

Taking Atlas Salt to the Next Level



Richard **LaBelle**, ICD.D, MBA

CHIEF EXECUTIVE OFFICER

TSXV: **SALT** | OTCQB: **REMRF**

PROFILE

With 40 years' experience in the mining sector, including 27 at the executive leadership level, Richard LaBelle brings a stellar track record of operational expertise and private equity success to Atlas Salt as the company's new CEO. LaBelle has delivered over \$5 billion (CDN) including a series of mergers and acquisitions (M&A) to the mining industry.

SKILLS

- Mergers and acquisitions
- Joint ventures and partnerships
- Developing market leadership
- Creating, negotiating and securing long-term turnkey contracts
- Finding the right fit private equity partners and co-investing strategies
- Attracting, building, retaining and renewing management teams that deliver world class performance

EDUCATION

ICD.D Designation

University of Toronto | 2007 - 2008

Master of Business Administration

Queen's University | 1995 - 1996

Mining Engineering & Technology Technician

Cambrian Collage | 1983 - 1986



*Bringing the Power
of SALT to Investors!*

PROFESSIONAL EXPERIENCE

DUMAS

President & CEO

Dumas Mining | 2017 - 2022 (RETIRED)

- LaBelle was the leader that created the platform and step change for Dumas' turnaround and subsequent sale to private equity.
- Within 48 months under LaBelle's leadership, Dumas paid off all creditors, and invested internally generated cash into state-of-the-art equipment which secured the company's future for the foreseeable future.
- Dumas Mining is one of the most respected underground mine builders in the world with one of the highest employee retention and health and safety KPIs among industry peers.

Principal & Founder

4i Consulting | 2005 - Present

- LaBelle's primary focus of his consulting business is to support businesses with investing strategies, operational support and leadership, M&A services, and interim CEO, President and COO services.
- LaBelle has unlocked shareholder value in projects by triggering a sale of the client's company, or by creating a step change for a liquidity event following a bolt-on acquisition or strategic joint venture.
- Successes include various mergers and acquisitions, turnarounds, and joint-ventures leading to growth of manufacturing, industrial distribution and service companies focused on the resource industry.
- Clients include leaders in ground control and support, drilling, commercial explosives, mining, exploration, water and energy services.



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"It is a special privilege to lead a world class team to build a long-life, high-quality integrated producer, in a sector so important as salt, into a generational game-changer."

BOARDS

Chairman of the Board
SRX Assay Labs | 2012 - 2017

Lead Director for IPO
Foraco | 2006 - 2008

Board Member
Ontario Mining Association | 2003 - 2005

Chairman
Anglo American subsidiaries in Ghana,
Mali, Brazil, Venezuela | 2003 - 2005

Board Member
Boart Longyear (Canada) | 2003 - 2005



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PROFESSIONAL EXPERIENCE CONTINUED

Chief Executive Officer

Norcast Wear Solutions | 2009 - 2012

- Norcast was the world's leading mill liner producer. LaBelle was transferred by Pala Investments from Dumas Mining with the mandate to lead and transform this 100-year old global steel foundry and manufacturer into a world leader through M&A and organic growth while creating a liquidity event for owners.
- Norcast was purchased in a take private from public (TSX) for \$87 million (U.S.) and under LaBelle's leadership was sold for \$190 million (U.S.) within a 3-year period.
- Successes include the acquisition and integration of two competing complimentary businesses with main facilities in Canada, Malaysia, Singapore, Australia and Chile that resulted in a run-rate EBITDA increase of over 100%.

Chief Operating Officer

Dumas Mining | 2007- 2010

- LaBelle's assignment was to prepare Dumas Mining for a sale, find a strategic partner, and negotiate the overall transaction and final sale. Dumas was sold to Pala Investments, and LaBelle was subsequently asked to manage the investment for Pala.
- During LaBelle's tenure, Dumas became one of Canada's largest mine builders and contract miners with 1,500 employees, designing and subsequently building Canada's newest and most sophisticated underground mines.

General Manager - Canada and International

Boart Longyear (x Anglo American) | 2003- 2006

General Manager - Canada and International

Layne Christensen | 2001- 2003

President and CEO - Canada

Austin Powder | 1998- 2001

General Manager & Director - Canada

Imperial Chemical Industries (C-I-L/ICI/Orica) | 1995 - 1998

General Manager - Northern Region

Imperial Chemical Industries (C-I-L/ICI/Orica) | 1992 - 1995