



**TSX-V: FMS**  
**OTCQX: FCSMF**  
**FSE: FKC**

**52 WEEK HI-LOW:**  
\$1.78-\$0.46

**SHARES:**  
83,831,175

**MARKET CAP:**  
\$60.4M

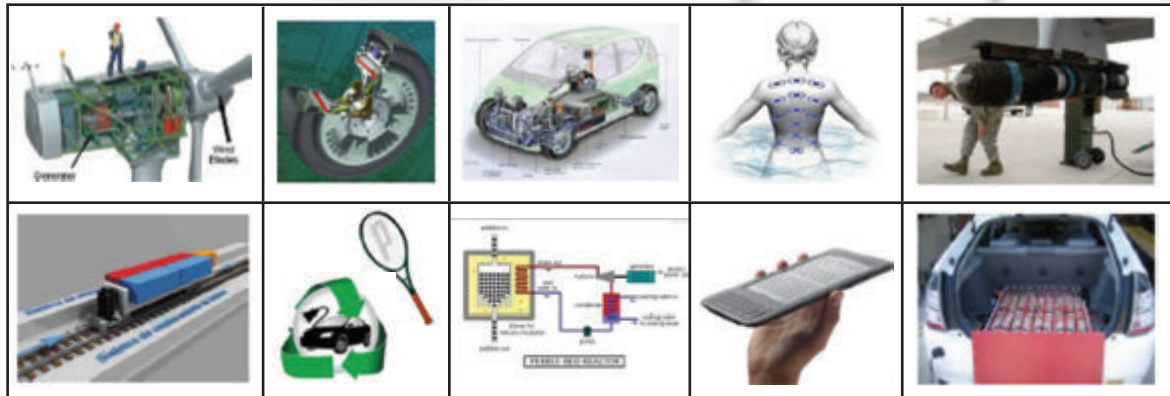
## MANAGEMENT

**Gary Economo**  
CEO & President

**Judith Mazvihwa-  
Maclean, CFO**

**Tony Brisson**  
VP of Exploration

**Focus Metals** isn't your traditional mineral explorer. We are a developer, a technology solutions supplier and business innovator. As a technology solutions supplier, our flagship NI 43-101 compliant Lac Knife deposit holds the best technology-grade graphite in the world. Focus Metals is developing its own new, environmentally friendly technologies for graphite production and Grafoid Inc., our privately-held joint venture, plans to become a global supplier of mass produced, economically scalable graphene for all applications. As a business innovator, Focus Metals finds itself in the unique and enviable position of developing two technology-based discovery and development properties in Quebec. As Focus Metals embarks on an acquisition trail, it intends to lead market development. To us, being our own best customer for graphite means assuming a leading role in the coming graphene revolution.



## 10 Reasons to Own Focus Metals:

1. The company has two properties each containing a strategically important mineral – graphite and neodymium – needed for green initiatives, and; European and U.S. national and industrial security
2. The Lac Knife graphite deposit has a proven history – and is moving towards development.
3. The Kwyjibo REE property has a strategic partner in the government of Quebec.
4. Market applications favour the company – green technology initiatives and new demand.
5. Supply conditions favour the company. China controls the global market in graphite and REEs.
6. The numbers tell the story – Electric and hybrid vehicles, for example, require 10-30 lbs. of upgraded graphite.
7. Strategic implications will dictate future development. The U.S. and Europe are vulnerable to graphite and neodymium shortages.
8. Graphene - the “new silicon” provides limitless commercial opportunities through Focus Metals’ investment in Grafoid Inc.
9. Graphene will change the way we live, work and communicate with each other in the future.
10. Focus Metals is positioned perfectly - the right people, the right setting, the right strategic partners, and the right minerals.

## Lac Knife Graphite Deposit

The Lac Knife graphite deposit is located on the Labrador border, south of Fermont, Quebec. It contains a NI 43-101 compliant resource of some 8 million tons grading 16% graphite, making it the highest grade graphite resource in the world. The deposit absorbed 7,600 metres of historic exploration drilling that defined mineralization over 600 metres of strike, that averaged 20 metres in width, and remains open in all directions and at depth.

An expanded drilling program is planned for 2012 to further define and expand the graphite resource. The area hosts excellent infrastructure, with cheap Quebec electric grid power, and nearby access to road, rail and port facilities. Lac Knife is also close to Fermont, Wabush, and Labrador City which serve as bases for three iron ore mines in the area, one being the largest open pit mine in North America. Lac Knife is currently at the pre-development stage but Focus plans to fast track development and commence annualized production of 20,000 tonnes of 95% graphite in 2013, and commission a secondary enrichment and refining facility capable of producing an additional 3,000 tonnes per year of 99.9% graphite in 2014.

### BOARD OF DIRECTORS:

Jeffrey York  
Gary Economo  
Francis Pomerleau  
Marco Gagnon  
Chester Burt

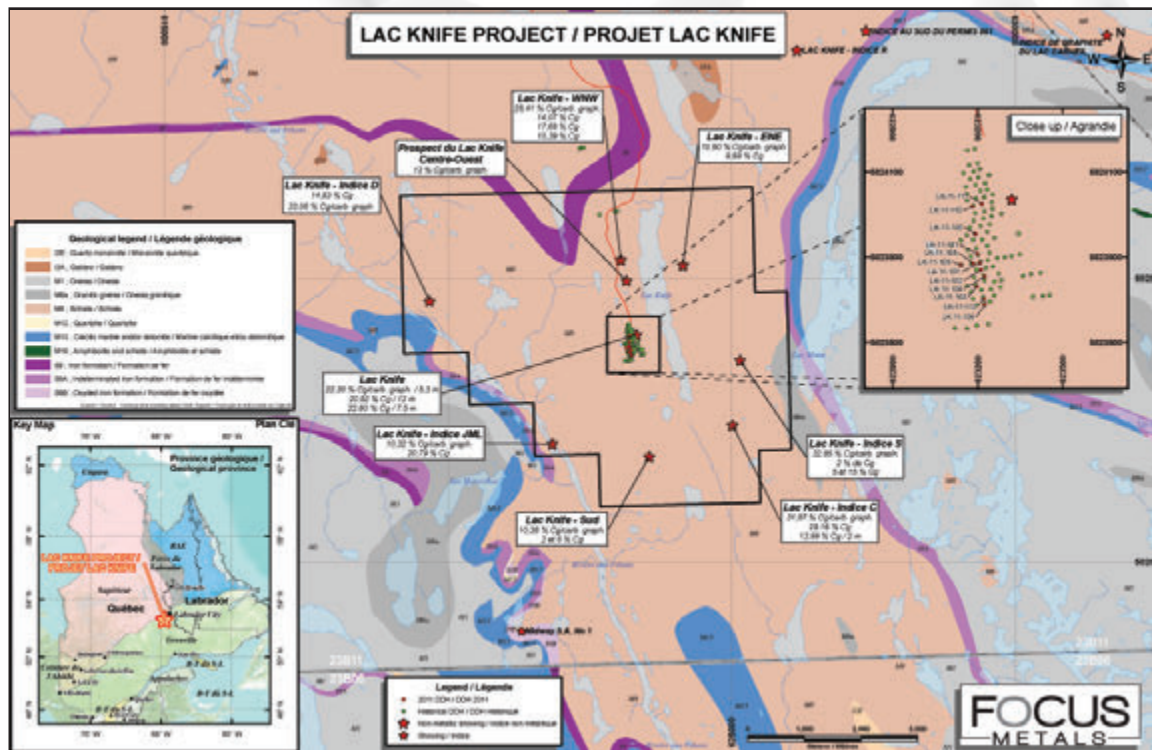
### HEAD OFFICE:

31st Floor,  
1155 Rene-Levesque  
Blvd, West  
Montreal, Quebec  
H3B 3S6 Canada

### ADMIN OFFICE:

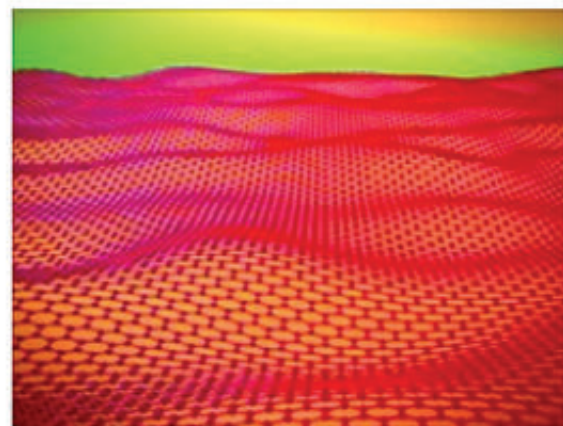
912-130 Albert Street  
Ottawa, Ontario  
K1P 5G4 Canada

TEL: 613-691-1091 ext 101  
FAX: 613-241-8632



### Graphene and Grafoid Inc.

Graphene, extracted from graphite, is the only two-dimensional natural crystal known to science. It is also the strongest substance occurring in nature. At one atom thick, graphene's honeycomb lattice structure makes it 200 times stronger than steel. It is transparent, flexible and more conductive than copper. Its emergence as the "new silicon" will revolutionize communications, computing speeds, the internet, and ultimately; change the way we work, live and play in the future. Focus Metals' participation through Grafoid Inc. at the graphene investment, development and patenting levels primes the company - and its shareholders - to reap the rewards from emerging applications. In late 2011, Grafoid announced its development partnership with Rutgers University's school of advanced polymer research and development, Rutgers AMIPP, using graphene extracted from Lac Knife's high-grade, high purity ore. According to the renowned research scientist Dr. Gordon Chiu, Grafoid's Vice President and Chief Scientist, the quality of the graphite source - which Focus Metals holds in abundance - directly affects the quality and performance state of graphene.



Courtesy BBC