

# ACLARITY RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the North American per-  
and poly-fluoroalkyl substances treatment industry*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Aclarity excels in many of the criteria in the North America PFAS treatment space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### *A Rich History of Customer-focused Development*

Aclarity provides per- and poly-fluoroalkyl substance (PFAS) treatment solutions. Aclarity is at the forefront of enabling cutting-edge PFAS treatment solutions that allow landfill operators and centralized

*“Unlike the competitive methods for handling PFAS in landfill leachate by merely transferring the chemicals within our environment, Aclarity’s solutions have a one-of-its-kind electrochemical oxidation system that destroys PFAS contaminants, ammonia and biochemical oxygen demand.”*

*- Victoria Courtade  
Industry Analyst*

waste treatment facilities to minimize the release of hazardous chemicals into the water, soil, and air while safely treating wastewater.

By leveraging its PFAS expertise and maintaining an excellent standing among its users across different verticals (e.g., water, industrial, and aviation), the company outpaces its competitors in the PFAS treatment market.

### *Bringing Innovative Solutions for the PFAS Treatment Market*

With its customer-led strategy, Aclarity consistently introduces best-in-class PFAS treatment solutions that help companies to treat PFAS and eradicate them safely by producing no waste and harm to the environment. These solutions provide the following benefits:



- **Efficiency.** Unlike the competitive methods for handling PFAS in landfill leachate by merely transferring the chemicals within our environment, Aclarity's solutions have a one-of-its-kind electrochemical oxidation system that destroys PFAS contaminants, ammonia, and biochemical oxygen demand. Aclarity's solutions apply electricity to an anode and cathode, with water flowing through the reactor, destroying contaminants by strong oxidants such as free electrons, hydroxyl radicals, ozone, and chlorine, breaking PFAS bonds and producing harmless by-products.
- **Cost savings.** By destroying PFAS on-site, Aclarity's solutions allow users to develop new revenue streams with on-site destruction, as clients do not need to invest in the expensive and labor-intensive transportation of PFAS waste to disposal sites and the costs of replacing PFAS removal media. At the same time, the company's solutions can treat PFAS concentrations from the low nanogram per liter range up to the milligram per liter range.
- **Versatility.** Clients can place an Aclarity system at a wastewater treatment plant to destroy PFAS as they enter the biosolids' facilities. The company's solutions can also support a soil washing process, processing the wash water to eliminate PFAS after its removal from the soil.
- **Flexibility.** The company's solutions can continuously destroy PFAS at a pace that matches the client's purification train with the ability to destroy low-volume streams and treat up to millions of gallons daily. The company helps clients combat PFAS in landfills across the US with its highly effective mobile trailers, assisting landfills of all sizes in meeting safety and sustainability goals around PFAS and advancing public health.



Frost & Sullivan believes that Aclarity's industry-leading PFAS treatment solutions enable clients to improve safety and minimize costs across different water facilities. Furthermore, Frost & Sullivan finds that the company is well-positioned to capture PFAS treatment market share in the foreseeable future.

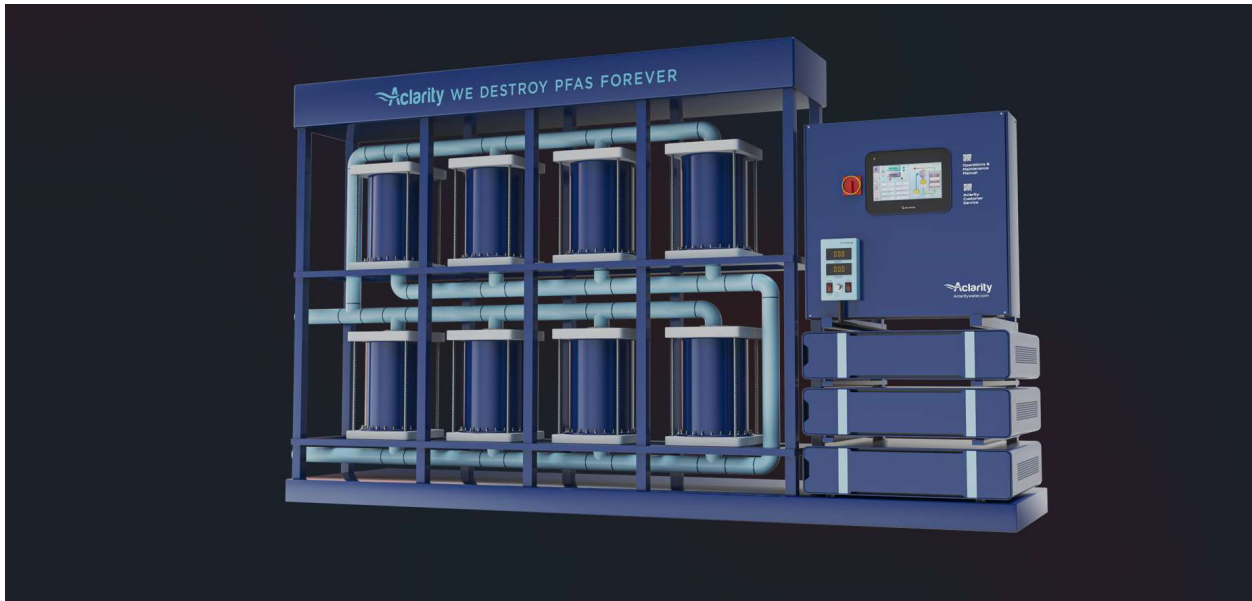
### *Leading the Way in the Market*

Since 2019, Aclarity has secured funding from technology investors (e.g., Burnt Island Ventures, Echo River Capital, Maroon Venture Partner Fund, and MassVentures), collectively amounting to approximately \$5 million.<sup>1</sup>

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<sup>1</sup> [https://www.crunchbase.com/organization/aclarity/company\\_financials](https://www.crunchbase.com/organization/aclarity/company_financials)

This sizeable funding has enabled Aclarity to advance its PFAS treatment solutions in firefighting foam storage tanks, wastewater from laundromats, and pulp and paper. The company is working on deploying several permanent PFAS installations in 2023 and aiming to expand into new verticals such as drinking water and groundwater remediation.<sup>2</sup> Simultaneously, this funding has allowed the company to increase the size of its team to 13 employees.<sup>3</sup>



Frost & Sullivan recognizes that Aclarity meets customers' needs and exceeds their expectations as multiple clients and partners value the top-performance and business impact of its PFAS treatment solutions:

*“Electrochemical destruction is a leading candidate for degrading PFAS from water into harmless by-products, including carbon dioxide and fluoride ions. In our laboratory testing, the destruction efficiency seen in Aclarity's electrochemical destruction pilot unit was excellent and is a notable advancement.”*

- Dr. Mahmut S. Ersan, an Assistant Research Professor in the School of Sustainable Engineering and the Built Environment at Arizona State University.<sup>4</sup>

*“De Nora is committed to contributing concretely to achieving the Sustainable Development Goals defined in the United Nations 2030 Agenda. While looking for partners, we seek like-minded organizations that are driving change. Aclarity embodies that notion, and their PFAS destruction technology is an exciting development in the fight against PFAS.”*

- De Nora Water Technologies General Manager Daryl Weatherup<sup>5</sup>

<sup>2</sup> <https://www.aclaritywater.com/aclarity-destroys-pfas-chemicals-forever-full-scale-pilot/>

<sup>3</sup> Ibid.

<sup>4</sup> <https://www.prnewswire.com/news-releases/aclarity-destroys-pfas-chemicals-forever-in-full-scale-pilot-301718219.html>

<sup>5</sup> <https://denora.com/media/press-release/2022/De-Nora-and-Aclarity-Sign-Agreement-to-Deploy-PFAS-Destroying-Technology.html>

### ***Building Strong Partnerships to Support Evolving Market Needs***

Aclarity’s customer-oriented approach goes beyond its broad experience and industry-leading capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting customers’ paths toward ensuring effective PFAS treatment at critical water facilities.

*“The company’s solutions can continuously destroy PFAS at a pace that matches the client’s purification train with the ability to destroy low-volume streams and treat up to millions of gallons daily.”*

**- Maksym Beznosiuk  
Best Practices Analyst**

For instance, in 2022, Aclarity partnered with De Nora, an Italian-based company specializing in electrochemistry, to deploy PFAS-destroying technology in groundwater worldwide.<sup>6</sup> As part of this cooperation, the companies “agreed to pilot water treatment applications with concentration and destruction steps for PFAS and other contaminants in groundwater, where 98% of the Earth’s available freshwater can be found.”<sup>7</sup>

Also, in January 2023, the company partnered with Xylem, a leading water technology company, to conduct a pilot to destroy PFAS Chemicals.<sup>8</sup> As part of this pilot, Xylem deployed Aclarity’s PFAS treatment solutions to continuously destroy PFAS chemicals in landfill leachate at a centralized waste treatment facility. In this regard, the company’s equipment constantly operated for a month utilizing minimal energy amounting to less than 50 Watt-hr/gallon.

Frost & Sullivan feels that Aclarity properly demonstrates that PFAS treatment solutions have enormous potential to play a leading role in treating drinking and wastewater in North America. The company’s activities focus on filling market gaps and addressing challenges enabling users to achieve cost savings and PFAS eradication at customers’ facilities. This approach will help the company to drive its next growth phase by excelling in 2023 with an increased customer base, capturing market share and sustaining its leadership in the coming years.

### ***Offering Versatile Customer Support***

Aclarity provides its diverse clientele (e.g., water facilities in North America) with comprehensive resources on its website, including white papers, product documentation, case studies,



<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> <https://www.aclaritywater.com/aclarity-destroys-pfas-chemicals-forever-full-scale-pilot/>

and key consumer information. These resources help users to obtain current data on essential advantages and features (e.g., PFAS destruction) of its PFAS treatment solutions.

The company works closely with users during the pre- and post-purchase journey, offering versatile support to implement its PFAS treatment solutions effectively and optimize usage. Aclarity's dedicated team of experts has hands-on technical expertise in PFAS treatment and supports users via email, phone, and on-site presence.

The Aclarity staff meets with clients to assess their needs and requirements. At this stage, it discusses leveraging its PFAS treatment solutions to better support customers per their industry needs. Post-deployment, Aclarity provides quick follow-up support, ensuring clients leverage the advantages of its PFAS treatment solutions and regular support.

The company's industry-leading PFAS treatment solutions and unmatched customer support empower user understanding of PFAS treatment's critical role in ensuring environmental protection and overall human well-being.

## Conclusion

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Aclarity leads the market by providing per- and poly-fluoroalkyl substances (PFAS) treatment solutions that enable waste treatment facilities and landfill operators to eliminate PFAS while effectively and safely treating wastewater. Specifically, the company's industry-leading solutions allow customers to destroy PFAS contaminants, ammonia, and biochemical oxygen demand by breaking bonds and producing harmless by-products, including carbon dioxide and fluoride ions. Also, the company works closely with the client during the pre-and post-purchase journey, providing versatile support to leverage its PFAS treatment solutions effectively and achieve optimal usage.

For its strong overall performance, Aclarity is recognized with Frost & Sullivan's 2023 North American Company of the Year Award in the per- and poly-fluoroalkyl substances treatment industry.

## What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



## About Frost & Sullivan

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## The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

