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## Viva Energy advances sustainability with tyre-recycling initiative at Geelong Refinery

Viva Energy is pleased to announce it has taken the first step towards the development of a tyre-recycling facility in Melbourne that would have the ability to process up to 80,000 tonnes of used tyres per year – diverting them from landfill and contributing to the manufacture of lower-carbon fuels.

The company has signed a memorandum of understanding with Canadian resource recovery and advanced recycling business Klean Industries to collaborate on a pre-feasibility study for the establishment of a tyre-recycling facility to recover sustainable resources.

The tyre-recycling facility will extract three key products from tyres:

- Recovered carbon black (rCB) - used in the manufacture of new tyres, rubber products, and plastics;
- Steel - for metal recycling; and
- Biogenic pyrolysis oil - which will be processed through Geelong Refinery to produce low-carbon intensity fuels.

Klean Industries is a global leader in using advanced technologies to convert waste into valuable resources. It specialises in recovering resources derived from end-of-life tyres, non-recycled plastics and other waste materials.

Viva Energy selected Klean Industries as a partner due to its proven expertise and innovative recycling technologies, which align with Viva Energy's commitment to sustainability and the establishment of a circular economy.

Viva Energy Chief Strategy Officer Lachlan Pfeiffer said this project marks a critical step in a new role the Geelong Refinery could play in the future.

"This partnership with Klean Industries is an important development for Viva Energy as we continue to explore new pathways to a more sustainable future for our refinery," he said. "By transforming end-of-life tyres into valuable resources, we are not only reducing waste but also pioneering new paths for low-carbon fuel production. This project demonstrates our determination to develop a circular economy and deliver environmental and economic benefits for the community."

"Klean Industries is excited to join in a strategic partnership with Viva Energy to effectively address the end-of-life tyre crisis in Australia," said Jesse Klinkhamer, CEO of Klean Industries Inc. "Together, we are poised to transform used tyres into sustainable products that fulfill the growing demand for sustainable low-carbon fuels and raw materials. Together, we are making a difference and leading the way towards a more sustainable future!"

Viva Energy is importing to the Geelong Refinery a shipment of tyre pyrolysis oil produced using Klean's innovative technology. This is an important step in proving the processing of tyre pyrolysis oil at scale in the refinery and is another significant milestone in Viva Energy's co-processing trials, demonstrating the company's commitment to creating lower carbon fuels and products.

If this project proceeds, it will expand the suite of alternative feedstocks utilised at the refinery through co-processing, cementing the facility's role in Australia's circular economy and reducing the amount of waste going to landfill.

Over the last two months, Viva Energy has announced several innovative projects to utilise alternative feedstocks at the refinery made from soft plastics, tallow, and used cooking oil. These projects are good for the environment and establish a new future for the refinery, supporting jobs and the local economy.

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### About Viva Energy

Viva Energy (ASX: VEA) is a leading convenience retailer, commercial services and energy infrastructure business, with a history spanning more than 120 years in Australia. The Group operates a convenience and fuel network of almost 900 stores across Australia and supplies fuels and lubricants to a total network of nearly 1,500 service stations.

Viva Energy owns and operates the strategically located Geelong Refinery in Victoria, and operates bulk fuels, aviation, bitumen, marine, chemicals, polymers and lubricants businesses supported by more than 20 terminals and about 80 airports and airfields across the country. [www.vivaenergy.com.au](http://www.vivaenergy.com.au)

### About Klean Industries

Klean Industries ("Klean") provides best-in-class technologies and solutions in the waste-to-value industry, using proprietary technologies to rapidly develop projects that produce premium fuels, recovered carbon, and green hydrogen from various feedstocks. Our know-how and technical skills provide specialization in building projects using advanced thermal conversion technologies such as pyrolysis, gasification, and carbonization that transform end-of-life tyres, non-recycled plastics, and municipal solid waste into domestic energy, sustainable commodities, and new clean-tech jobs. We create a symbiosis between waste, resources, and energy. Klean Industries is the link between a low-carbon, closed-loop economy and the goal of zero waste being sent to landfills. [www.kleanindustries.com](http://www.kleanindustries.com)