



NEWS RELEASE

# Aduro Clean Technologies Welcomes Stefanie Steenhuis as New Head of Brand and Marketing

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SARNIA, Ontario, May 11, 2023 (GLOBE NEWSWIRE) -- **Aduro Clean Technologies Inc.** ("Aduro" or the "Company") (CSE: **ACT**) (OTCQB: **ACTHF**) (FSE: **9D50**), a Canadian technology company using the power of chemistry to transform lower value feedstocks, like waste plastics, heavy bitumen, and renewable oils, into resources for the 21<sup>st</sup> century, is excited to announce the addition of **Stefanie Steenhuis** to its team as the new Head of Brand and Marketing.

Steenhuis is a globally experienced professional with expertise in marketing, communication, and change management, and has a passion for people and brands. With her extensive leadership experience managing international and remote teams and effective project management, Steenhuis has successfully positioned brands such as Siemens and IBM in the global Oil & Gas and IT markets, respectively.

As a Green Belt, Certified Scrum Master, and Business Coach, Steenhuis brings a wealth of knowledge and expertise to Aduro. She has a proven track record of leading strategic planning processes, executing culture change projects, initiating, and driving brand efforts, and developing and executing marketing and communication strategies across markets.

Steenhuis joins the Aduro team at an ideal time as the Company aims to lead the way in providing sustainable and environmentally friendly solutions to global industries. Aduro's Hydrochemolytic™ technology, which operates at relatively low temperatures and cost, is a game-changing approach that converts lower-value feedstocks into 21<sup>st</sup>-century resources. This innovative technology relies on water as a critical agent in a chemistry platform, which is at the forefront of transforming waste plastics into new materials, converting heavy crude and bitumen into lighter, more valuable oil, and transforming renewable oils into higher-value fuels or renewable chemicals.



Steenhuis's marketing and branding expertise will be instrumental in raising awareness of the Company's cutting-edge technology and its commitment to a circular economy and greener processes for bitumen. With her experience in B2B and B2C marketing and communication, Steenhuis will play a key role in establishing and communicating the Aduro Clean Technologies brand, core values, and key messages to raise global awareness and create a unique market positioning for the Company.

"The ability to transform plastic waste and other lower-value resources into something useful and valuable is truly amazing. Aiming to achieve a balance between economic progress and sustainability and promoting the re-using, re-purposing, and recycling of existing material calls for innovation and re-thinking of the status quo. Aduro Clean Technologies is doing exactly that. I am thrilled to be part of such a committed, driven, and highly innovative team and future-driven company, " said Steenhuis. "I am very much looking forward to adding value to the team and assisting Aduro in raising awareness for its way towards a sustainable future."

"We are thrilled to welcome Stefanie to Aduro as our new Head of Brand and Marketing," said Chief Executive Officer, Ofer Vicus. "Her extensive experience and history of success make her an invaluable addition to our team as we continue to expand our brand and mission globally."

#### About Aduro Clean Technologies

Aduro Clean Technologies is a developer of patented water-based technologies to chemically recycle waste plastics; convert heavy crude and bitumen into lighter, more valuable oil; and transform renewable oils into higher-value fuels or renewable chemicals. The Company's Hydrochemolytic™ technology relies on water as a critical agent in a chemistry platform that operates at relatively low temperatures and cost, a game-changing approach that converts low-value feedstocks into resources for the 21<sup>st</sup> century.

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### Forward-Looking Statements

This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events, or developments that the Company believes, expects, or anticipates will or may occur in the future, are forward-looking statements. The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements. Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Important factors that could cause actual results to differ materially from the Company's expectations include adverse market conditions and other factors beyond the control of the parties. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events, or otherwise, except as required by applicable law.

The CSE has not reviewed, approved, or disapproved the content of this news release.