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## **EcoCeres Names TBWA Agency Partner**

HONG KONG – EcoCeres, Inc., a visionary company specializing in biomass utilization has appointed TBWA\Hong Kong, a leading global creative agency as its agency partner. This collaboration coincides with the launch of TBWA’s specialty unit PLEX, a suite of B2B-focused services, and solidifies its commitment to driving transformative, innovative, and disruptive solutions in the sustainability sector.

EcoCeres, Inc. has gained international recognition as an innovative and visionary company with over a decade of expertise in biomass utilization. With a steadfast belief in harnessing nature's harmony to combat climate change, EcoCeres, Inc. has established itself as a world leader in converting waste-based biomass into biofuels, biochemicals, and biomaterials through cutting-edge technologies. The company's commitment to sustainability is exemplified by its production of 100 percent waste-made bioproducts including sustainable aviation fuels and extensive expertise in ESG reporting and compliance.

“EcoCeres unique proposition lies in our innovative approach to exploring how the future advanced biorefinery should look like. We are pioneering the conversion of biomass into renewable products to help the world attain carbon neutrality,” said Philip Siu, CEO of EcoCeres, Inc. “This partnership will leverage TBWA's deep knowledge and expertise in the B2B space and sustainability territory, helping EcoCeres to communicate our value proposition with clarity and impact. Together, EcoCeres and TBWA are poised to make a real difference.”

Powered by the strength of its global collective, TBWA assembled a team of experts between Hong Kong, Europe, and Australia for the partnership. TBWA\Hong Kong will lead the development of brand strategy and design system, while our European partners will bring category knowledge and insights, turbocharging the partnership with their deep understanding of the industry, while TBWA\Sustain, headquartered out of Melbourne, expertise in sustainability ensures the overarching strategy is tightly aligned with sustainable practices.

Said Jerome Ooi, executive creative director at TBWA\Hong Kong, “The partnership between TBWA and EcoCeres, is an exciting one, and we’re confident this transformative journey will unlock new possibilities, paving the way for advancements in sustainable solutions.”

By combining TBWA's strategic approach and creative storytelling with EcoCeres, Inc groundbreaking technologies, the collaboration aims to redefine industry perceptions and promote the adoption of sustainable practices.

“Our partnership also presents an opportunity to further draw on PLEX, our B2B-focused expertise and creative capabilities to develop a compelling brand strategy and corporate identity, which truly reflects EcoCeres' pioneering work in sustainable solutions. We are committed to driving innovation, embracing disruptive challenges and inspiring the industry to strive for a more sustainable future.”

Concluded Jerome “With a shared commitment to transformation and innovation, TBWA\Hong Kong and EcoCeres are poised to redefine the boundaries of what is possible and inspire others to embrace sustainability as a core driver of progress.”

The Asia Pacific biomass energy market is one of the leading markets in the world in terms of production, which has been driven by the rising use of biogas for energy, globally, and is anticipated to experience further growth in the forecast period of 2023-2028, growing at a CAGR of 9%, according to EMR (Expert Market Research)

### **About EcoCeres, Inc.**

EcoCeres, Inc. (“EcoCeres”) is an innovative biomass utilization company with strong R&D capability and excellent ESG performance, pioneering a sustainable bio-refinery model that supports a greener and more sustainable future. The company includes businesses of Bio-Grease Utilization and Agricultural Waste Utilization. EcoCeres is committed to developing innovative solutions to address global environmental challenges by transforming agricultural waste into valuable biofuels and biopolymers.

In January 2023, Bain Capital Private Equity completed a significant equity investment in EcoCeres, a transaction following an investment from UK-based energy fund Kerogen Capital in February 2022.

For more information about EcoCeres, please visit <https://www.eco-ceres.com>