



## HPQ Introduces Endura: Its First Commercial Battery Brand Built on GEN3 Technology

**Montreal, Canada, July 30<sup>th</sup>, 2025** — [HPQ Silicon Inc.](#) (“HPQ” or the “Company”) (TSX-V: [HPQ](#), OTCQB: [HPQFF](#), FRA: [008](#)), a technology innovator in advanced materials and critical process development, is pleased to announce the launch of its new registered brand, “**HPQ Endura.**” This brand represents the forthcoming commercial debut of the Company’s lithium-ion batteries, which incorporate third-generation silicon-based anode material (“GEN3”) developed by its French technology partner, Novacium SAS (“Novacium”) <sup>[1]</sup>.

Subsequent to our [July 9<sup>th</sup>, 2025, release](#), this launch marks a defining milestone for HPQ as it enters the high-performance battery market with a product designed to meet surging industrial demand for longer-lasting, higher-capacity energy storage solutions.

### HPQ Endura: Built for Performance, Engineered for Longevity

Developed in partnership with **Novacium**, HPQ Endura represents a new generation of high-capacity battery cells available in 18650 (4,000 mAh) and 21700 (6,000 mAh) formats. These cells deliver exceptional energy density and a cycle life nearing 1,000 full charge-discharge cycles—performance validated in both laboratory settings and pre-commercial production.

HPQ Endura is designed to serve critical sectors, including electric mobility, consumer electronics, telecommunications, and defense. It delivers reliable, sustainable power where it matters most

*“HPQ Endura is more than a brand—it’s the embodiment of our commitment to turning innovation into impact,”* said **Noelle Drapeau, LLL, MBA, PMP**, HPQ Silicon Corporate Secretary and Intellectual Property Director. *“With this launch, HPQ moves from proving technological feasibility to commercial execution. The North American market is ready, and so are we.”*



Image 1) HPQ Silicon new battery brand logo

### HPQEndura.com: A Digital Launchpad for Market Acceleration

To streamline distribution and accelerate time-to-market, HPQ recently acquired the **HPQEndura.com** domain. Launching by the end of Q3 2025, this online platform will serve as the central hub for ordering and customer engagement, offering an intuitive experience for industrial clients, integrators, and end-users.

Supporting the launch is a dedicated commercial team led by **Derick Lila, M.A., M.Sc.**, HPQ’s Director of Communications, who will also serve as Director of Business Development for the



HPQ Endura brand. With more than two decades of experience in cleantech marketing and communications, Derick will spearhead a scalable go-to-market strategy.

*“Silicon is central to our energy future. It’s abundant, versatile, and currently underused in battery technology,” said Derick Lila M.A., M. Sc. “Our GEN3 process unleashes its potential, and HPQ Endura is the brand that brings it to market. The platform HPQEndura.com will be our frontline tool to build momentum, educate and close deals.”*

The team will focus on securing strategic partnerships, penetrating high-growth sectors, and converting industry interest into recurring revenue.

### **A North American Strategy to Capture High-Value Markets**

Under its exclusive license, **HPQ will commercialize HPQ Endura batteries across Canada, the United States, and Mexico**, targeting a rapidly expanding combined market.

- The global 18650 and 21700 battery market was valued at **USD 15.92 billion in 2024** and is projected to reach **USD 45.60 billion by 2033**, with a CAGR of **12.4%** <sup>[2]</sup>.
- In **Canada**, which currently accounts for approximately **5.4%** of this market <sup>[3]</sup>, the segment could grow from **USD 860 million in 2024** to **USD 2.46 billion** by 2033.
- **Mexico**, covered under HPQ’s license, is the **fastest-growing market in North America**, projected to reach **USD 8.6 billion by 2030** with a **15% CAGR** <sup>[3]</sup>.
- In the **United States**, the market for 18650 and 21700 batteries stood at **USD 6.37 billion in 2024** (40% of global demand) and is expected to grow to **USD 16.05 billion by 2030** at a CAGR of **13.83%** <sup>[3]</sup>.

*“Even a 1% share of these markets would be transformative,” said Bernard Tourillon, President and CEO of HPQ Silicon Inc. “In Canada alone, that represents a US\$8.6 million opportunity—more than enough to fully monetize our licensing investment. Achieving similar traction in the U.S. and Mexico, where a 1% share equates to US\$63.7 million and US\$86 million respectively by 2030, would firmly position HPQ Endura for exponential growth.”*

### **REFERENCE SOURCES**

- [1] Novacium is a cleantech start-up based in Lyon, France, founded by three French Ph.D. engineers—Dr. Jed Kraiem (COO), Dr. Oleksiy Nichiporuk (CTO), and Dr. Julien Degoulange (CIO)—and supported by HPQ Silicium Inc. Their mission is to develop high value-added technologies in the energy sector by combining deep scientific expertise with a strong industrial vision.
- [2] Business Research Insights report. [Link to report](#).
- [3] Grand View Research report. [Link to report](#).

### **About HPQ Silicon**

[HPQ Silicon Inc.](#) (TSX-V: HPQ) is a Quebec-based TSX Venture Exchange Industrial Issuer.

HPQ is a technology company focused on innovation in advanced materials and critical process development. In partnership with world-class technology leaders [PyroGenesis Inc.](#) and [NOVACIUM SAS](#)—of which HPQ is a shareholder—the company is developing the materials and



process technologies essential to achieving net-zero goals.

HPQ activities are centred around the following pillars:

- 1) Becoming a green, low-cost (Capex and Opex) manufacturer of Fumed Silica using the **FUMED SILICA REACTOR**, a proprietary technology owned by HPQ Silica Polvere Inc., being developed for HSPI by PyroGenesis.
- 2) Working with R&D partner NOVACIUM SAS, to become a producer of silicon-based anode materials for battery applications.
- 3) Developing Innovative processes to generate and use Hydrogen:
  - a. **METAGENE™**, a low-carbon, chemical-based, on-demand, high-pressure autonomous hydrogen production system, is being developed by NOVACIUM SAS of which HPQ holds the exclusive North American (Canada, USA, and Mexico) license.
  - b. **WASTE TO ENERGY (W2E)**, a new process to transform black aluminum dross into a valuable resource, is being developed by NOVACIUM SAS, of which HPQ holds the exclusive North American (Canada, USA, and Mexico) license.
- 4) Becoming a zero-CO<sub>2</sub> low-cost (Capex and Opex) producer of High Purity Silicon (2N+ to 4N) using our **PUREVAP™ “Quartz Reduction Reactors” (QRR)**, a proprietary technology owned by HPQ being developed for HPQ by PyroGenesis.

For more information, please visit [HPQ Silicon web site](#).

#### Cautionary Note Regarding Forward-Looking Information

This press release contains “forward-looking information” and “forward-looking statements” within the meaning of applicable securities legislation (collectively, “forward-looking statements”), including, but not limited to, statements relating to future financial or operating events or future performance of the Company, and reflecting management’s expectations and assumptions regarding the Company’s growth, results, performance, and business prospects and opportunities. Such forward-looking statements reflect management’s current beliefs and are based on information currently available to it. In some cases, forward-looking statements can be identified by words such as “aim”, “anticipate”, “aspire”, “attempt”, “believe”, “budget”, “could”, “estimate”, “expect”, “forecast”, “intend”, “may”, “mission”, “plan”, “potential”, “predict”, “progress”, “outlook”, “schedule”, “should”, “study”, “target”, “will”, “would” or the negative of these terms or other similar expressions concerning matters that are not historical facts.

In particular, forward-looking statements include, but are not limited to, the Company’s and Novacium ability to develop Silicon Anode Based technology, to provide high-performing and reliable Batteries, and to position its Batteries operation in the capital markets, the expected results of the initiatives described in this press release, and those statements which are discussed under the “About HPQ Silicon” and “About Novacium” paragraph and elsewhere in the press release which essentially describe the Company’s outlook and objectives.

Additionally, the forward-looking statements include, but are not limited to, the Company’s future results, the manufacturing of industrial batteries, its testing and timeline to commercial scale up, the economic performance and product development efforts, as well as the Company’s expected achievement of milestones, including the ability to conclude a sell agreement and obtain sufficient financing for the future development on favorable terms for the Company.

Further, these forward-looking statements include the Company’s ability to achieve its Batteries technology strategy and its intended results, market trends, the consumer demand for systems, the Company’s competitive advantages, macroeconomic conditions, the impact of applicable laws and regulations, and any information as to future plans and outlook for the Company are or involve forward-looking statements.

Forward-looking statements are based on estimates and assumptions that, while considered reasonable by the Company at the time of such statements, are inherently subject to significant business, economic, and competitive uncertainties and

contingencies. These estimates and assumptions are not guarantees of future performance and may prove incorrect. These statements rely on various factors, including current technological trends, safe and effective operations, timely delivery and installation of future production equipment at estimated prices, assumed Batteries technology sale prices, future exchange and interest rates, political and regulatory stability, commodity prices and production costs, the receipt of necessary approvals, licenses, and permits on favorable terms, sustained labor stability, financial and capital market conditions, availability of critical supplies and equipment, tax assumptions, CAPEX and OPEX estimates, economic and operational projections, local infrastructure, and overall business prospects. Forward-looking statements are also subject to risks, uncertainties, and other factors that may cause actual results to differ materially, including the outcome of development, engineering, and planning activities, market conditions, competition, pricing pressures, risks inherent to mining exploration and development, the commercial viability of the Company's technology, project timelines, business continuity challenges, geopolitical instability, and other industry risks. Additionally, there can be no assurance that the conditions precedent of offtake agreements, product qualification requirements, and commercial operations will be met, nor that the Company will fulfill the expectations of financing partners and certifying bodies.

Forward-looking statements are subject to known or unknown risks and uncertainties that may cause actual results to differ materially from those anticipated or implied in the forward-looking statements. Risk factors that could cause actual results or events to differ materially from current expectations include, among others, delays in the scheduled delivery times of the equipment, the ability of the Company to successfully implement its strategic initiatives and whether such strategic initiatives will yield the expected benefits, the availability of financing or financing on favorable terms for the Company, the dependence on commodity prices, the impact of inflation on costs, the risks of obtaining the necessary permits, the operating performance of the Company's assets and businesses, competitive factors in the graphite mining and production industry, changes in laws and regulations affecting the Company's businesses, political and social acceptability risk, environmental regulation risk, currency and exchange rate risk, technological developments, the impacts of the global COVID-19 pandemic and the governments' responses thereto, and general economic conditions, as well as earnings, capital expenditure, cash flow and capital structure risks and general business risks. A further description of risks and uncertainties can be found in HPQ's Annual Information Form dated March 21, 2025, including in the section thereof captioned "Risk Factors", which is available on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca). Unpredictable or unknown factors not discussed in this Cautionary Note could also have material adverse effects on forward-looking statements.

Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that may cause results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are provided for the purpose of providing information about management's expectations and plans relating to the future. The Company disclaims any intention or obligation to update or revise any forward-looking statements or to explain any material difference between subsequent actual events and such forward-looking statements, except to the extent required by applicable law.

Market and industry data presented throughout this press release was obtained from third-party sources and industry reports, publications, websites and other publicly available information, as well as industry and other data prepared by the Company or on the behalf of the Company based on the Company's knowledge of the markets in which the Company operates, including information provided by suppliers, partners, customers and other industry participants.

The Company believes that the market and economic data presented throughout this press release is accurate as of the date of publication and, with respect to data prepared by the Company or on behalf of the Company, that estimates and assumptions are currently appropriate and reasonable, but there can be no assurance as to the accuracy or completeness thereof. The accuracy and completeness of the market and economic data presented throughout this press release are not guaranteed and the Company does not make any representation as to the accuracy of such data.

Actual outcomes may vary materially from those forecast in such reports or publications, and the prospect for material variation can be expected to increase as the length of the forecast period increases. Although the Company believes it to be reliable as of the date of publication, the Company has not independently verified any of the data from third-party sources referred to in this press release, analyzed or verified the underlying studies or surveys relied upon or referred to by such sources, or ascertained the underlying market, economic and other assumptions relied upon by such sources. Market and economic data are subject to variations and cannot be verified due to limits on the availability and reliability of data inputs, the voluntary nature of the data gathering process and other limitations and uncertainties inherent in any statistical survey.

Further information regarding the Company is available in the SEDAR+ database ([www.sedarplus.ca](http://www.sedarplus.ca)), and on the



Company's website at: [www.hpgsilicon.com](http://www.hpgsilicon.com)

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

This News Release is available on the company's [CEO Verified Discussion Forum](#), a moderated social media platform that enables civilized discussion and Q&A between Management and Shareholders.

**Source:** HPQ Silicon Inc.

**For further information contact:**

Bernard J. Tourillon, Chairman, President, and CEO Tel +1 (514) 846-3271

Email: [Info@hpgsilicon.com](mailto:Info@hpgsilicon.com)