

Hemp Industrial Business Development's Strategy

Plastic – Building – Energy

- 1/ Market potential
- 2/ Target
- 3/ Market evolution and opportunities
- 4/ Development's strategy
- 5/ DAIFA essence and investigations
- 6/ CPM approach with key industrials partners
- 7/ Planning
- 8/ Organisation
- 9/ Next step

1/ Market potential

- Petrol FR	100-200 MT/year
- Plastic FR+ALL	9 MT
- Building FR+ALL	> 20 MT?
- Energy FR	55000 eMWh (=200 MT coal)
- UE car production	15 M
- DAIFA area	6 M
- 175 kg plastic/car	1 MT
- Hemp potential FR	20 MT (only on jachère -10%)
- Hemp potential Lorraine	1 MT
- Hemp potential UE	100 MT?
- Current hemp production UE	0,1 MT

2/ Target

- ==> 100 MT UE in 2040
- ==> Control the hemp business
- ==> Global profit (farmer, UT1, UT2, Industrial Users, Customers, Planet)
-
- ==> How to reach the highest volume, with shortest timing, and minimum investments !?!

3/ Market evolution and opportunities

- Petrol	crash in 2030
- Forest	1/10 in 2020
- Kyoto protocol	
- Energy	2010
- Car	2010/2015

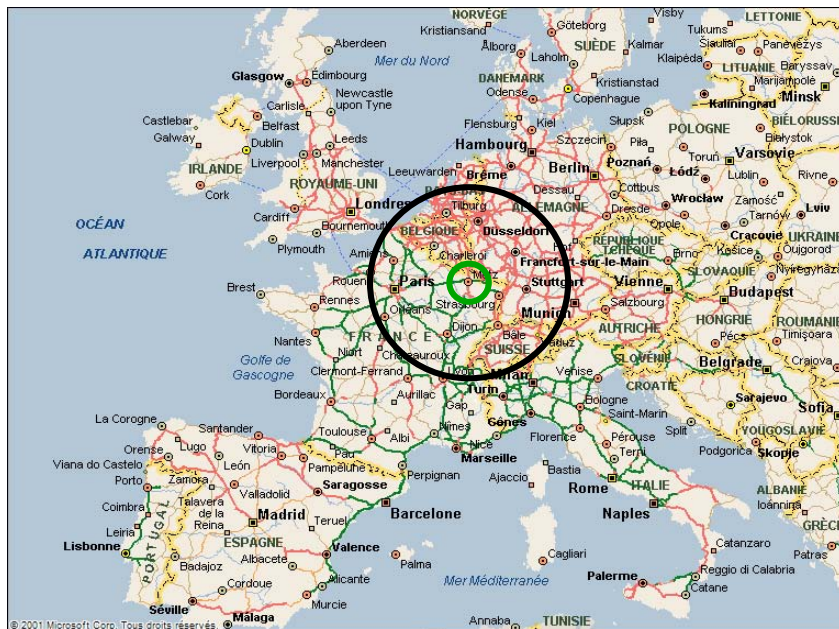
4/ Development's strategy

- Price / Technic / Socio-environment
- Faire-faire by the bests and stronger, right industrial approach
- Use 100% of hemp (HF+HBF)
- Consider our past investigations and know-how
- Business plan without subsidies, farmers incomes >10% cereal incomes
- Prevent against LCC (2020)

==> Industrial business development's structure (DAIFA)

==> Group's strategy

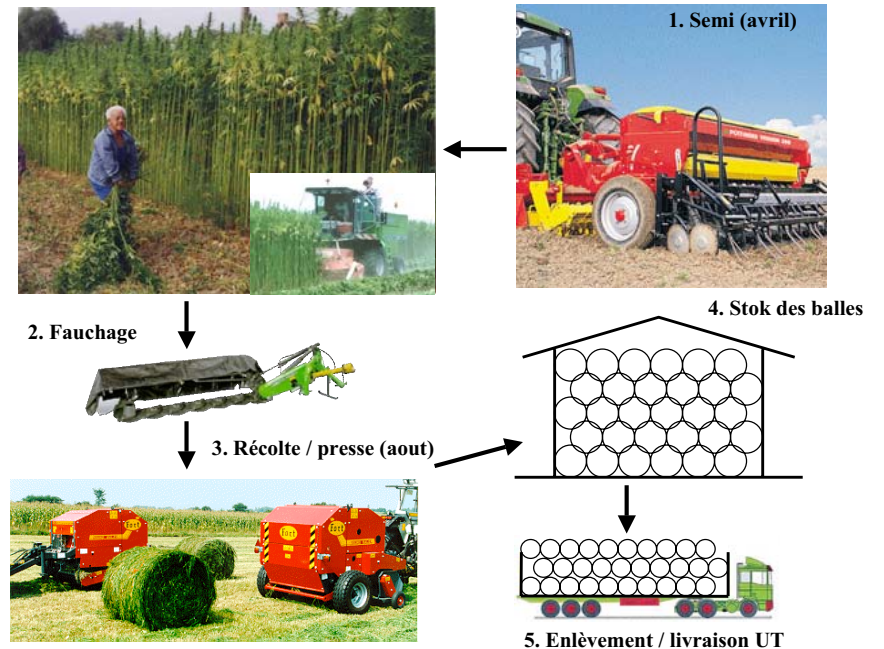
==> researcher which search you find, researcher which find you search !!!



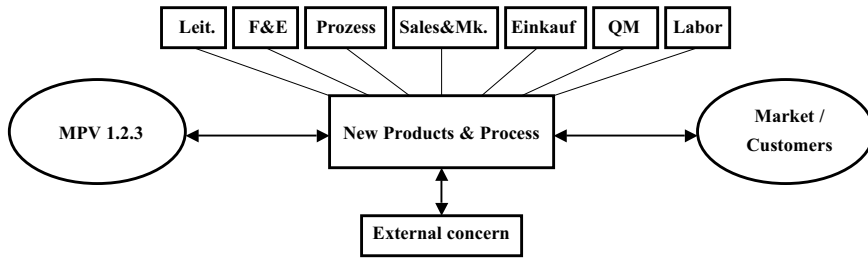
5/ DAIFA essence and investigations

- Industrial business developments in plastic, building and energy
- 2° hemp processing (mechanic and chemic)

EXPLOITATION AGRICOLE

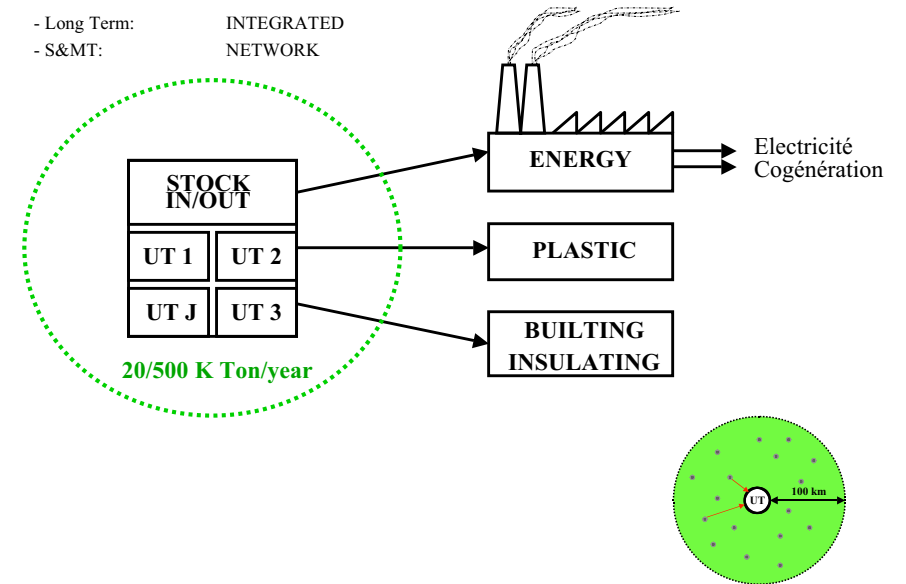


Development Approach in SE Team



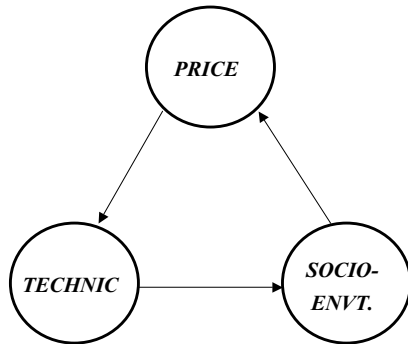
UT STRUCTURE

- Long Term: INTEGRATED
 - S&MT: NETWORK

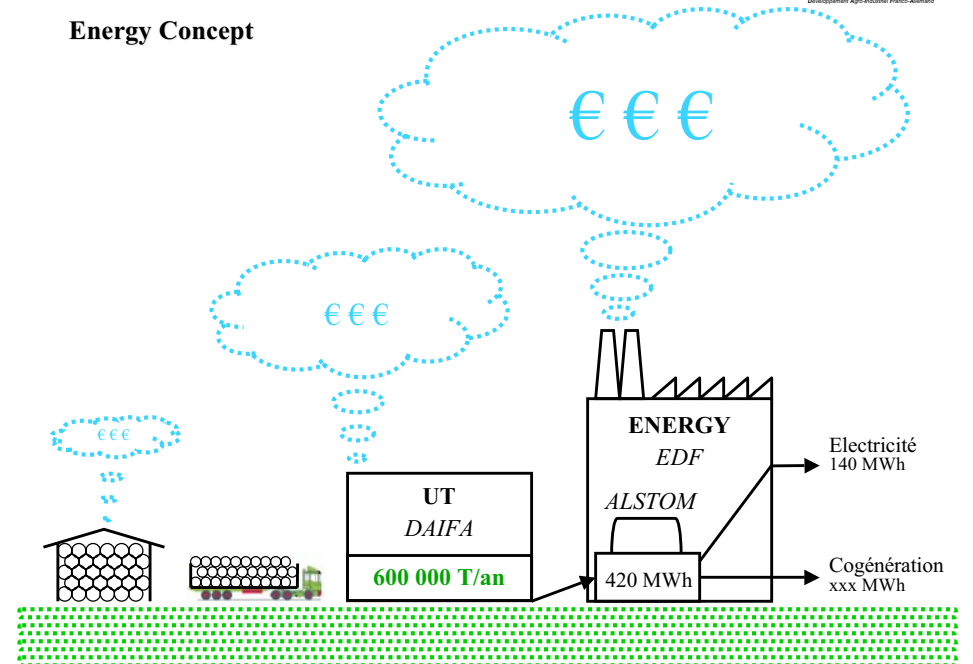


6/ CPM approach with key industrials partners

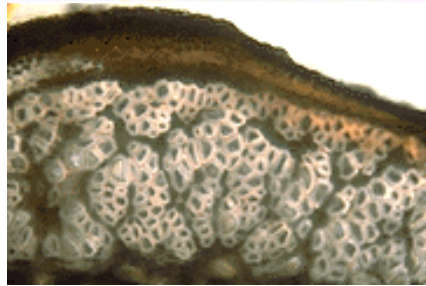
- Energy
- Plastic
- Building



Energy Concept



Hurds



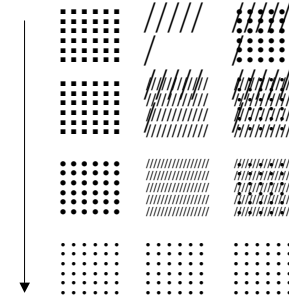
Fiber



Produits spécifiques

- traitement mécanique (calibrage...)
- traitement chimique
- mélange/conditionnement

Hurds Fiber Mix



- + traitements (plastic et bat)
- + conditionnements



7/ Planning

General

- 5 years set
 - step 1: R&D
 - step 2: sales and industrialization
 - step 3: serial production

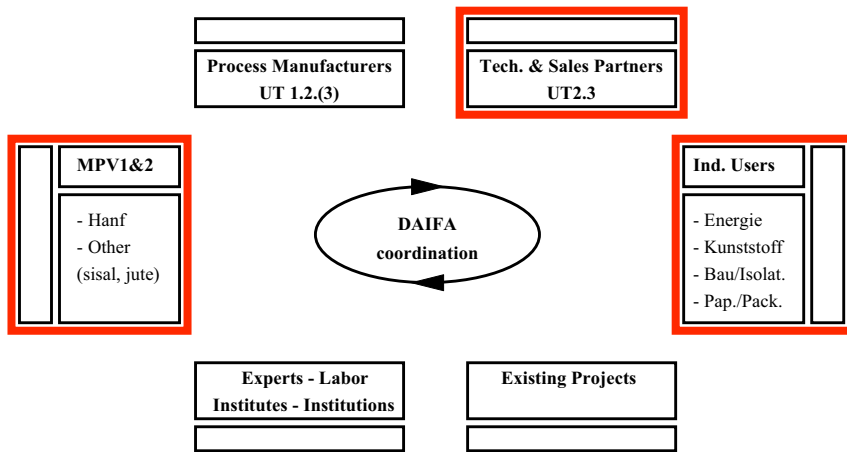
CPM

- Energy
- Plastic and building

8/ Organisation

- Project's matrix
- Price policy
 - current (150 €-550 € UT1)
 - large scale (400 €-1000 € UT1&2)

DAIFA Group



Share holders & Management

- Development: 700 k€
- UT1&2: 50 M€

BANK
 - Fonds Spécialisés
 - Kapital Risk



GIE DAIFA
 - Ind. Users
 - Privat

PUBLIC
 - UE
 - Staat
 - Region

==> business plan (cf DAIFAFinance.xls)

9/ Next step

- RENAULT conference

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