

Sales Across Three Continents, an Important Step in the Commercialization of Advanced Carbon-Neutral Materials

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- Commercialization of carbon-neutral advanced materials is well progressed across all NMG's key markets, from electric vehicles to energy storage, refractories and niche segments
- Nouveau Monde is ideally situated to cater to the booming electric vehicle and energy storage markets as a clean and reliable alternative to China's controlled supply chain

SAINT-MICHEL-DES-SAINTS, Québec, Sept. 24, 2020 -- Following a year of intensified marketing and technical sales activities, Nouveau Monde Graphite (Nouveau Monde or the Company) (TSXV: NOU; OTCQX: NMGRF; Frankfurt: NM9) confirms its position in North American, European and Asian markets. To date, sales agreements to these markets have delivered hundreds of tonnes of high-quality graphite, produced from the Company's simple demonstration concentration process with purities exceeding 97%. The basket price received per tonne of flake graphite has been in excess of US\$1,500 per tonne, without downstream value-added processing.

Qualification by electric vehicle OEMs in the high-value anode material market

In addition to sales, the Company is currently under several NDAs with major electric vehicle OEMs qualifying its carbon-neutral advanced materials for lithium-ion batteries. Nouveau Monde has developed proprietary value-added processes which uses the Company's unique properties to fulfill customized applications for electric vehicles and energy storage solutions.

Developing other markets through qualification programs

The Company has also entered into qualification agreements for purified flakes and micronized graphite, value-added material suitable for expandable graphite, fuel cell applications and 5G-related technologies, among others.

Ongoing research and development

At the forefront of research and development, Nouveau Monde has established technological partnerships with confidential customers for co-development of other graphite-based advanced materials.

This progress is possible due to Nouveau Monde's superior quality (broad flake distribution and high purity) of natural flakes extracted from the Company's world-class graphite deposit and clean transformation processes which is highly sought after across a range of high-value markets. Nouveau Monde's high-purity flake enables direct sale to traditional and specialized markets as well as enabling easy and low-cost transformation to value-added materials like lithium-ion battery anode material.

Nouveau Monde is developing a low-cost operation that can provide the quantities that matter to large customers thanks to a significant mineral resource at the Matawinie property and the capacity to expand value-added product production by processing additional sources of graphite.

Set to become the largest producer of natural graphite with the lowest carbon footprint in North America, Nouveau Monde is ideally situated to cater to the booming markets with operations connected to road and rail networks and within two hours of international ports.

Feedback from the marketplace is clear: both the industry and consumers are seeking sustainable, ethical and affordable solutions to today's changing energy landscape, explained Eric Desaulniers, President and CEO of Nouveau Monde Graphite. We are making headway in the market as battery-grade quality, carbon-neutrality and supply chain traceability are clear competitive

advantages for Nouveau Monde products.”

About Nouveau Monde Graphite

Nouveau Monde Graphite is set to become a key operator in the sustainable energy revolution. The Company is developing the only fully integrated source of green battery anode material in North America. Targeting full scale commercial operations by early 2023, the Company will provide advanced carbon-neutral graphite-based material solutions to the growing Lithium-ion and fuel cell markets. With low-cost operations and the highest of ESG standards, Nouveau Monde Graphite will become a strategic supplier to the world's leading battery and auto manufacturers, ensuring robust and reliable advanced material, while guaranteeing supply chain traceability.

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Further information regarding Nouveau Monde is available in the SEDAR database (www.sedar.com) and on

Nouveau Monde's website at: www.NouveauMonde.ca

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