assets and processes. By joining Fifth Wall's consortium of over 110 strategic limited partnerships, TITAN reinforces its role as a leader in driving the construction industry's transition to a more sustainable and resilient future.

About TITAN Group

TITAN Group is a leading international business in the building and infrastructure materials industry, with passionate teams committed to providing innovative solutions for a better world. With most of its activity in the developed markets, the Group employs over 5,700 people and is present in over 25 countries, holding prominent positions in the US, Europe, including Greece, the Balkans, and the Eastern Mediterranean. The Group also has a joint venture in Brazil. With a 120-year history, TITAN has always fostered a family-and entrepreneurial-oriented culture for its employees and works tirelessly with its customers to meet the modern needs of society while promoting sustainable growth with responsibility and integrity. TITAN has set a net-zero goal for 2050 and has its CO₂ reduction targets validated by the Science Based Targets initiative (SBTi). The company is listed on Euronext and the Athens Exchange. For more information, visit our website at www.titan-cement.com.