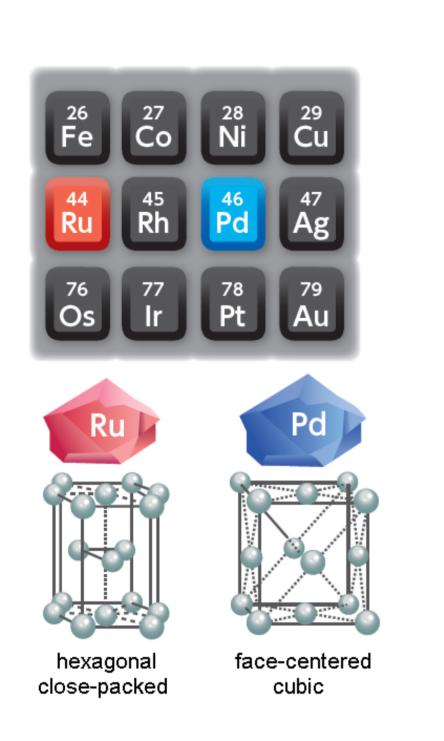
Novel Alloy replaces "rhodium(Rh)"

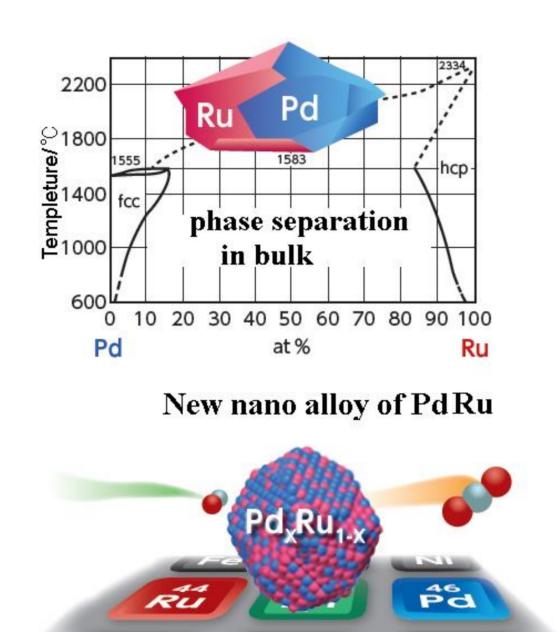
New "PdRu Nano-Alloy Material" created by Inter-Element-Fusion technology

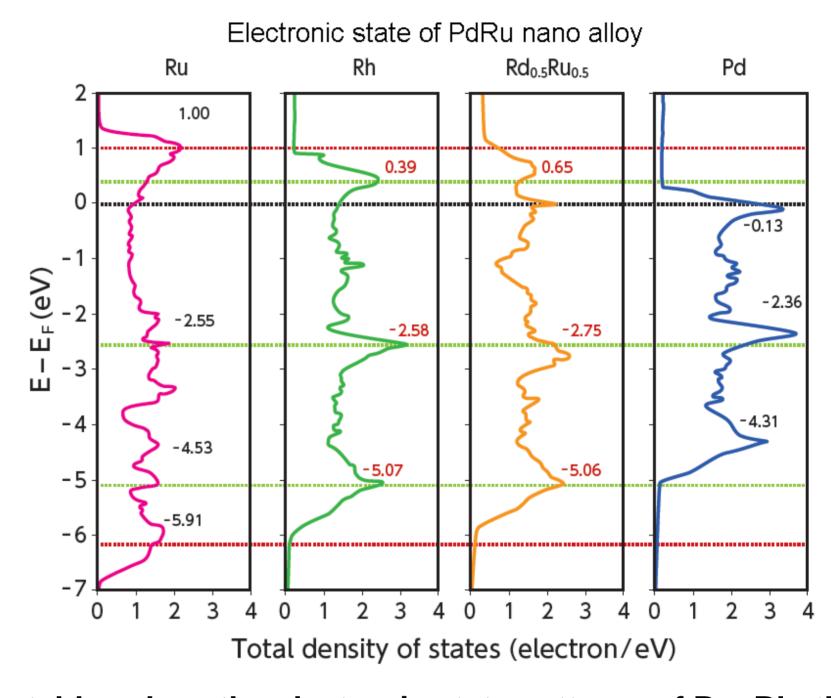
Prof. Hiroshi KITAGAWA (Kyoto University)

1. New "PdRu Nano-Alloy Material" having the "Rh" properties

- ◆The Nano-Alloy Material is created by the "Inter-Element-Fusion technology" to mix at the atomic level palladium (Pd) and ruthenium (Ru).
- ◆The Nano-Alloy Material has superior properties than natural rhodium (Rh). i.e. catalytic activities, lower reaction proceeding temperatures

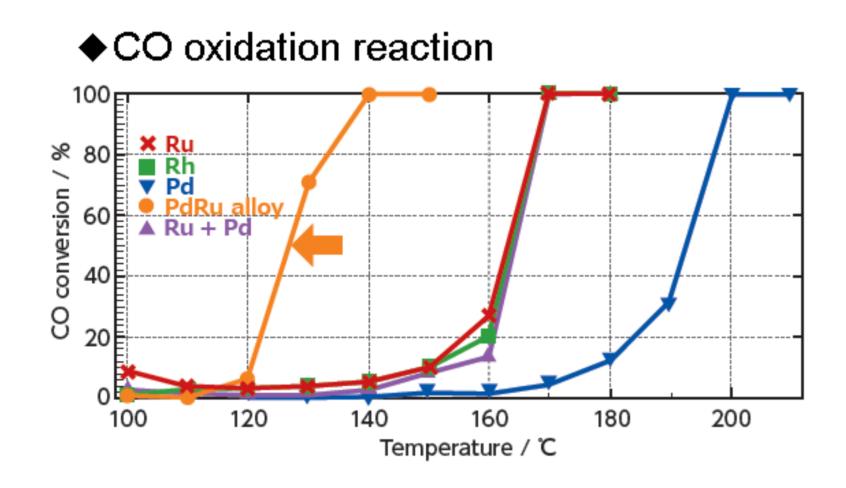


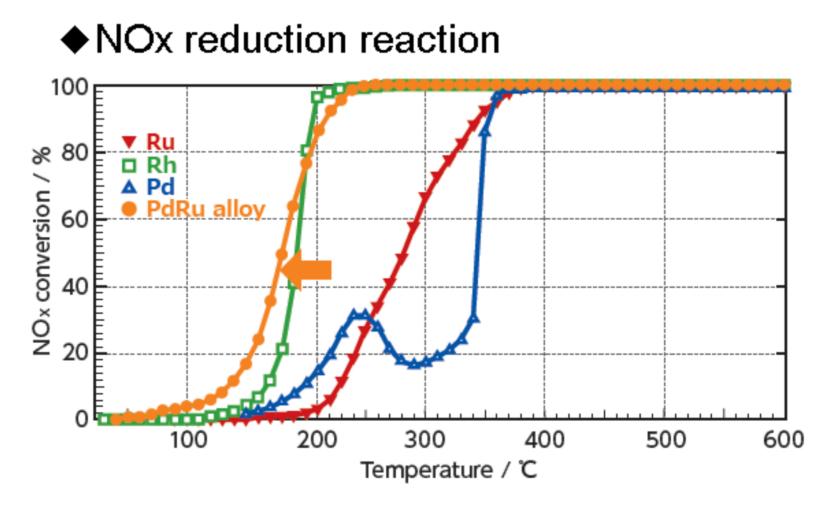




The tables show the electronic state patterns of Ru, Rh, the new "PdRu Nano-Alloy Material" and Pd (from the left to the right). The electronic state pattern of the new "PdRu Nano-Alloy Material" is very much similar to the pattern of Rh.

2. New "PdRu Nano-Alloy Material" used for Exhaust Gas Catalyst

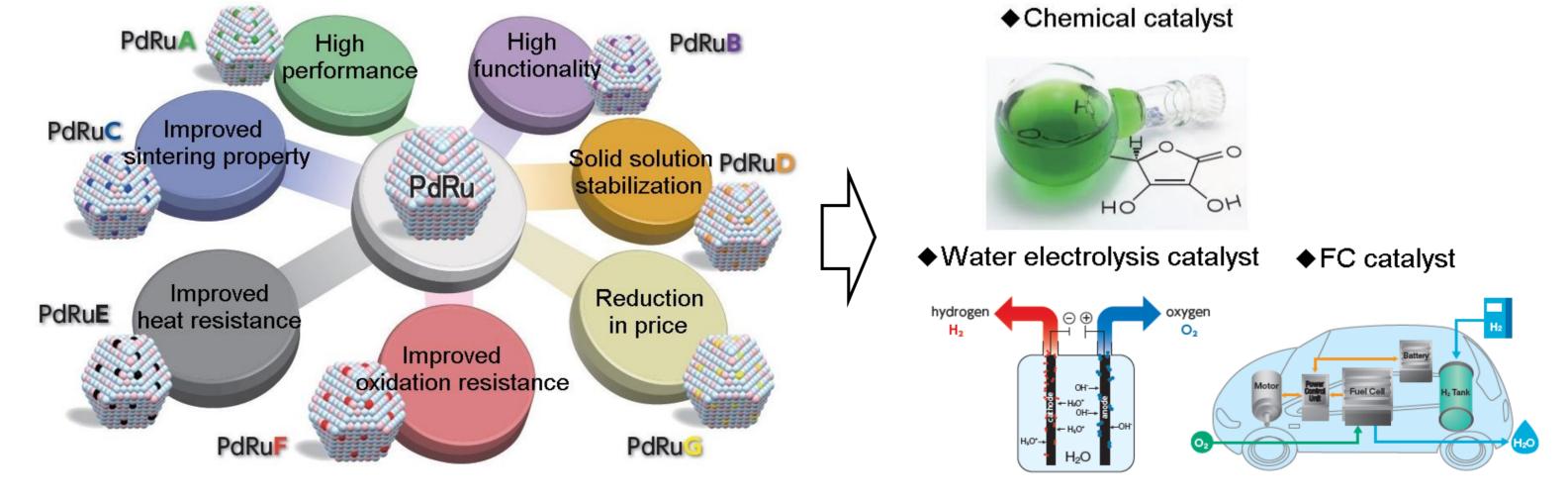






The New "PdRu" Nano-Alloy Material is now available to the market by Furuya Metal Co., LTD.

3. Great Potential of various new materials and their applications



4. Patent Licensing Available

Patent No.: WO2014/045570 Patent Family

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