



Road technology.
National impact.

A SOLUTION THAT LASTS BEYOND **A SINGLE** **BUDGET CYCLE**

**For leaders focused not on another season
of repairs, but on decades of performance.**

This brochure shows how longer-lasting road solutions
can reduce recurring repairs, free up public funds, and
lay the groundwork for national development.



WHY THIS BROCHURE IS WORTH YOUR TIME

PUBLIC FUNDS SHOULD SUPPORT NATIONAL DEVELOPMENT



When roads need repair again after
just 1–3 years, a country loses more
than money. It loses the opportunity
to build what comes next.

YOUR EXPERIENCE AND AUTHORITY CAN CREATE THE FOUNDATION FOR CHANGE



You understand the road sector from the
inside. If you want to make a meaningful
contribution to its development, this
brochure shows a path forward.

A SOLUTION MUST FIT THE REALITIES OF THE INDUSTRY



This is not experimentation; it is the
deployment of proven processes and
solutions from laboratory testing and asphalt
production to site implementation and quality
control.

Reliable roads are not an expense. ”
“ **They are a national infrastructure asset.**

→ For road industry leaders who **think long term.**

YOU HAVE EXPERIENCE, REPUTATION, AND INFLUENCE. YOU ARE LOOKING FOR A PROJECT WORTHY OF YOUR TRACK RECORD

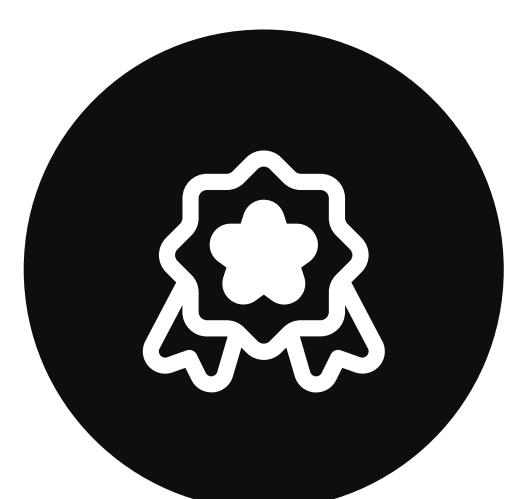
You understand how your country's road sector works.
You see its challenges and are not willing to accept them as the norm.
But you may not yet have the right tool to make a real impact.

Many leaders who have held senior public-sector roles
in road infrastructure face the same situation:



EXTENSIVE EXPERIENCE DOES NOT ALWAYS TRANSLATE INTO A MEANINGFUL MODERN PROJECT

You understand the system. What is often missing is a strong international project where that experience can be applied at real scale.



AFTER A STRONG CAREER, THE RIGHT ROLE MAY STILL BE MISSING

You are not looking to become just a “local representative” or take on an operational role with no strategic influence, promoting products that create no systemic impact. Yet the market often offers roles that do not reflect your real potential.



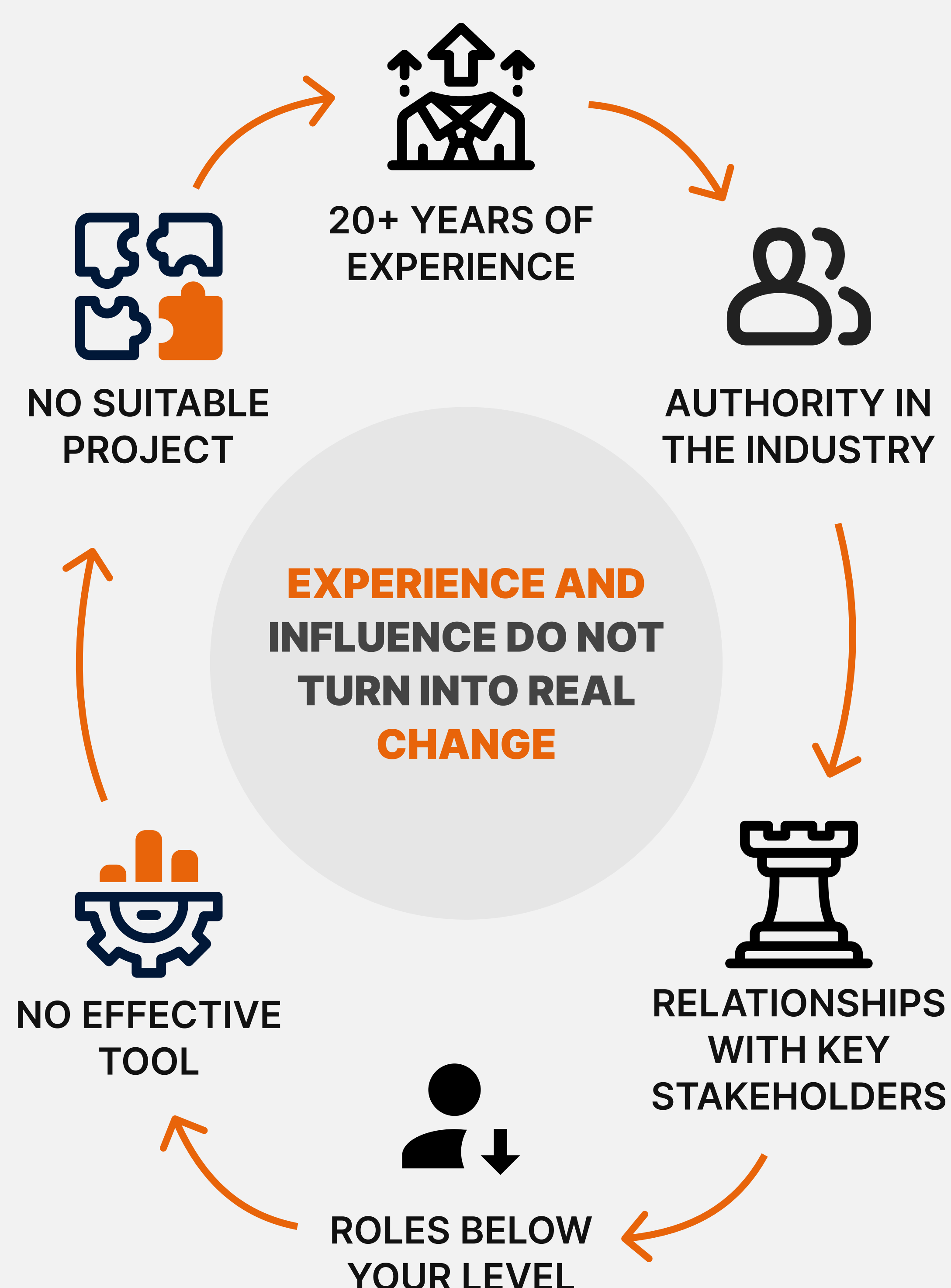
YOU SEE SYSTEMIC PROBLEMS IN THE INDUSTRY, BUT RARELY HAVE THE TOOLS TO ADDRESS THEM IN PRACTICE

You understand exactly:

- why roads deteriorate too quickly
- where the system remains stuck in old patterns
- why budgets are spent on recurring repairs

But you may not yet have an effective tool to change the situation in practice.

THE UNRESOLVED GAP:



WHAT IS LOST IF NOTHING CHANGES:



40–60%*
of public funds go
to recurring repairs



1–2 YEARS
average pavement
service life in many
regions



**HIGHER
ACCIDENT RISK**
caused by damaged
pavement and rutting



**MISSED
OPPORTUNITIES**
for the economy,
logistics, and national
development

*Based on World Bank and OECD
studies on developing countries.



WE HAVE AN EFFECTIVE SOLUTION. SCALING IT REQUIRES A LEADER OF YOUR CALIBER.

Veleton is not a traditional product supplier.
We do not follow a “sell and walk away” model.

Our model is built around
system-level implementation.

WHAT THIS MEANS IN PRACTICE:



PROVEN TECHNOLOGY
→ 20+ years of focused
work in one industry



MEASURABLE ENGINEERING IMPACT
→ +60–80% improvement in
strength characteristics
→ 4–6x higher rutting resistance

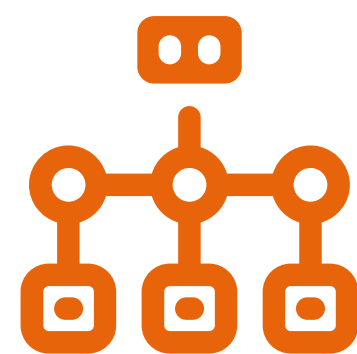


**PROVEN PERFORMANCE
IN REAL-WORLD CONDITIONS**
→ defect-free, stable pavement performance
for at least 3–4x longer



**IMPLEMENTATION AS A SYSTEM,
NOT JUST A PRODUCT**
→ full cycle: laboratory →
production → project site → ongoing
support → repeatable results

WE ARE LOOKING FOR A NATIONAL-LEVEL STRATEGIC PARTNER WHO:



understands the industry’s
challenges **systemically**



has the authority
to support meaningful change



is ready to **invest**
their influence, experience,
and time in market development



is interested
in building a project
commensurate with their
experience and influence

This brochure is about applying decades of experience and
influence through a solution that can genuinely change outcomes.

➔ **BUT FIRST, LET’S LOOK AT THE PROBLEM
WE CAN SOLVE TOGETHER.**

WE ARE AN EXPERIENCED PROFESSIONAL TEAM. AND WE ARE LOOKING FOR A PARTNER OF YOUR CALIBER.



VELETON is an experienced professional team with more than 20 years in the road sector.

Each key member of our team has been with the company for 10 years or more.

This means:

- ✓ deep understanding of the technology
- ✓ consistency of approach
- ✓ accumulated experience
- ✓ the ability to deliver results



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Shapes Veleton's strategic direction and leads the development of the partnership model.

Keeps the focus on systemic technology implementation, not one-time product sales.



Sergey Parfenov
CHIEF TECHNOLOGIST

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Leads technical expertise, solution quality, and the practical implementation of materials in the road sector.

Helps translate engineering impact into measurable results.



STRATEGIC PARTNER

A LEADER HELPING BUILD DURABLE
ROADS IN THEIR COUNTRY

- ✓ Led national-level public infrastructure projects
- ✓ 20+ years of experience in the road sector
- ✓ Authority among key decision-makers
- ✓ Looking for a project with a meaningful mission



YOUR ROLE:

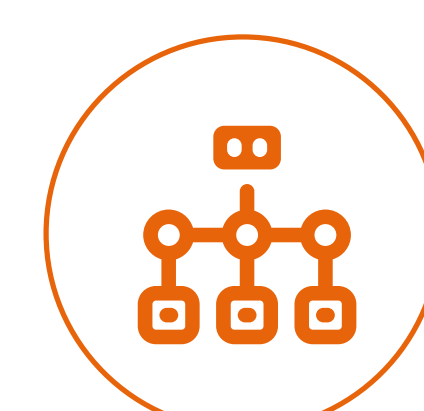
- Lead market entry
- Help bring the technology into the system
- Co-shape industry development



**This is an invitation to
join us as a partner.**

**You do not work for us.
We work together.**

YOUR MOTIVATION:



Visionary:

to realize your potential and create a lasting impact on your country's infrastructure development



Reputational:

to become a strategic driver of change at the national level

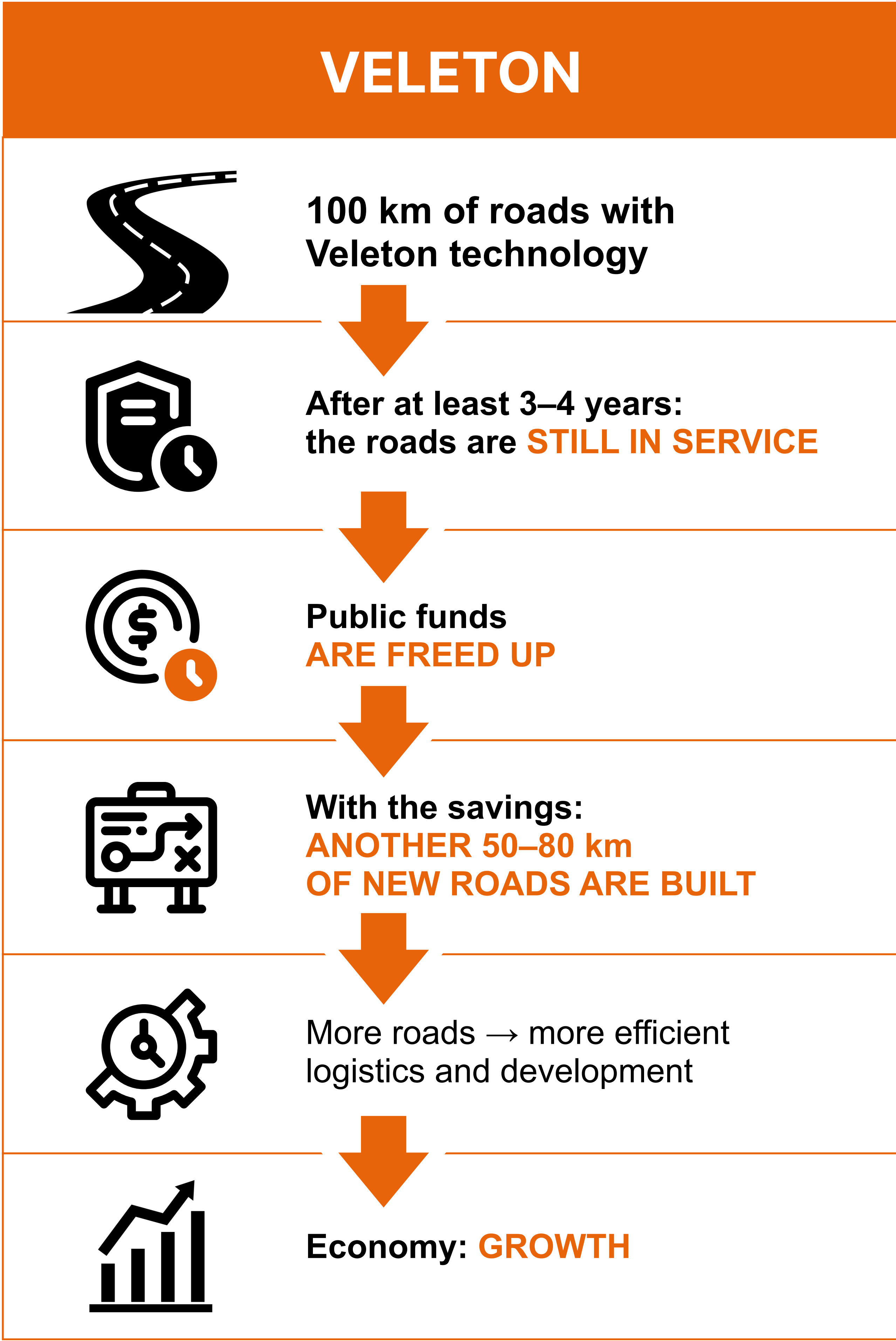
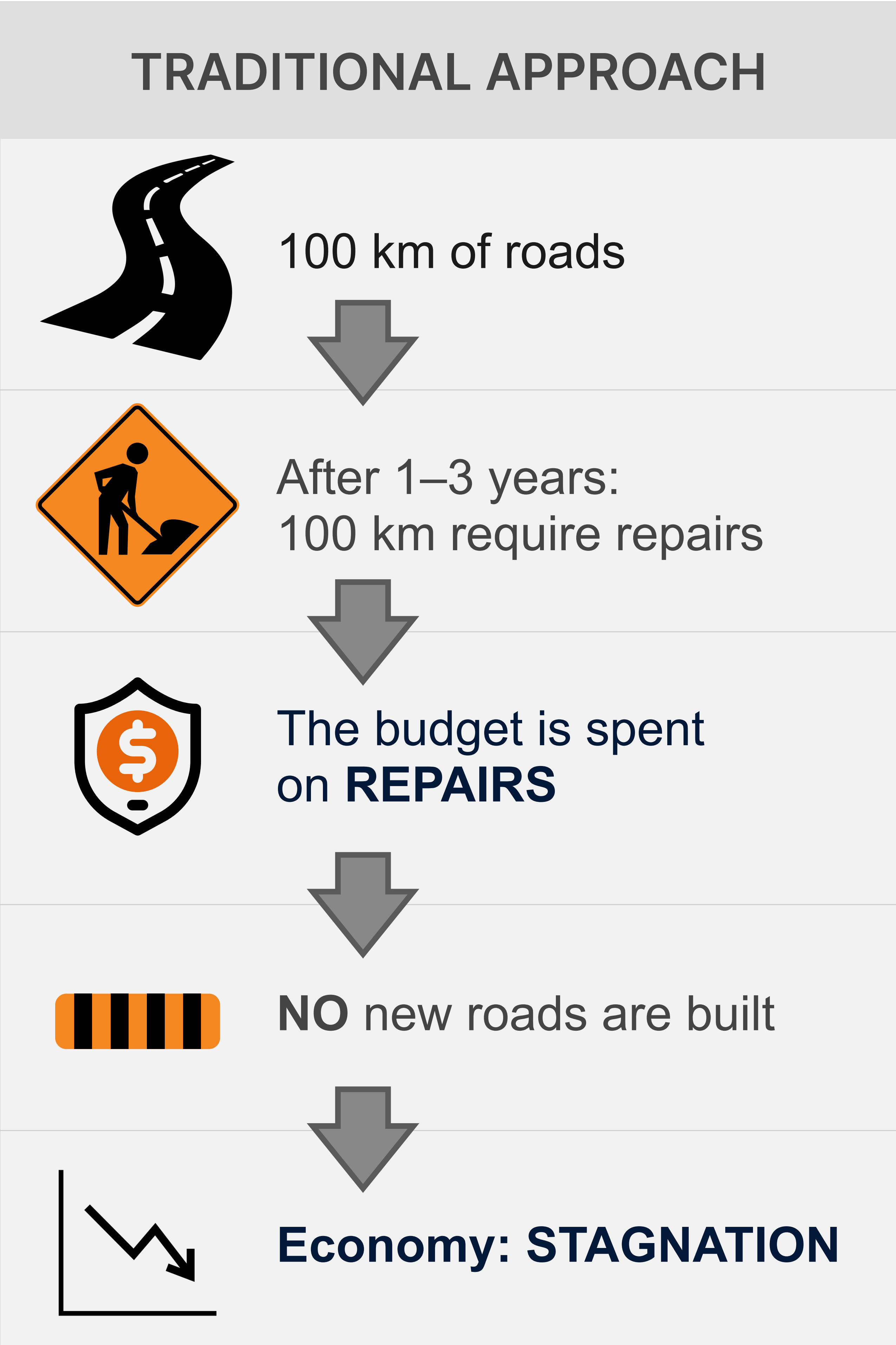


Economic:

to create value for the industry and build your own growing asset.

THE IMPACT OF SCALE

How durable roads free up public funds and unlock infrastructure development



WHAT CHANGES FOR THE COUNTRY:

When a country stops spending its budget on repeated repairs of the same road sections, it gains the ability to:



Build more
new roads



Accelerate
economic development



Attract investment
into the country



**YOUR ROLE AS A PARTNER IS TO HELP LAUNCH
AND DEVELOP THIS CYCLE IN YOUR COUNTRY.**

OUR MISSION IS TO CHANGE HOW ROAD DURABILITY IS APPROACHED **IN EVERY REGION**



VELETON MISSION

To provide every developing country with **a tool for improving road durability, budget efficiency,** and economic growth through technological excellence and strong strategic partnerships.



VISION

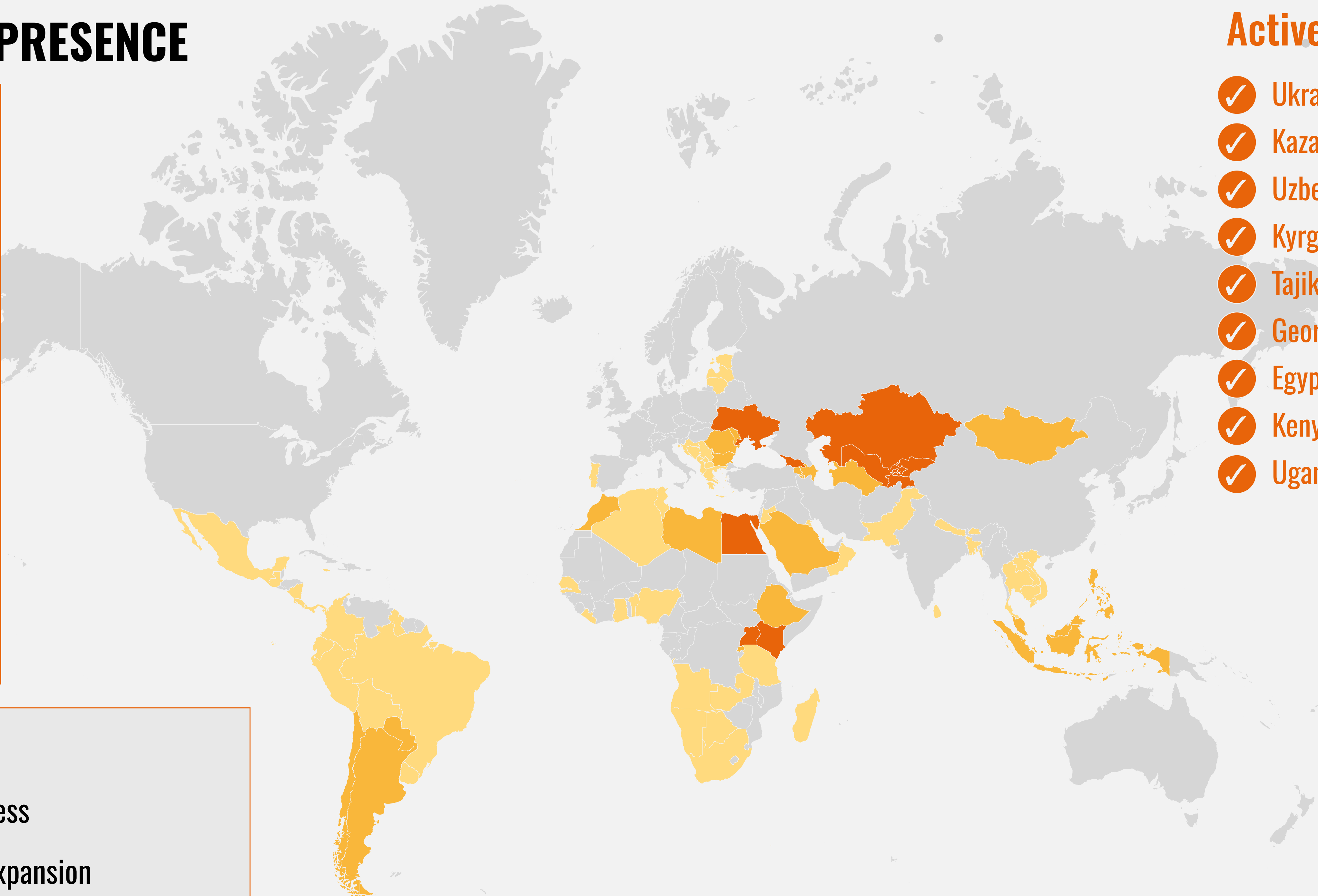
We envision a world where public budgets are no longer consumed by endless repairs, **but invested in durable solutions that open new investment opportunities and support sustainable economic growth and quality of life.**

VELETON GLOBAL PRESENCE

90
COUNTRIES

our goal –
durable roads in
every developing
country worldwide

- Active markets
- Market entry in progress
- Priority markets for expansion



Active markets:

- ✓ Ukraine
- ✓ Kazakhstan
- ✓ Uzbekistan
- ✓ Kyrgyzstan
- ✓ Tajikistan
- ✓ Georgia
- ✓ Egypt
- ✓ Kenya
- ✓ Uganda

Selected Veleton technical case studies

GEORGIA

Tbilisi, Avlabari Square

A high-traffic intersection with surface temperatures reaching up to +65°C in summer.

Veleton™ PKM dry process technology was applied at the JEO GROUP asphalt plant.

Results:

- Rut depth at a surface temperature of +65°C: **1.5 mm**, with a maximum allowable limit of 3 mm (20,000 passes)
- Shear strength increased by **60–70%**
- **4 years in service with no defects**, confirmed by specialists from the Municipal Laboratory

KAZAKHSTAN

The left lane serves as a heavy-truck braking zone before a traffic signal. Before the additive was used, milling and resurfacing were required at **least twice a year**.

Veleton™ PKM additive was applied using the dry process for the lower layer (A-40) and upper SMA-20 layer.

Results:

- Rut depth measured by the Hamburg Wheel Tracking Test: **0.89–1.52 mm**, with a maximum allowable limit of 3 mm (20,000 passes)
- Shear strength increased by **70–90%**
- No milling and resurfacing have been required for **more than two years**



Each of these regions represents a **successful partnership story**. In each country, we have a leader of your caliber who:

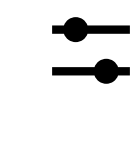
- guided the technology through the approval process
- supported its implementation
- is scaling its application nationwide

**YOUR COUNTRY
COULD BE NEXT.**

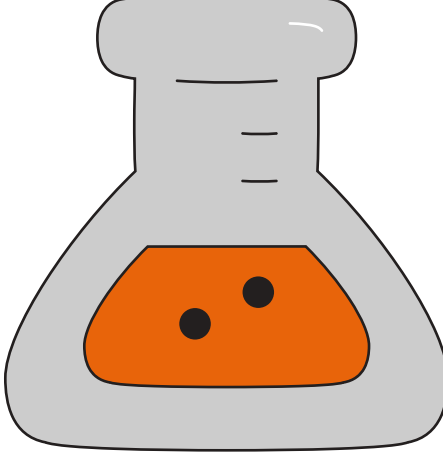
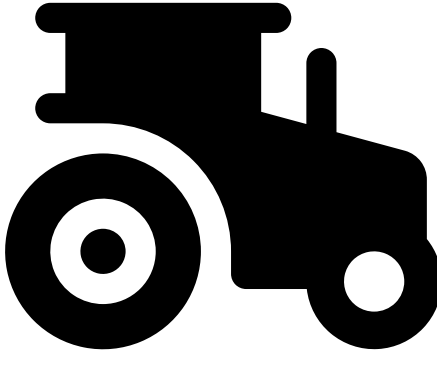
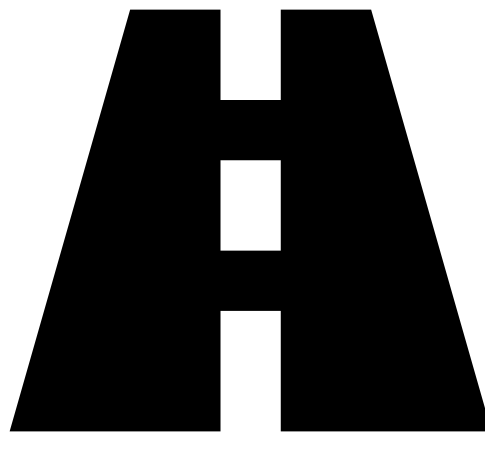


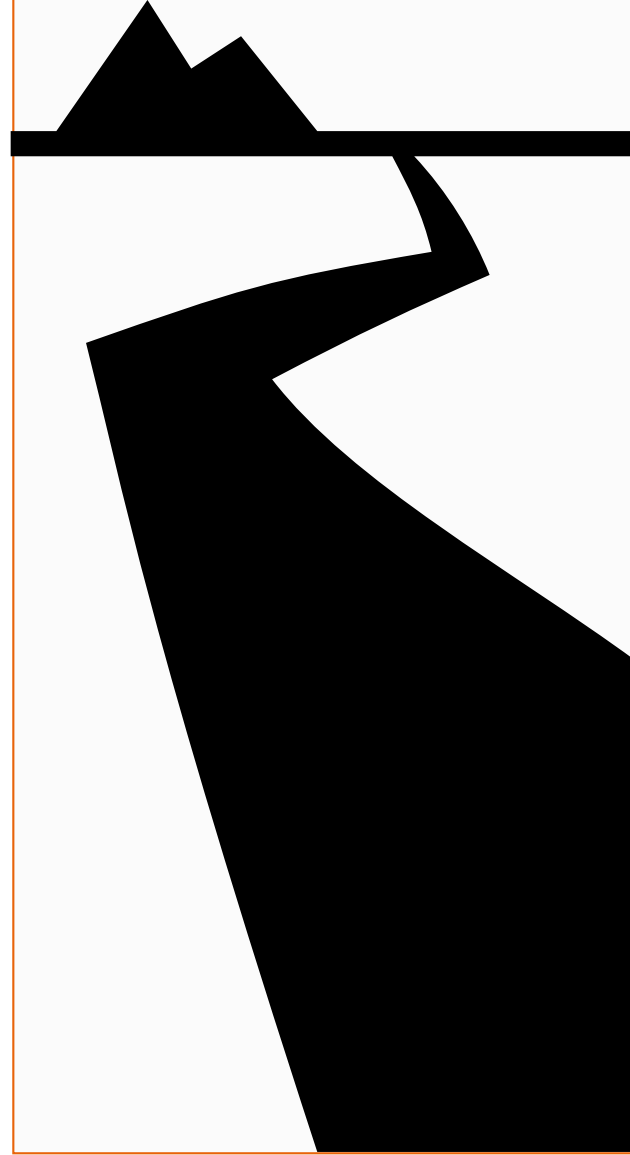
WE DO NOT WORK LIKE AN ADDITIVE SUPPLIER. WE STAY INVOLVED AT EVERY STAGE.

COMPARING THE APPROACHES

TYPICAL SUPPLIER	VELETON APPROACH
 Sells an additive	 Implements a system
 Walks away after the sale	 Supports the process until results are achieved
 One point of contact	 Participates at every stage
 No adaptation	 Accounts for local conditions
 Formal approach	 Ongoing technical support

STAGES OF VELETON TECHNOLOGY IMPLEMENTATION

1. ANALYSIS	2. LABORATORY TESTING	3. PRODUCTION TRIALS	4. ON-SITE PAVING	5. IN-SERVICE MONITORING
 • Assessment of local asphalt binder • Climate analysis • Assessment of traffic loads and site-specific inputs Veleton is actively involved	 • Mix design selection • Sample testing • Test reports and protocols Veleton is actively involved	 • Production trial at the asphalt plant • Equipment setup • Mix control Veleton is actively involved	 • Paving support • Technology compliance control • Documentation Veleton is actively involved	 • Pavement monitoring • Results assessment • Final evaluation Veleton is actively involved

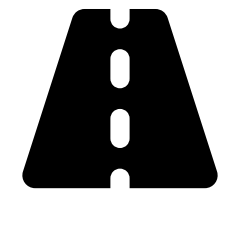
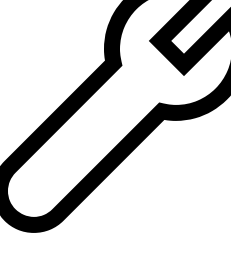
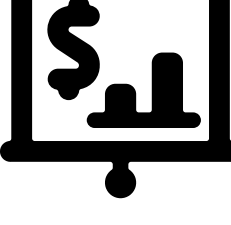


A typical supplier sells an additive and walks away.

Veleton stays involved with the public authority and contractor at every stage — from initial analysis to verified road performance, and beyond.

This means:

-  for the government: confidence in the result
-  for the contractor: ongoing technical support
-  for you as a partner: confidence and a strong position

VELETON IN NUMBERS:		
	20+	years of work with a single focus
	4	Active presence on 4 continents
	1000+	km of roads annually
	3-4x	longer pavement service life
	2-3x	more efficient budget use

TECHNICAL SOLUTIONS

Scientifically validated. Predictable. Economically efficient.



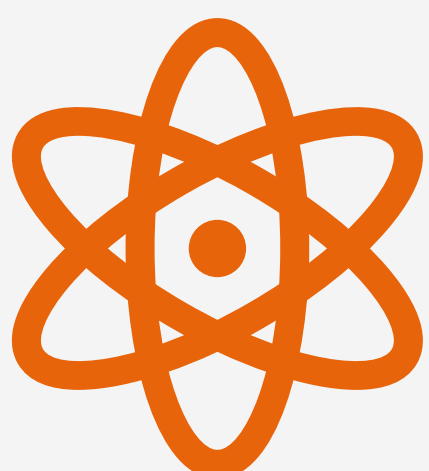
**Veleton technology is not a hypothesis.
It is a solution validated by research, national
institutes, and years of real-world operation.**



INTERNATIONAL SCIENTIFIC VALIDATION

1

**Frontiers
in Materials (2021)**



Enhanced Dry Process:
significant improvement
in asphalt concrete
performance.

2

**ScienceDirect
(2023)**



dry process: simplicity,
flexibility, low energy
consumption, and low
environmental impact.

3

**ResearchGate
(2024)**



after 7 years of service, no
defects were recorded; the dry
process was recognized as a
reliable alternative.

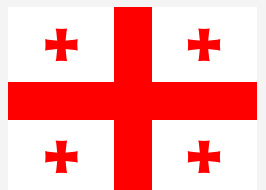
VERIFICATION BY NATIONAL INSTITUTES

**UKRAINE**

- National Transport University (NTU)
- State Enterprise “Dorcenter”
- National Association of Road Builders of Ukraine (NADU)

**KAZAKHSTAN**

- KazDorNII JSC
- RSE “NCKDA”

**GEORGIA**

- Tbilisi Municipal Laboratory
- Central Road Laboratory

**UZBEKISTAN**

- AYITI — Automobile and Road Research Institute
- National road laboratories

PREDICTABLE TECHNOLOGY PERFORMANCE

Theory vs. experiment: number of cycles to failure

MIX / ADDITIVE	THEORY (CYCLES)	EXPERIMENT (CYCLES)	DEVIATION
B-20-6.0% (base mix)	413	478	13.7%
Additive 2.2 kg/t	3 843	4 438	15.4%
Additive 2.5 kg/t	6 379	7 368	15.5%

 A deviation of only 13–15% confirms that pavement durability can be mathematically **predicted as early as the design stage.**

Source: NTU, Department of Road Construction Materials, 2022.



THREE KEY PRINCIPLES:



SCIENTIFIC
VALIDATION



ECONOMIC
EFFICIENCY



PREDICTABLE
RESULTS

EFFECT OF ADDITIVE DOSAGE

	WITHOUT POLYMER	2.2 KG/T	2.5 KG/T
Compressive strength R20, MPa	2.6	5.2	6.1
Compressive strength R50, MPa	1.24	2.05	2.4
Rut depth after 20,000 passes	7.5–8 mm	2–2.5 mm	1.2–1.5 mm



**RUT DEPTH
IS REDUCED
BY 3–6X**
compared with
a conventional mix.

Source: Stolichny Asphalt Plant, Protocol No. 310, Ukraine, 2021.

THREE COUNTRIES — ONE CONSISTENT PATTERN

COUNTRY / INSTITUTE	RUT DEPTH WITH PKM ADDITIVE	REGULATORY REQUIREMENT
Kazakhstan / KazDorNII, NCKDA	0.89–1.52 mm	no more than 3 mm
Georgia / Tbilisi Municipal Laboratory	1.3–1.5 mm	no more than 3 mm
Ukraine / SE “Dorcenter”, NTU	average 1.3 mm	no more than 3 mm



In all three countries, results with the Veleton PKM additive showed rut depths 2–3 times lower than regulatory requirements for polymer-modified asphalt concrete.

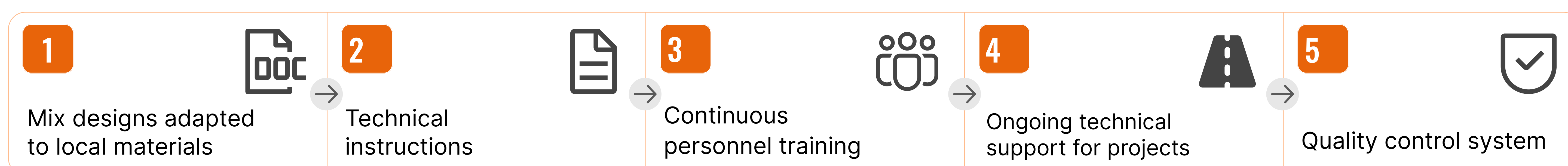
ECONOMICS OF USING THE VELETON PKM POLYMER ADDITIVE*

+10-15% increase in finished mix cost	3–4x increase in pavement service life	50-70% public-sector budget losses avoided over 10 years	2–3x increase in public investment efficiency
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*Based on real-world Veleton projects in multiple countries and detailed calculations available at calculator.veleton.tech

\$4,500,000 - 5,600,000
average budget savings over 10
years per 10 km of pavement

TURNKEY TECHNOLOGY: WHAT THE COUNTRY RECEIVES



“

For a strategic partner, this means entering high-level discussions with more than promises: verified data, international validation, and a quantified case for improving the use of public funds.

”





Durable roads. A stronger country.

TIME TO SHIFT FROM RECURRING REPAIRS TO PROVEN, **EFFECTIVE** **SOLUTIONS**

Veleton offers a **structured path toward durable infrastructure, more efficient use of public funds, and national development through the systematic implementation of proven solutions for the road sector.**

“
**Reliable roads
are not an expense.
They are a national
infrastructure asset.**”



READY TO DISCUSS A PARTNERSHIP?

If you are interested in implementing solutions proven through years of practice — solutions that can change how road infrastructure is developed in your country — the Veleton team is ready for a conversation.

CONTACTS



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**VELETON — solutions engineered
for long-term performance.**

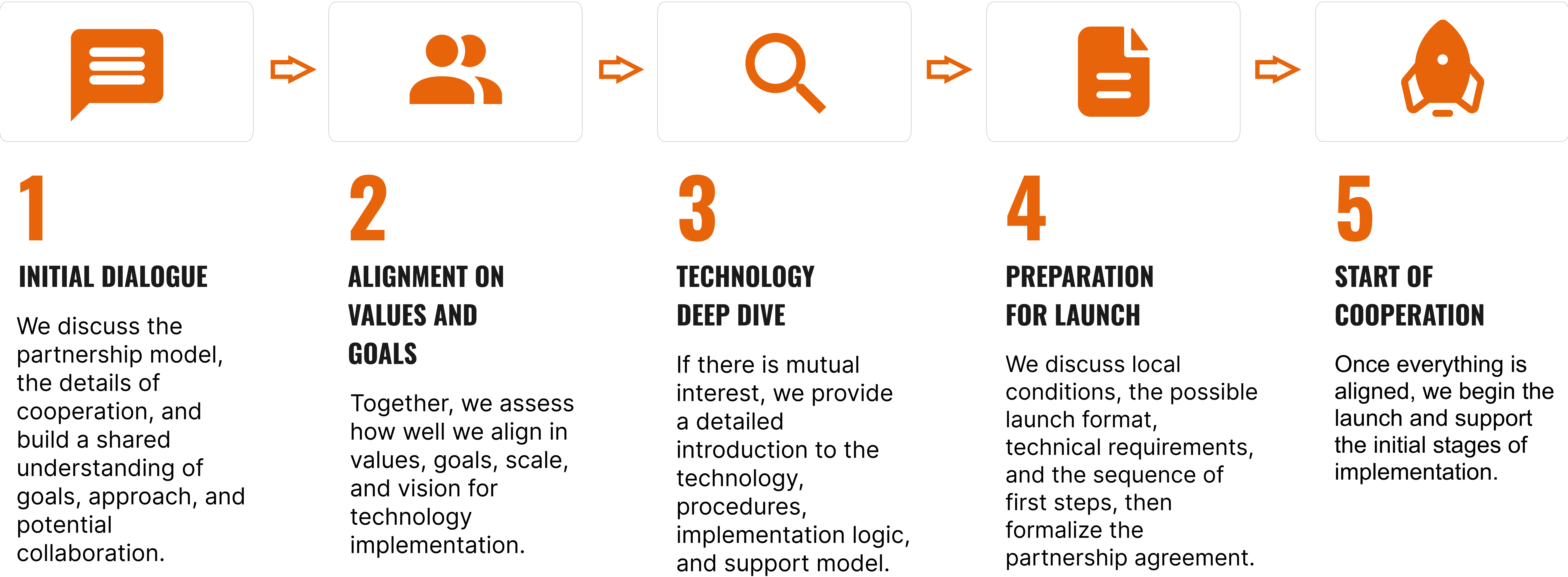
NEXT STEP

HOW WE MOVE FORWARD

If you see potential in partnering with Veleton, the next stage is a **clear, structured process** designed to help us understand how well we align in values, objectives, and scale.



THE PROCESS FOR MOVING FORWARD:



READY TO DISCUSS THE NEXT STEP?

Contact us to begin a dialogue around a shared path toward more efficient road infrastructure development in your country.



VELETON — a systematic approach to road durability, built to deliver long-term results.



Durable roads.
A stronger country.

VELETON — SOLUTIONS ENGINEERED FOR LONG-TERM PERFORMANCE.



 veleton.tech

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