

ceocfointerviews.com All rights reserved! Issue: September 4, 2017



Smart Water Management System for Resolving Standing Water, Drainage and Groundwater Problems, Recharging groundwater, Foundation Problems and Flooding, Stabilizing Soil



Frank Muller
Chief Executive Officer

Exiterra www.exiterra.com

Contact: Frank Muller 248-268-2336 frank.muller@exiterra.com

Interview conducted by: Lynn Fosse, Senior Editor CEOCFO Magazine "They had realized that EGRP was not just a great product, it was a meaningful product."- Frank Muller

CEOCFO: Mr. Muller, what is the vision behind ExIterra?

Mr. Muller: We have a very long term vision. Exlterra believes that the growth of our civilization puts a great pressure on our environment, causing many imbalances. Many of the systems used today to address environmental issues operate in ways that are unsustainable or result in unnecessary costs. At Exlterra, we invent better ways to combat major challenges affecting our environment and civilization. Our disruptive technologies will generate significant economic, environmental and social value.

CEOCFO: With most of the solutions today, do people not recognize they are inefficient? Why has that long range view which you understand not been fostered so far?

Mr. Muller: At Exiterra, we have a unique way to analyze each challenge and a unique way to address it. We believe that in order to call your product a solution, you have to solve the problem without creating another one as a result. The EGRP is a great example: by enabling storm water to move back into the ground without energy or maintenance, we solve a huge environmental problem. Other techniques trying to compete with us either need maintenance or displace the problem to another location, those are moving the problem, not solving it.

CEOCFO: What have you come up with at ExIterra?

Mr. Muller: One of our first invention is called EGRP, which stands for Energy-passive Groundwater Recharge Product. It is a next generation groundwater management system planted into the ground. The EGRP has three major benefits: it promotes water infiltration, it can redirect subsurface water and it stabilizes soil. The EGRP is being used worldwide in a variety of applications such as: sports and recreation fields, airports, around residential and commercial buildings. And then there's the bigger picture for EGRP: Let's take India for example, where we have just installed our first EGRP system. In order to feed over one billion people, the agricultural industry pumps a significant amount of its irrigation water from the ground, slowly depleting the shallow reserves. EGRP, by directly replenishing the groundwater can help the farmers across the country.

CEOCFO: How does the system work?

Mr. Muller: The system operates in synergy with its surrounding environment. It is installed underground with an ultralight drilling rig. While we don't disclose the key elements of its principle of operation, I can say that an EGRP system evenly distributes moisture through the soil. As a result, where an EGRP system is installed, water will infiltrate faster into the ground and it will maintain a better level of moisture during dry season.