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Welcome to the OTCQB Podcast, where we shine a spotlight on our OTCQB Venture Market companies. I'm your host, Cody Maldonado, Client Relations for EMEA at OTC Markets Group. Joining us today is Ben Richardson, CEO of SulNOx Group PLC. SulNOx Group is a green tech company which specializes in providing responsible solutions towards decarbonization of liquid hydrocarbon fuels.

Ben, it's a pleasure to have you in the podcast.

Ben Richardson

Thanks, Cody. A pleasure to be here with you in New York.

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So, you know, sort of to kick things off, Ben, SulNOx Group is focused on developing products that reduce emissions and improve fuel efficiency. Could you elaborate on the key technologies and products that your company offers to address global environmental concerns?

Ben Richardson

Sure. SulNOx are ah inventors of all-natural and biodegradable fuel emulsifiers and conditioners and what that means is that ah we work with fuels to optimize combustion and reduce emissions as well as fuel consumption. Now, if we talk about specifically how the products work, then um if we take our eco-conditioner, this works ah in with four mechanisms to that improve the combustion um and the way those work are well, if you think about it, a ah diesel particle is quite big and it burns from the outside in, which ah means you get incomplete combustion and you get black smoke, which we will see coming out of exhausts. Whereas SulNOx is able to get inside those fuel globules and to smash them into smaller pieces, which improves combustion on account of ah more surface area for the fuel to react. So those improving combustion leads to reduction in consumption and emissions. But the product is also able to provide lubricity and detergency, which help to make any internal combustion engine work that much better.

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You know, your solutions are said to target both transportation and maritime

industries. What specific challenges do these industries face in terms of sustainability? And how exactly is SulNOx products going to help mitigate those challenges?

Ben Richardson

Well, big issue is really we all hear about decarbonisation and I myself have ah have a hybrid vehicle and ah it's easy to understand that we think we've done it. um But the reality is ah the large haulage companies, trains ah and certainly shipping, they're just never going to be able to to migrate away from fossil fuels anytime soon. And we we hear some wonderful stories of hydrogen and green ammonia and methanol and all these alternative green fuels, but they require a whole new infrastructure. And the reality is that costs a lot of money and is a long time before it can ever come to fruition. So, for those hard to abate sectors, and I'm including mining as well in the middle of nowhere, ah there's no way that power can get to them other than ah burning fossil fuels. So, they really need an instant solution like SulNOx where they have to spend nothing. It's a zero-capex drop-in solution ah which can mitigate to fuel consumption 5 to as much as 15%.

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Definitely. And I know that SulNOx is committed obviously to yeah ESG for our listeners, its environmental, social and government governance principles. How exactly are companies approaching ESG differentiated from SulNOx? And are there any other ah sort of other sustainable energy sectors um that SulNOx is looking into?

Ben Richardson

Well, SulNOx is actually the company that enables the transition to happen. So ah we provide a solution today, which requires a zero capex. And it's a simple pouring ah product um that works with all the different types of fuel. So um if you like, we are enabling others to go on their ESG journey. And this is really important as we yeah ah we aren't able to you know in the likes of mining um and defense and power generation, ah we are completely reliant on fossil fuels and will be for many years to come. But with ah that huge reduction in both the greenhouse gas and also the black particulate matter, ah which comes purely from unburnt fuel, ah we're able to make a huge difference to today.

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And as you continue to innovate within the green technology space, what are

some recent developments or partnerships that you're most excited about? And how do these contribute to the company's overall growth trajectory?

Ben Richardson

Well, those that follow the company would see that we've had three patents granted in the last three weeks. So, the most recent of which was the Saudi Arabian patent, which um ah goes alongside ah others previously granted in the US, China, and the European Union. So, we are being shown to be unique by the granting of these patents all over the world now. But I think the main thing in the last six months or so has been our effectiveness to work with heavy fuel oil. Now heavy fuel oil is about 30% of the maritime market and to it's ah what the biggest ships use out in the open ocean and unfortunately, it's obviously very polluting despite all the best efforts to abate the emissions. So, the fact that we've proved ah that we can reduce fuel consumption ah five or six percent in some of the largest ships burning the dirtiest fuel is a really key yeah milestone.

And then the the other thing is the with our R and D, ah we've established that biofuels, which will make up around 27% of all fuels in 2050, so still going to be a large amount of um ah fuel ah fossil fuels consumed and biofuels consumed in 2050 um that we are able to stabilize those biofuels to make the the products last longer, which is the biggest fear ah for all those who are just venturing into biofuels today.

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And you know, off the bat of that, what role do you see SulNOx playing in the future of global carbon reduction efforts, and how do you plan on scaling the business so that your solutions meet increasing demand?

Ben Richardson

Well, actually, SulNOx is a solution for today. If everybody used SulNOx today, we'd be able to greatly mitigate the chart ah the climate challenges of tomorrow. In terms of the scale, well, we've partnered with a company called Nouryon. They're the old AkzoNobel, so a massive global specialty chemicals group. And they have 13 plants in the US alone and are present in 80 different countries. So we've chosen them ah to be able to upscale ah the product and get it to anywhere in the world, which is key for the likes of the marine industry that need a vast amount of our product and need it in ah very short times in often ah so quite remote locations.

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And finally, Ben, you know what message would you like to convey to potential investors who are interested in supporting the company with a focus on sustainability and clean technologies?

Ben Richardson

Well, the size of the market is huge. And today we can influence ah more than 70% of every barrel of oil. So it's all gas, it's all diesel, it's biofuels and all marine fuels. And we know we'll be able to move into the aviation world ah with a bit more R and D as well. So I think the message is we're just getting started. We've done the heavy lifting of the proving the science, gaining the patterns as I mentioned, and that really this is a solution um for today, ah for the real world where fossil fuels will be in demand for a great many years to come. And ah today we are able to make an immediate impact on the climate issues. Um, so, I would like to say, you know, concepts can instigate climate action, not just climate words.

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Definitely. Well, Ben, it's been a pleasure to have you on the podcast and I appreciate you coming to New York to come and see us. It's great having you here.

Ben Richardson

Well, it's been great to ah talk to you, Cody, and thanks ever so much.

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Investors can find SulNOx Group traded on our OTCQB market on the use of ticker symbol S N O X F.

**This is an autogenerated transcript and may contain typos.*