

integrallis

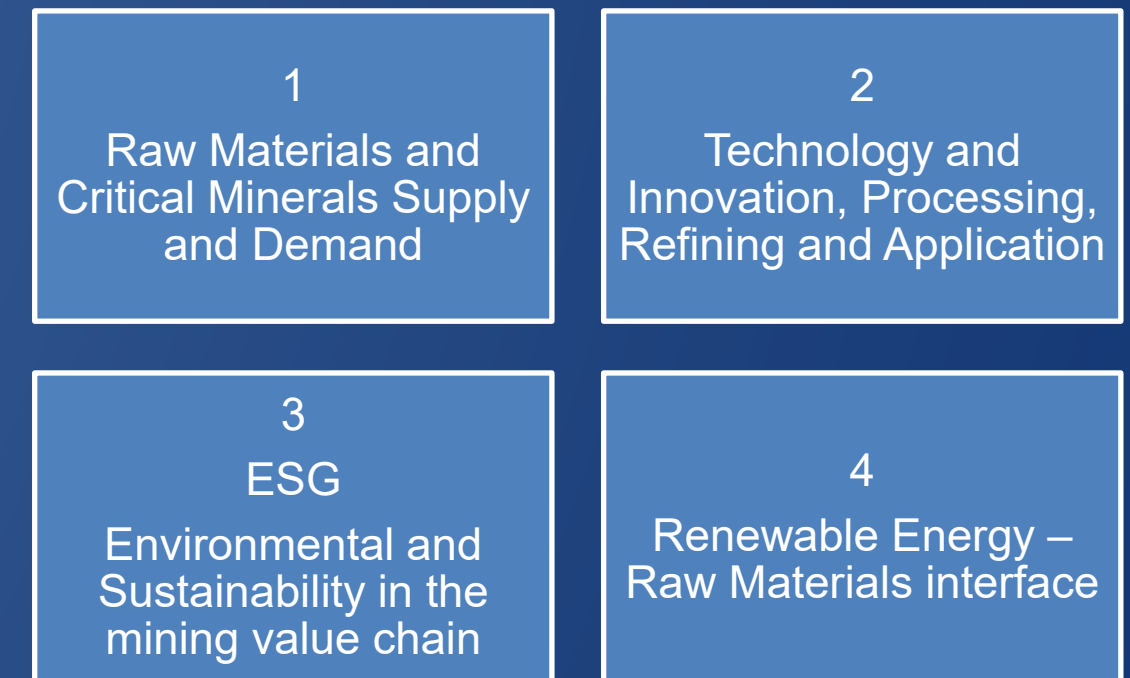
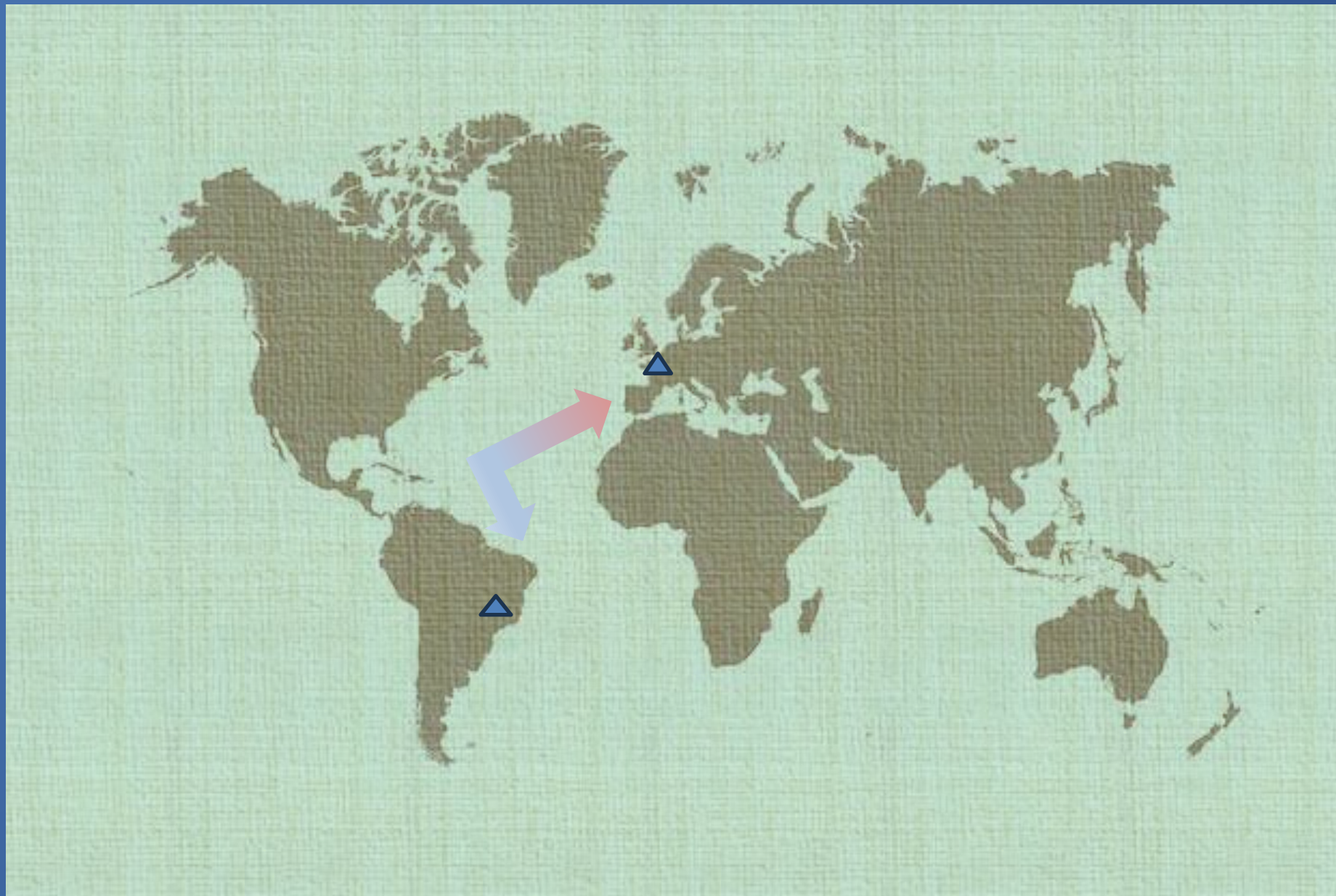
Consulting, Business and
Investment Intermediation

European Union and Latin America



- The European Union is implementing a series of government initiatives and state policies aimed to enabling the continent's decarbonization and energy transition;
- Several studies have already pointed out the lack of critical and strategic minerals on European soil to enable the energy transition, technological needs and even for military and defense security;
- The European scenario is aggravated by the geopolitics of mineral raw materials, which point to China's predominance in the production chain, since it has significant reserves of several minerals essential for the energy transition and largely dominates the enrichment (refining) of ores and metals
- Europe has an extensive technological and innovative park that has been developing solutions in the mining-metallurgical chain, such as new technologies for mineral enrichment, metallurgical reduction and application of mineral goods.
- Combined with its technological and academic capacity, Europe has a sophisticated and well-developed regulatory framework and geopolitical influence to develop the continent's access to raw materials of interest and prioritize industrial processes that enable the energy transition.
- Brazil and South America have significant reserves of minerals, metals and rare earths essential for the energy transition, which, supported by a neutral geopolitical position, can result in a competitive advantage for the supply of primary and processed minerals that Europe needs.

Connecting link between the European Union and Latin America



- *Development of projects across the entire mining-metallurgical value chain in four priority thematic axes for the industrial sectors of Europe and Latin America*
- *Integration link aimed at promoting energy transition, technological exchange and mineral security for countries and industrial companies*

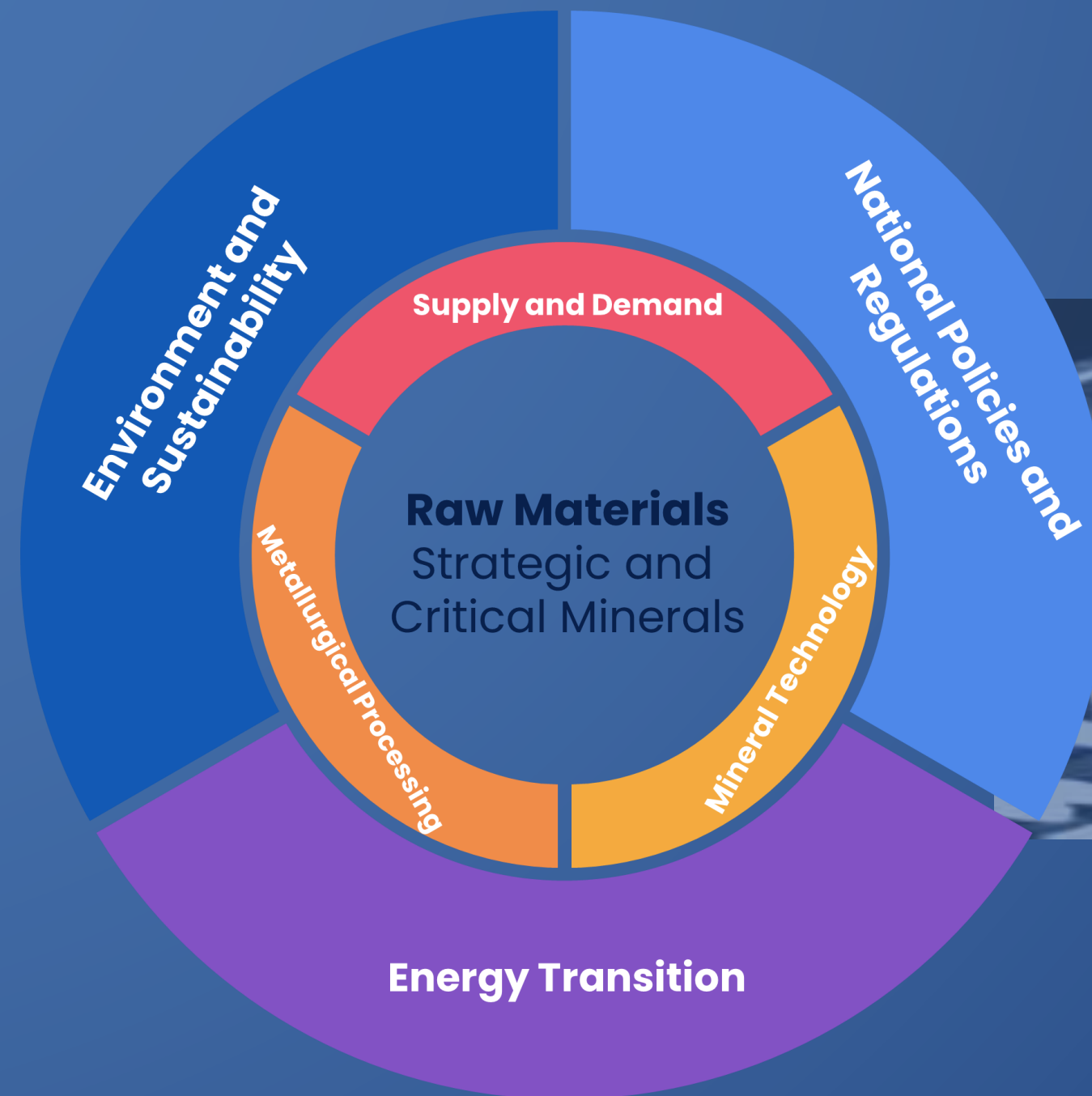


■ In **Lyon**, capital of the Rhône Alpes region, the second largest metropolitan region in France with an important industrial and logistics hub in the country



■ In **Belo Horizonte**, capital of the state of Minas Gerais, the third largest metropolitan region in Brazil and the “center” of Brazilian mining operations

Connecting link between the European Union and Latin America



Critical and Strategic Minerals Ecosystem

Critical and strategic minerals as vectors of technological and strategic actions to enable the energy transition

Main activities and services



Produto	Foco de Atuação
Business Intermediation	“Matchmaking”, rapprochement between companies and triangulation for investments.
Marketing and Business Plan, Market Research	Companies that want to Export or Import and need to know the potential markets
Technological Trend Mapping	Institutions that want to know the “status quo”, the viability and availability of technologies
Corporate Representativeness	Support for continuous or sporadic representation at events, meetings and to investors
Análise Regulatória	Research, organization and analysis of local legislation “vis a vis” corporate objectives.
Interface with Public Agencies and Governments	Conducting consultations, capturing opportunities and accessing financing
Technical and Scientific Exchange	Promoting rapprochement between the private sector and academia, training and technical missions

Partners and potential customers

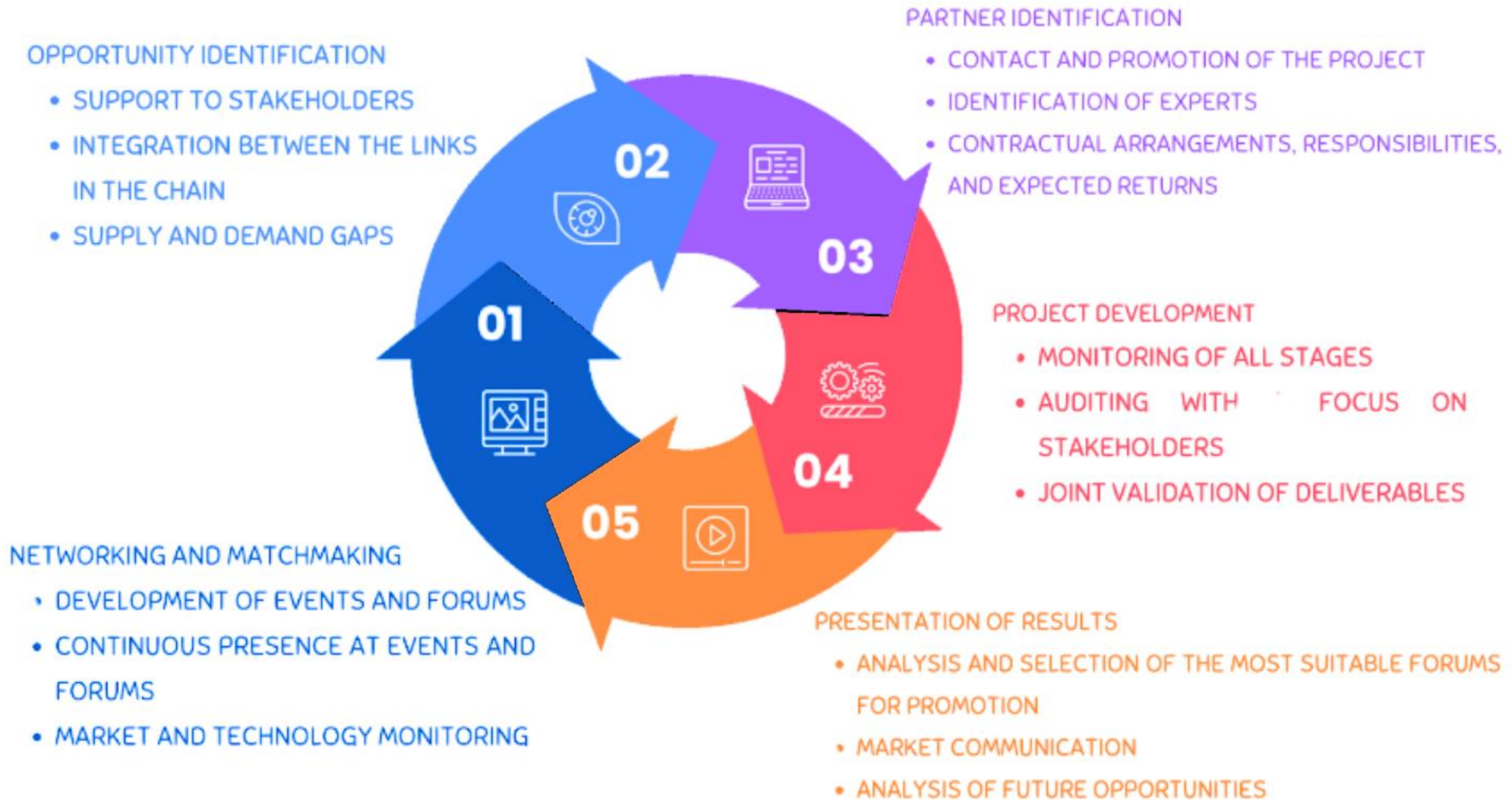
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Acting as a hub for facilitation, matchmaking, knowledge generation and mutual cooperation between companies and institutions.



Operational Model

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Why is our value proposition unique?

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Extensive knowledge of the LATAM mining and metallurgy value chain

Experience in developing projects in the European Union

International multicultural experience

Integrated vision of mining – Technical and commercial aspects

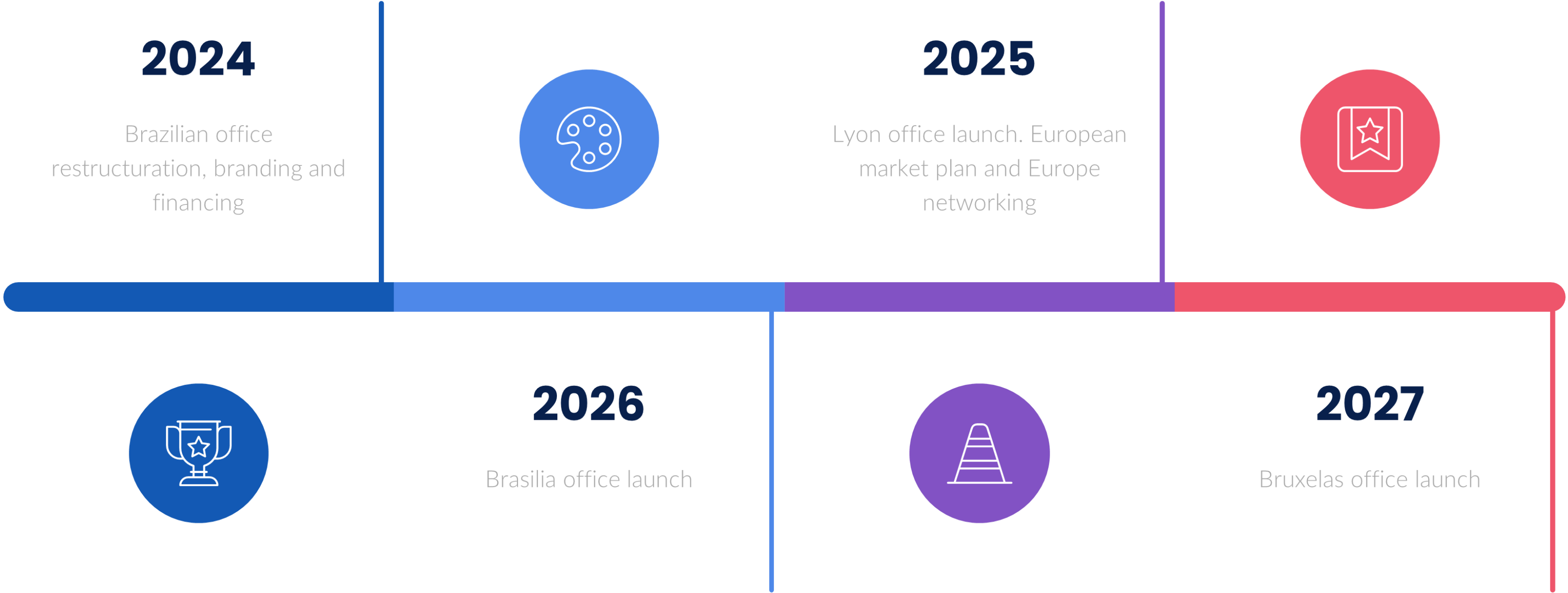
Presence in Brazil and the European Union

“Process” approach and immersion in the customer’s operations and value chain

Project Portfolio – Integrallis Marketing

- Marketing and Commercial structuring at Bahia Mineração (ERG Group)
<https://www.bamin.com.br>
- Business Partner – Exago Innovation <https://exagobrasil.com.br/>
- Consulting associated at GAC Consulting <https://www.group-gac.com>
- Business Partner - Cassotis Brazil www.cassotis.com
- Management Diagnosis and design of a customer experience program at Curimbaba Mineração,
<https://www.curimbaba.com.br/pt/>
- Training and lectures at AMCHAM – Brazilian American Chamber of Commerce
<https://www.amcham.com.br/>
- Administrative and financial management at Centro Educacional Espaço do Saber
www.espacodosaber.net
- Lecture at Sesitec: <https://www.secitec.mt.gov.br/inicio>
- Courses at Global Alumine: <https://globalalumni.org/en/>
- Course adaptation and teaching the discipline of International Marketing at Skema Business Scholl (Masters in International Business course) <https://www.skema.edu/br>
- Contributions to the Brasil Mining Site - <https://brasilminingsite.com.br/>

Roadmap





- l Franco-Brazilian nationality, Master in Metallurgical and Mining Engineering from UFMG;
- l MBA in Strategic Management from ICHEC - Brussels, Certificate in International Marketing from INSEAD - Paris and PhD in Decision Science in progress from the University of Coimbra;
- l Professional with twenty-five years of experience in mining and steel, developed career in large groups such as Vale and ERG, holding technical and managerial positions in operational areas, product development, R&D, sales and Marketing;
- l Worked as a consultant in marketing and business development in the mining and raw materials value chain;
- l Invited Teacher at Fundação Dom Cabral and Skema Business School in the thematic areas of International Marketing and Innovation Management;
- l International experience with expatriation to Europe (Belgium and Switzerland) and activities in multicultural environments in more than 40 countries and 4 continents
- l Fluent in English, French and professional command of Spanish



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Belo Horizonte – Brazil

Lyon - France