

January 12, 2021,

Sherbrooke, QC, Canada

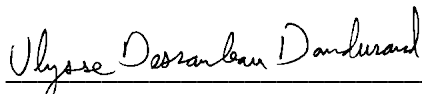
Object: Thymox and JLM

We spent ten years in R & D perfecting our botanically-derived antimicrobial platform, Thymox, a green technology. Laboratoire M2 develops and markets products that use this breakthrough antimicrobial technology for specific applications. Our mission: provide alternative disinfecting technologies that reduce both exposure to toxic chemicals and development of antibiotic resistance.

Our Thymox distribution was going through specialized channels and limited our market share and exposure. To accelerate our sales growth, we engaged J Lyons Marketing to evaluate a variety of strategic options, since several Fortune 500 manufacturers operate in the antimicrobial world. The hiring of J Lyons Marketing services proved to be worthwhile rapidly.

The Fortune 500 market leaders that J Lyons Marketing connected us with gained real interest and this was at a high level with senior management. The process starts with a technical focused call about our technology and, so far, all of the Fortune 500 companies have begun a formal evaluation of the business opportunity, which could lead to direct sales and license agreements.

Thanks to the leads provided by J Lyons Marketing, we are expecting to sign a couple agreements for Thymox in 2021.



Ulysse Desranleau Dandurand,
VP Sales



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January 2021

Green Distillation Technologies Corporation Ltd (GDTC) is an Australian entity commercialising its own technology for the recycling of End of Life Tyres (ELT). Our technology recovers the left over resources in the tyre, in the form of high quality, stable oil and recovered carbon black (rCB). The process is designed to take whole tyres so there is a third product, clean steel wire. ELT are a global problem with multiple solutions, few of which are both environmentally friendly and financially profitable, GDTC has managed to achieve both.

In North America, where the annual ELT problem is huge with over 300 million tyres reaching their end of life each year, the disposal processes are dependent upon foreign countries taking the tyres, saturated downstream markets and landfill. For GDTC in the USA, there currently exists a negative economic impact in the cost of disposal, the tipping fee. In order to make the business model work there needs to be an increased value proposition for one of the downstream products. rCB is the obvious choice given that the carbon black market is extremely diverse with values ranging from <US\$500/t to well into the US\$1000's/t.

For this reason GDTC have engaged the services of J Lyons Marketing. John's remit has been to locate and introduce potential partners for establishing a presence for GDTC technology in North America and similarly to find potential partners to work collaboratively in the development of the products from the process and customers for the finished commodities.

John has delivered considerable interest in GDTC, from three potential JV partners to having samples of carbon sent to over 30 companies ranging from Fortune 500 behemoths to localised and specialist ventures. Thanks to John the future for GDTC in North America is much brighter than it would have been without him.

John works extremely well with the time zone differences and is available for a call at almost any time. We have no hesitation in recommending John's services to anyone trying to break into the North American market, his research is thorough and targeted and he always seems to find a way to get the decision maker on the line.

We are happy to respond to any and all questions

Kind Regards,

TREVOR BAYLEY

Director / COO

+61 408 324 620

trevor@gdtc6.com



12th of November, 2021

Porsgrunn, Norway

Object: Seram Coatings and J Lyons Marketing

Seram Coatings' product ThermaSiC enables silicon carbide (SiC) to be applied as a coating by thermal spraying for the first time. The properties of SiC makes it highly attractive as a coating for many industrial applications, mainly due to extreme hardness, a low friction coefficient and being chemically inert. It also has a low density compared to e.g. Tungsten Carbide (WC), which makes it attractive in applications where weight is of importance. ThermaSiC can be applied with key thermal spray processes such as for example atmospheric plasma spray, detonation gun and HVOF, and is patented and owned by Seram Coatings AS.

Our early market strategy brought us to customers in the fields of thermal and corrosion protection, like steel mills and glass production. We understood in the end of 2020 that there might be a market for ThermaSiC in coating brake discs for different applications. To accelerate our entrance to this market, we hired J Lyons Marketing to open discussions with decision makers in relevant companies. We wanted to start in non-automotive brake discs (like bikes, railroad and windmill brakes), before moving into automotive, and that was ok.

J Lyons Marketing quickly arranged meetings with decision makers at relevant companies, and several key meetings per month. The companies were located both in the US and Europe. We are now in pilot line and field trials with several of these companies, and have received samples from several more to do evaluation and trials together with customers.

Thanks to the meetings arranged by J Lyons Marketing, we have entered this market faster and broader than we would have expected to do on our own.

A handwritten signature in blue ink that reads "Kent Mogstad".

Kent Mogstad
Sales Director





FLITE Material Sciences Corporation
making everyday materials extraordinary

21 Sept 2021

To Whom It May Concern

FLITE Material Sciences is a Canada- and US-based firm with a portfolio of technologies in laser surface treatments. This technical platform allows us to promote value propositions in aviation, space, oil and gas, water, automotive and medical products – almost all industrial sectors will have use cases.

As a startup company, the founding team was responsible for all business development, and we had some leverage with the acceleration programs in which we were enrolled (CENTECH 2018, Techstars 2019, Joules 2020). The company was not big enough at this time to have a dedicated sales team, but John Lyons reached out to us as a potential representative. While other business development firms proposed their broad reach, shotgun approach, John simply explained his relationship position in a number of leading firms, so we decided to retain his services.

The results have been outstanding. John has arranged a number of high-level meetings and presentations, brought us “past the gates” to meaningful decision makers, and even made interesting partnership proposals for joint sales efforts. We are thrilled with our decision to retain him and hope for a long and productive relationship together.

A handwritten signature in blue ink, appearing to read 'Dan Cohen', with a long horizontal flourish underneath.

Dan Cohen
Founder and CEO
FLITE Material Sciences Corp.



Re: Reference Letter for J Lyons Marketing

Date: January 7, 2021

I'm the VP of Sales for NBD Nanotechnologies, Inc. We are a rapidly growing specialty chemical company based in the Boston area. Focused on surface coatings, we have a number of tailored coating solutions for the electronics and industrial sectors.

NBD's latest innovation is InvisiPrint® MBED™, which enables breakthrough antimicrobial protection and fingerprint hiding in a single solution on glass surfaces. We needed to prospect in a specific vertical market, and do this very quickly. As a start-up, we have not scaled up our sales team, so six months ago, we enlisted the services of J Lyons Marketing to develop a go-to-market plan. John focused on generating a list of prospects and building a pipeline of business with touchscreen OEMs in the point-of-sale (POS)/kiosk market. Within two weeks, John had made great progress on the list, and coordinated several introductory calls where we could present our technology to decision makers. Within 30 days, we were already in an evaluation trial with one key prospect.

If you are looking for a tech savvy business developer who isn't shy about picking up the phone and hunting, John is your guy! We are pleased with his work ethic and success rate, and will definitely use him again on future projects.

Best regards,

N. Smith

N. Smith
Vice President of Global Sales
NBD Nanotechnologies, Inc.
nsmith@nbdnano.com





BRAGI

April 30th, 2018

To whom it would concern:

I'd like to introduce you to my company and to J Lyons Marketing. BRAGI has evolved from a promising start-up to a market moving creator of innovative technology, opening the new category of Hearables and Truly Wireless Earphones. Recently we introduced a new business focusing on services and solutions. Bragi's expertise helps companies design, develop and create solutions that meet specific needs for their industry or product offering. The Bragi Intelligent Edge software suite allows Industries to reduce time and cost to market, enabling high frequency sensor processing to be combined with the lowest memory and processing footprint to date; while Bragi nanoAI offers the world's most efficient artificial intelligence embedded in IoT devices.

J Lyons Marketing has worked with Bragi for the pass six months and has been a major source of new opportunity with OEM's for North America & European markets. The founder John Lyons' a season veteran developed a niche a pure technology marketing firm. John Lyons develops, nurtures and secures pilots to prove the merits of new technology.

Bragi, our nanoAI platform, has found it's success and fulfillment by working with J Lyons Marketing, which has it "roots" in electronics and is historically strong in automation (building & home), auto, energy, medical, pharma and networks markets. J Lyons Marketing experience and relationships develop promising new technology interest with Fortune 500 companies right out of the gate. We recommend the marketing firms unique offer; a four month trial of extensive market research by finding which Fortune 500 companies will have real and lasting interest.

Bragi values J Lyons Marketing as an extraordinary effective technology firm that is fully plugged in with the directors of innovation for the next generation products. Only less than a year but we had incredible results thus would highly recommend J Lyons Marketing as one of the best technology marketing firms in North America.

Sincerely,

BRAGI
Darko Dragicevic
Executive Vice President
Partners & Solutions

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m darko.dragicevic@bragi.com

BRAGI GmbH

Sendlinger Str. 7/Angerblock, 80331 Munich Phone: +49 (0) 89 215 48 42 – 10
Managing Director Nikolaj Hviid HRB205230 Commercial Register Munich DE292058184



December 5, 2011

To whom it would concern:

MFLEX is a global leader in flexible circuit assemblies which enable our customers to develop thinner, lighter, and smarter products. These assemblies are used to connect other components in various kinds of electronics, such as smartphones, tablets, and ultrabooks. Our business model is to use technology representatives who can produce sales of potentially \$100M plus.

J Lyons Marketing has long history with MFLEX and has been a major source of sales for us worth millions of dollars over the years. John Lyons, the principal, is a senior veteran with 25 years' experience. He grew up in the electronics industry and thus his connections are impressive. He knows most of the new programs underway with the major customers in order to get a project started right out of the gate. He is unique in also representing start- up companies with new technologies. This blend works well with CTOs or directors of innovation, who are constantly looking for new solutions and ensures that John is fully plugged into their strategies. The technology companies in the Fortune 500 clearly view him as a trusted source of technical solutions.

MFLEX values J Lyons Marketing as one of the best technology representative firms on the East Coast and would recommend J Lyons Marketing to any company that needs major penetration to a new account, markets, or North American coverage.

Sincerely,

Tom Bickner

MFLEX

Manager, Business Development

www.mflex.com



June 5th, 2014

To the attention of Mr. Jim Haynes

Re: Reference Letter for John Lyons

Dear Mr. Haynes,

As background, EcoSynthetix is one of the world's leading technology and market developers of bio-based materials through value-added substitution of fossil-based products. Our company strives to benefit society by delivering products that are sustainable, based on green chemistry and capable of offering a reduced carbon footprint versus the traditional incumbent materials that we displace. Our organization actively searches out new applications that are suitable for our product offerings and, in this regard, we have engaged Mr. John Lyons from Q2, 2013 to present in the capacity of acting as our technology scout in selected market areas of interest to us.

I have personally worked with John during this current engagement activity and can confirm that he is a true self-starter in the technology scouting process. With minimal direction, he will find creative ways to work through complex organizations to get to the real decision makers in those organizations. During the period of this engagement, John has helped 'to open the doors' at approximately ten new global target accounts that were previously either not known or not well-known to EcoSynthetix. In doing so, he has been instrumental in opening the dialogue and initiating new product evaluation programs.

I could anticipate that your bottom-line question might be "Would you engage John Lyons in another technology scouting contract should there be a specific project need to use his services"? I would answer that question with an unequivocal 'yes' since he has delivered results rapidly and cost-effectively for our organization.

With best regards,

Peter van Ballegoie

VP Corporate Development
EcoSynthetix Corporation

December 5, 2011

To whom it would concern:

Salcomp Plc develops and manufactures chargers for mobile phones, tablets, & other electronic devices. Salcomp is the market leader in mobile phone chargers, and the main customers include the major OEM mobile phone manufacturers. Power adapters based on Salcomp's own product platforms are suitable also for cordless fixed-line phones, Bluetooth headsets, media players, modems and routers, point-of-sales devices, as well as for netbooks. Salcomp's headquarters are in Salo, Finland. Salcomp has some 9,000 employees.

J Lyons Marketing is our manufacturer's representative in the North American market for selected accounts. John Lyons has been very effective with OEM accounts and now we were able to extend his services into the retail market. In our experience, we have found the best manufacturer rep firm in North America.

If a European company in consumer electronics wants to enter North America, I can highly recommend J Lyons Marketing as a partner in North America. Please call me if you would like to know more.

Sincerely,

Antero Palo

Corporate Vice President, Sales & Marketing

antero.palo@salcomp.com

Salo, Finland



January 10, 2016

To whom it may concern,

Optilux provides liquid lens actuator technology for mobile applications. Liquid lens technology has the potential to solve many of the problems caused by the shrinking of cameras into camera phones. Optilux is exclusively focused on bringing the power and benefits of liquid lens technology to the mobile consumer market (phones and tablets). Optilux has developed a breakthrough liquid lens for smartphones and tablets that will bring digital still camera performance to the smartphone in your pocket. The Optilux liquid lens is smaller, faster and much less power hungry than the lens system in your phone, so this translates to better pictures, longer battery life and image stabilization without increasing the size or weight of your phone.

We selected J Lyons Marketing due to their extensive background in camera technology and their experience with market leaders like OmniVision, M FLEX and FLIR. Their experience with OEMs that design next generation image sensor / camera technology is vast. This market covers Smart Phones, Tablet-PCs, Automotive, Smart eyewear, Smart Helmets, VR Headsets, and Medical applications.

J Lyons Marketing has the relationships that resulted in immediate programs and sales to grow beyond \$50M. We value J Lyons Marketing as one of the best technology market firms in America.

Vijay Albuquerque
Global Sales Director



Jan 10, 2016

To whom it may concern,

The Invenios group is a world leader in the Invenios manufacturer of gene-sequencing bio chips, microfluidic devices, and high volume precision micro-fabrication. Invenios is able to maintain total process control of substrates from raw form to a finished product and is the only manufacturer in this field with fabrication facilities on two continents; North America and Europe. Invenios' in-house design, production and quality engineering staff enable companies to expand and expedite their prototyping and production requirements.

Over the last five years Invenios has developed, optimized and patent applied a true room temperature bonding process called Ambient Temperature Bonding (ATB). Invenios' expertise in this area has resulted an extensive list of applications for the technology and our business model allows us to supply ATB to our customers as an Invenios in-house process, a standalone system or as a license.

Invenios wanted to expand to new vertical markets in automotive, consumer electronics, medical, pharmaceutical, energy (solar panels) and building automation. J Lyons Marketing has great expertise in developing interest with "specialists" to validate new unique technology J Lyons Marketing is clearly well connected at the senior level in North America and surprisingly just as effective with Europe. Most external marketing consultants "tell" a good story but J Lyons Marketing delivers real results first hand. Invenios values J Lyons Marketing as one of the best technology firms and would recommend J Lyons Marketing to any company that needs major penetration to a new account or vertical markets.

I would recommend John Lyons' company to anyone in a technically based industry needing to explore new markets and to rapidly find and establish the "right" contacts to make business happen. John is relentless and efficient in finding the next big program with the market leaders.

Ray Karam
CEO & Founder
Invenios



Paris, December 28th 2015

To whom it may concern,

We have been working with John Lyons now for more than 2 years. He has booked literally hundreds of meetings both in the USA and at international venues like the MWC (Mobile World Congress) in Barcelona.

His ability to identify the correct person in huge companies and get the meeting with that person or team is truly extraordinary. At Audio-3D we need to meet the audio specialist and time and again John has been able to sniff out that person and get the meeting.

He knows how to do this both at large OEMs such as Dell, HP, Lenovo, Qualcomm, Intel, Sony, etc but also at smaller more specialized companies, in our case in the audio/hi-fi industry such as at Voxx, SMSaudio, Jawbone, etc.

We foresee working many more years with John as it just makes economic sense.

The marketing team
Audio3D

A handwritten signature in black ink, appearing to be "S. Lyons", is written over a light blue horizontal line. The signature is stylized and cursive.



Balda Solutions USA, Inc.
2803 Slater Road, Suite 207
Morrisville, NC 27560

August 31st, 2011

Reference Letter for John Lyons

To whom it may concern,

It is a pleasure to provide a letter of recommendation for John Lyons. Since mid 2010 John has introduced Balda Solutions to over 30 Medical and Consumer Electronics customers at senior levels in each organization, from Director to VP always key decision makers.

John is relentless and efficient, saving us incalculable time and money finding the right people behind the next big program. When the variety and depth of contacts is not enough he creates parallel avenues to reach the proper contact and open a door setting up introductory meetings allowing us to sell our services into many Fortune 500 companies which otherwise would take us months or years to penetrate.

Knowing now what he has demonstrated to us during the past year, I have no reservations in recommending any company in these fields to hire John as an external sales rep to boost exposure to large companies and grow sales.

Sincerely,

Hector A Maza
National Sales Manager North America

US Head Quarters
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Balda Solutions USA, Inc.
2803 Slater Road, Suite 207
Morrisville, NC 27560

3 December 2012

To whom it may concern

ActionLaser has unique expertise for the rapid laser-drilling of small holes in metal, typically thin stainless steel material. For the most part we manufacture specialised filter screens, used in niche applications in the sugar, plastics, food, chemical, and water and wastewater industries. We are based in Australia and export 70% of our production to the world. Our products are expensive. New applications are hard to find.

John Lyons approached us with a proposition to find new customers for us in North America. Within a few months, thanks to John's introductions and efforts, we secured significant new business in the tofu manufacturing sectors of the US and Canadian food industries.

John is clearly well connected and works fast. I would recommend his company to anyone in a technically based industry needing to explore new markets and to rapidly find and establish the "right" contacts to make business happen.

Sincerely,

Steve Morris
Manager, Applications & Business Development



13 March 2014

To whom it may concern

CleanPoint has used the services of JLyons Marketing for various projects over the last five years.

In the early years he helped us define our market using his extensive network to make introductions that as an early stage Australian company with a new product in a new market were simply not available to us, even though our government Department of Trade, Austrade

We have always been amazed at his ability to open doors that "cannot be opened"

His early efforts assisted us to recognise that our offering was too early for the U.S. This led to savings of hundreds of thousands of dollars that would have been wasted in the US.

Significantly, the information gained from his contacts led to the formation of our very successful strategy to target the UK and European region. It has been obvious to us from the quality of his contacts and the level of insight that they were willing to share, that he not only enjoys great trust and respect from his network but it transfers to us

Johns influence stretches beyond the US.

Earlier this year he introduced us to the UK based VC arm of a major global company who will be the lead investor for our round three funding requirements late this year. I have no doubt that the president of the company, who John plays golf with, smoothed the decision process.

We have recently retained John to conduct an "under the radar" assessment of various adjacent market opportunities which is part of our requirement to develop with a level of anonymity

We have used JLyons Marketing for market assessment, business development, assistance with raising VC and partnership development

I have no hesitation in recommending JLyons Marketing. John's company, his friendly yet pragmatic style and the extraordinary network of real contacts at his disposal represents simple, cost effective and low risk way to establish a US beachhead or just assess the market

I am pleased to answer any specific questions.

Bruce Johansson

Joint Managing Director (Product and Strategy)

CleanPoint Holdings Pty Ltd

+61298100954 (Sydney Aust)

+61412204563 (cell)

brucej@cleanpointselect.com





Advanced BioCatalytics Corporation

July 27, 2012

To whom it may concern:

We use J Lyons Marketing for business development in targeted business areas that our product has applications.

This includes the oil and gas, agriculture, and wastewater industries both nationally and internationally.

John has been great help developing new business and during Gulf Oil Spill Advance Bio Catalytics received multimillions dollars awards. This can be directly attributed to JLM very strong senior level connections with both national and international accounts. Open the doors during a crisis were the main reason that our enable technology won in very competitive marketplace.

He will be great asset to your business development efforts.

Sincerely,

Robert Chickering