



FOR IMMEDIATE RELEASE

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Hemp Fibre Production Corporation (HFPC) has replanted as Plantae Technologies Inc.

Plan·tae ('plæn ti) n. the taxonomic kingdom comprising all plants.

EDMONTON, AB, April 28, 2023 - Plantae Technologies Inc. is the new name and look of Hemp Fibre Production Corporation (HFPC), Edmonton. The new brand is being announced first to our current and new friends, partners, customers and investors across our network. Having Hemp lead our name just wasn't doing justice to the exciting things we are achieving with other members of the plant kingdom. This Spring was the season for change and new growth!

Why the change to Plantae? While we still value and continue to use Hemp as a feedstock, our unique technology platform has evolved to enable a wide variety of plant fibres, food waste, and other additives that bring their own diverse attributes to the market. This innovation will allow Plantae better flexibility in green material innovation depending on the performance and economic criteria of our customers.



We're still rooted in our original commitment: Helping nature heal itself with natural solutions that reduce erosion, minimize the use of plastics, accelerate revegetation, harvest fewer trees, utilize food waste and protect our water resources. We have international markets with growing potential in reclamation and remediation, sustainable packaging, and advanced materials and chemicals.

Resident biologist and company President, Trevor Kloeck shares his vision: "We want to grow into the 'Google of the plant world', not owning everything but figuring out how to work with our clients to solve their problems. New materials need new criteria and natural fibre is a symphony of different characteristics. Out of this springs hope and optimism for a better world."

What makes us different is our technology and our experience: Our novel refining technology allows us to produce small fibres more efficiently, with an unprecedented control of fibre geometry and size, at a lower cost than traditional methods. Our leadership team has deep expertise in both the input and end-user sides of our business, across the supply chain.

On the business model of using plant fibres, Ian Wilson, CEO, shares his philosophy: "We have to solve tomorrow's problems from tomorrow's paradigms. We can't solve tomorrow's problems with today's processes, we can't do it alone, and we can't do it with the same business and manufacturing practices from an old mindset, trying to fit nature into an artificial mold."

We look forward to being part of your success.

Plantae – The Power of Natural Fibre. Naturally.

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About Plantae

Plantae Technologies Inc. is a privately-owned, Alberta based parent environmental company that solves environmental problems. Plantae develops technology and applications based on a proprietary and novel plant fibre pulverization process with extreme control down to a micron in size. There are two main business channels identified: 1) Engineered fibres: erosion control market - soil, amendment - distinct markets and, 2) Fine materials: chemical additives, pulp and packaging, composites.

The Plantae leadership group represents many years of technical experience and market leadership in agricultural and wood fibre processing, plant biology, supply-chain management, and civil-environmental and construction industries. We have intimate knowledge of virtually every step of our product path from the farm to our customer's end use.

Ian Wilson, CEO

Former President and CEO of Nilex Inc., one of North America's largest civil/environmental product distribution companies. Ian led Nilex through the introduction of innovative products and technologies including into the soil stabilization market.

Trevor Kloeck, P. Biol., President

Agronomist with over 25 years of professional experience in the agricultural sector and sales and marketing experience in the oil and gas and environmental soil stabilization industry. Trevor has successfully developed and commercialized agricultural fibre-based products with international sales.