



**HOFFMANN
GREEN CEMENT**
Catalyst of
Carbon Transition

Hoffmann Green is accelerating its expansion in Europe with an exclusive preliminary agreement with Bruil, in view of a licensing agreement in the Netherlands



PRESS RELEASE - April 2026

Chaillé-sous-les-Ormeaux, April 2, 2026 – 8:00 a.m. CEST: Hoffmann Green Cement Technologies (ISIN: FR0013451044, Ticker: ALHGR) (“Hoffmann Green Cement” or the “Company”), an industrial player committed to the decarbonation of the construction sector that designs and markets innovative cold produced, clinker-free cements, announces the signing of an exclusive preliminary agreement with Bruil, a leading player in the Dutch ready-mix concrete industry, with a view to entering into a licensing agreement in the Netherlands.

A strategic partnership to target the Dutch market

Bruil, an independent Dutch family-owned business for over 120 years, is a leading player in the building materials sector. Specializing in ready-mix concrete, dry mortars, and prefabricated solutions, the group stands out for its innovative and sustainable approach to the industry. Committed to environmental transition, Bruil develops low-carbon solutions by prioritizing the use of alternative binders, optimizing production processes, and recycling materials. As part of its “Mission Green” program, it offers concrete that meets high environmental standards, with impact levels significantly lower than market standards.

This collaboration is the result of more than a year of extensive testing and trials, which validated the performance of Hoffmann Green’s solutions. These solutions demonstrate industry-leading environmental performance while meeting the high standards of reliability and technical quality expected by Bruil.

A key milestone in the European growth strategy

The agreement between the two partners is taking shape with the first use of Hoffmann 0% clinker concrete at a wastewater treatment plant construction site in the Netherlands, in the suburbs of Amsterdam, specifically for the construction of platforms and vertical elements.

This partnership enables the deployment of Hoffmann’s carbon-free cement solutions to the Dutch market, leveraging Bruil’s industrial and commercial expertise, as part of a collaborative dynamic that is expected to strengthen. Bruil has expressed interest in establishing a licensing agreement that could lead to the construction of a Hoffmann plant in the Netherlands, modeled after the H1 facility. This plant will be financed and operated by Bruil, which will distribute Hoffmann Green’s 0% clinker carbon-free cements throughout the Netherlands.

In a context of accelerated transformation in the European construction sector, driven by increasing regulatory and environmental requirements, this partnership positions Hoffmann Green as a key player able to meet the expectations of the most demanding markets.

Julien BLANCHARD and David HOFFMANN, Co-founders of Hoffmann Green Cement Technologies, say: *“This partnership with Bruil marks a key milestone in our international expansion. It demonstrates the relevance of our technology in demanding European markets and highlights the momentum of our business development in Northern Europe. It also paves the way for new growth opportunities in regions that are strongly committed to the environmental transition.”*

Alfons van Woensel, President of Bruil, adds: *“We were fully convinced by the performance of the solutions offered by Hoffmann Green, which meet our highest technical standards while making a significant contribution to our carbon footprint reduction goals. This partnership reflects our shared commitment to building a sustainable, long-term collaboration.”*

ABOUT HOFFMANN GREEN CEMENT TECHNOLOGIES

Founded in 2014 and based in Bournezeau (Vendée, Western France), Hoffmann Green Cement Technologies designs, produces and distributes innovative extremely low-carbon cements – with a carbon footprint 5 times lower than traditional cement – that present, at equivalent dosage and with no alteration to the concrete manufacturing process, superior performances than traditional cement.

Hoffmann Green operates two production units powered by a solar tracker park on the Bournezeau site: a 4.0 factory and H2, the world's first vertical cement plant inaugurated in May 2023. A third factory will be built in the Rhône-Alpes region with construction scheduled for 2027-2028 to bring the Group's total production capacity to around 1,000,000 tons per year. The group has industrialized a genuine technological breakthrough based on modifying cement composition and creating a cold manufacturing process, with 0% clinker and low energy consumption, making it a leading and unique player in the cement market that has not evolved for 200 years.

In a context of climate urgency and energy price inflation, Hoffmann Green Cement actively participates in energy transition by producing clean 0% clinker cement that consumes 10 to 15 times less energy than Portland cement. It also promotes eco-responsible construction and encourages circular economy and natural resource preservation. With its unparalleled and constantly evolving technological expertise, driven by high-performing teams, Hoffmann Green Cement Technologies serves all markets in the construction sector, both in France and internationally.

Hoffmann Green was selected among the 2022 promotion of the top 20 French green startups as part of the French Tech Green20 program, led by the French Tech Mission in partnership with the Ministry of Ecological Transition. In June 2023, the company was selected for French Tech 2030, a new ambitious support program operated by the French Tech Mission alongside the General Secretariat for Investment (SGPI) and Bpifrance.

The company continues its international development through a licensing company model with contract signings in the United Kingdom and Ireland, Saudi Arabia and in the United States.

For further information, please go to : www.ciments-hoffmann.fr/

ABOUT BRUIL

Bruil is an independent Dutch family-owned business with over 120 years of history and a leading player in the construction materials sector. Specializing in ready-mix concrete, dry mortars, and precast solutions, the group stands out for its innovative and sustainable approach to the industry. Committed to environmental transition, Bruil develops low-carbon solutions by prioritizing the use of alternative binders, optimizing its production processes, and recycling materials. Through its “Mission Green” program, the group offers concrete that meets high environmental standards, with impact levels significantly lower than market standards. Guided by its values of independence, sustainability, and innovation, Bruil is committed to sustainable development in the service of its customers and partners.

For more information: <https://www.bruil.nl/>

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