

NEO Battery Appoints Ex-Samsung Large-Scale Cell Expert, Dr. Jun Sik Jeoung, as Senior Scientific Advisor of Commercialization & Cell Development

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- Appointed Dr. Jun Sik Jeoung as Senior Scientific Advisor of Commercialization & Cell Development
- Over 17 Years of Experience in Lithium-Ion Battery R&D, Scale-Up, and Production at Global Battery Cell Manufacturers & Automotive OEM
 - At Samsung, Led BMW i3 EV Automotive Cell Development and Commercial Deployment
- Will Design and Manufacture NEO's Large-Scale Batteries for Commercial Qualification & Provide Commercialization Insight for Silicon Anode Mass Production

TORONTO, May 15, 2025 -- [NEO Battery Materials Ltd.](#) ("NEO" or the "Company") (TSXV: NBM) (OTC: NBMFF), a low-cost silicon anode materials developer that enables longer-running, rapid-charging lithium-ion batteries, is pleased to announce the appointment of Dr. Jun Sik Jeoung as Senior Scientific Advisor of Commercialization & Cell Development.

With a Ph.D. in Materials Science and Engineering from the University of Arizona, Dr. Jeoung is a globally recognized R&D and commercialization expert in lithium-ion (Li-ion) battery technology with over 17 years of hands-on experience in Li-ion battery R&D, scale-up, and production technologies. Throughout his career at global automotive and battery cell manufacturers, Dr. Jeoung has led high-impact projects in Li-ion battery development, including the design, optimization, and commercial deployment of 21700 cylindrical cells, prismatic cells, and pouch cells for electric vehicle applications.

At Samsung SDI, Dr. Jeoung made a pivotal contribution by leading the development of BMW i3 EV's 94Ah automotive cells, underscoring his ability to execute technically demanding, large-scale commercial projects. Before joining NEO, he served as Vice President of R&D at EoCell, a Silicon Valley-based silicon battery technology company. Dr. Jeoung successfully increased cell energy density and safety during his role, collaborated with Morrow Batteries (Norway's premier giga-scale battery manufacturer) to develop commercial LFP-based EV cells, and managed global teams to deliver high-performance battery solutions.

With the escalated downstream demand for NEO's P-300N silicon anodes and capacity expansion for mass production testing, Dr. Jeoung is a critical addition during this scale-up period, as the Company progresses towards Phase I expansion to 240 tons production. As Senior Scientific Advisor of Commercialization & Cell Development, he will (i) design and manufacture large-scale batteries for commercial material qualification and (ii) provide commercialization know-how for silicon anode manufacturing.

Dr. Jeoung commented, "*Among the most practical and economical alternatives for realizing high energy density and rapid-charging capabilities of Li-ion batteries, silicon anode integration is a must in the cell design. These silicon materials should be inexpensive while sufficiently enhancing battery performance. By demonstrating high-performance Li-ion cells utilizing NEO's silicon materials, NEO's low-cost silicon anodes will secure the excellence of battery performance and a unique position in the market. I look forward to contributing to NEO's successful mass production and commercial integration in the silicon anode materials market.*"

Mr. Spencer Huh, President & CEO of NEO, stated, "*Dr. Jeoung is a pioneer of Li-ion battery technologies focusing on high capacity, safety, quality, and energy efficiency. We are highly excited to invite Dr. Jeoung to the team during this crucial juncture of scale-up. Moreover, to ensure NEO's continued growth and to create new strategic business, he will contribute to the technological development of high-energy density and fast-charging Li-ion batteries with NEO's silicon anodes by utilizing his background in advanced Li-ion cell design, materials research, process optimization, and team leadership.*"

In addition to Dr. Jeoung's Li-ion battery expertise, he has experience in Plasma Display Panel (PDP) production technologies, where he led process innovations that significantly reduced defect rates and improved manufacturing yields at Samsung. Dr. Jeoung's ability to identify and solve complex technical challenges, build collaborative partnerships, and lead cross-functional teams have been a hallmark of his career.

About NEO Battery Materials Ltd.

NEO Battery Materials is a Canadian battery materials technology company focused on developing silicon anode materials for lithium-ion batteries in electric vehicles, electronics, and energy storage systems. With a patent-protected, low-cost manufacturing process, NEO Battery enables longer-running and ultra-fast charging batteries compared to existing state-of-the-art technologies. The Company aims to be a globally-leading producer of silicon anode materials for the electric vehicle and energy storage industries. For more information, please visit the Company's website at: <https://www.neobatterymaterials.com/>.

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