



PROJECT BLUE

Q1 2025

Company Introduction

WWW.PROJECTBLUE.COM



Market intelligence on critical materials and energy transition



PROJECT BLUE

WHO WE ARE

Experts on critical materials
and energy transition

1

WHAT WE DO

Analyse data & generate insight to
navigate supply chain decisions

2

WHO WE SERVE

Global clients across the
value chain

3

4

SUBSCRIPTIONS

Unrivalled coverage of 30+
critical material supply chains

5

CONSULTING

Bespoke, specialist research
tailored to our client's goals

6

EVENTS

International conferences
and networking events





1

Who we are

We are Project Blue. We provide market intelligence on critical materials and energy transition

Subscriptions



Consulting



Events

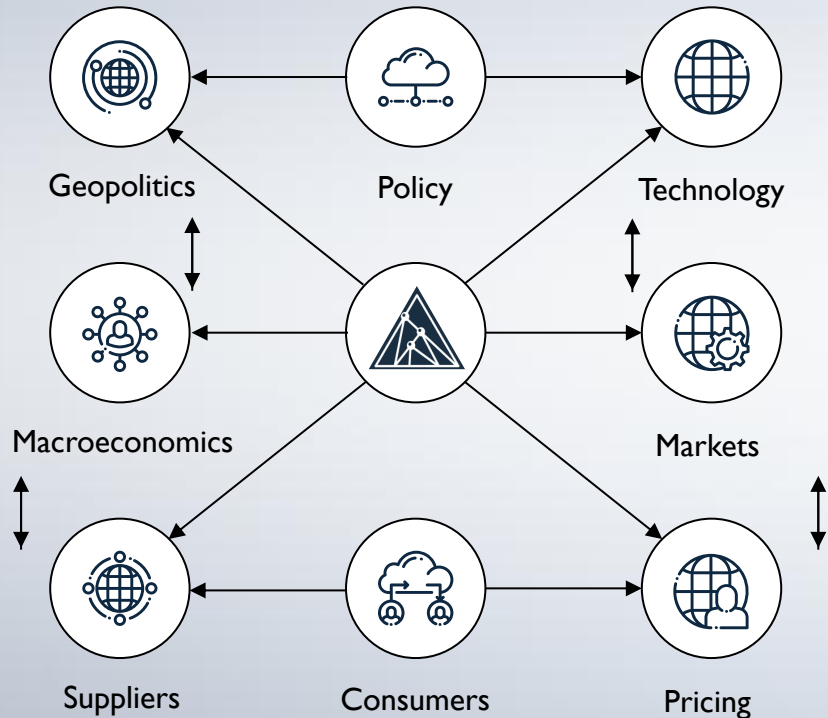


OUR GLOBAL OFFICES



2 What we do

Analyse proprietary data and generate insight to help our clients navigate complex global supply chains



Critical material and energy transition supply chains are intricate, interconnected, and evolving at a rapid pace.

High-quality data and comprehensive analysis are vital to help governments and industry mitigate risks and navigate an increasingly complex global environment.

Project Blue is an independent market intelligence with coverage of more than 30 critical material supply chains from mine to market.

Our team unites diverse talents and decades of expertise to deliver the insights our clients need – both addressing the big picture and the smallest details.

DRIVERS OF COMMODITY MARKETS



3 Who we serve

We serve a diverse range of clients across the value chain



Producers & project developers



Consumers, OEMs & procurement teams



Investors, lenders & banks



Merchants & trading companies



Governments & international bodies

OUR CLIENTS INCLUDE



Jefferies



MITSUI & CO.

Lynas
CORPORATION LTD



VALE

BHP



Exxon



Deloitte.

RioTinto

ALCOA

Teck

BASF
The Chemical Company



4 Unrivalled critical material coverage

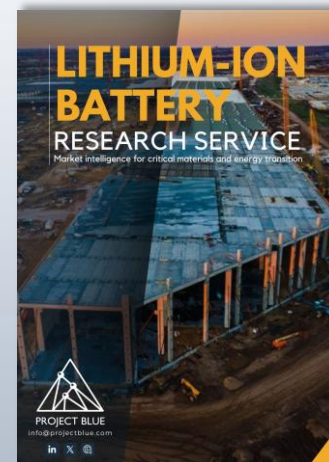
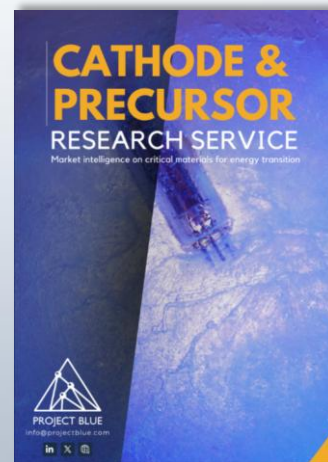
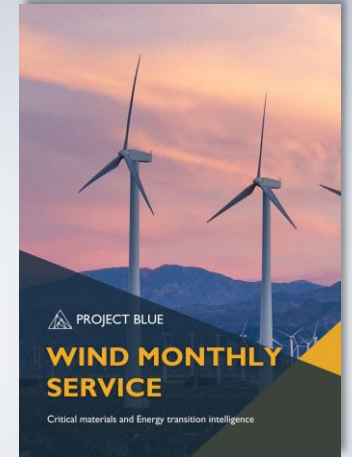
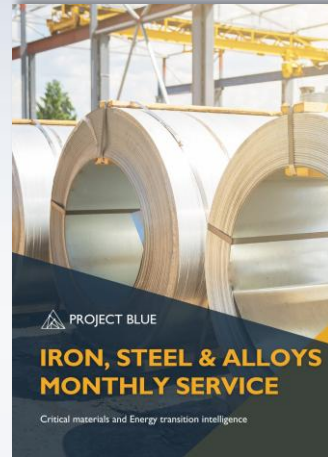
Comprehensive supply chain coverage – from mine to market – enabling a deep understanding of industry dynamics.





4 Detailed energy transition coverage

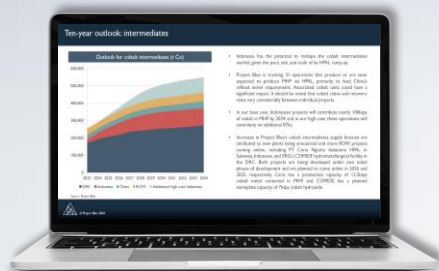
Data and supply chain analytics to keep our clients up-to-date with the build out of energy transition supply chains.





4 Deep coverage via a range of deliverables

Our research services contain a suite of analysis documents, data sets, interactive tools and customer support.



Market service



Asset profiles



Cost analysis



Dedicated support

GET ACCESS TO

- Background analysis
- Monthly news and prices
- Ten-year forecasts
- Outlooks to 2050

GET ACCESS TO

- Supply chain analytics
- Interactive maps
- Detailed asset profiles
- Regular updates

GET ACCESS TO

- Industry cost curves
- Detailed cost analysis
- Flexible spreadsheets
- Granular cost data

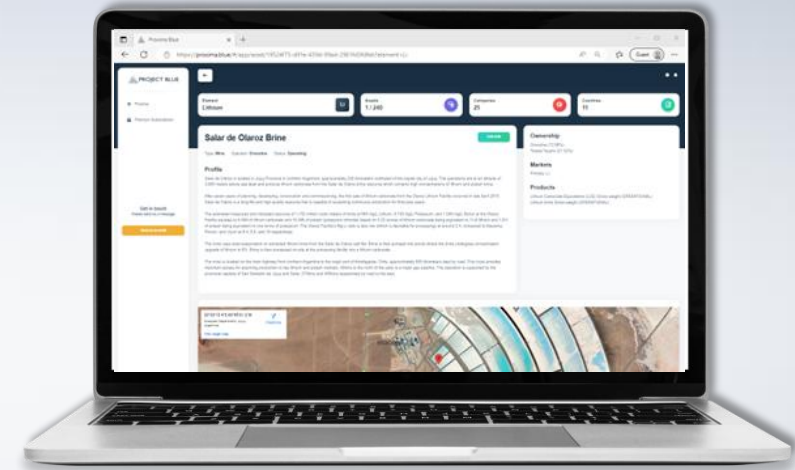
GET ACCESS TO

- Analysts for market queries
- Regular briefings
- Technical support
- Committed business support



4 Proxima: our supply chain analytics platform

Our research services are delivered via our online *proxima* portal.



TRUSTED DATA ON ONE PLATFORM

Our customers need an interconnected view of the critical material supply chains which underpin energy transition.

Proxima provides you with the tools to explore Project Blue's deep insight and analysis of a broad range of commodity markets.

It is designed to provide an integrated view of global value chains to help you identify opportunities and mitigate risks.

With *Proxima*, you can visualise, manipulate, and interpret data and analysis curated by Project Blue's global team of experts.



5

Bespoke consulting solutions tailored to your requirements

Bespoke research for clients across the value chain



Jessica Fung

Head of Consulting

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CONSULTING ENGAGEMENTS SPAN DIVERSE DELIVERABLES:



Industry snapshots



Cost benchmarking



Market studies for technical reports



Niche market data



Market entry



Investment decision frameworks



Project ranking



ESG intelligence



Offtake/procurement strategy



PROJECT BLUE

Project Blue can be flexible on terms and project structure because our team is small enough to be agile and responsive, but large enough to deliver comprehensive expertise.



6 We stay connected through global conferences and networking events



2025 EVENTS

- Cape Town
- Frankfurt
- Johannesburg
- London
- Perth
- Seoul
- Santiago
- Shanghai
- Sydney
- Tokyo
- Toronto
- Washington DC



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