

# Interview: GeoMegA's rare earth separation process and resource update catalyst for shareholder revelry



March 2, 2014 – Simon Britt, CEO of GeoMegA Resources ('Geomega', TSXV: GMA), a rare earth exploration company speaks to Tracy Weslosky, Editor-in-Chief and Publisher for

InvestorIntel about its 100% owned Montviel Rare Earths elements/niobium project in Quebec. Tracy mentions GeoMegA's 280% share price increase since the start of the year; she asks Simon what it is that the GeoMegA is about the [rare earth processing](#) as a potential catalyst for this uptick. Simone said that after two and a half years of R&D, in "...the last day eight months, we have developed a process, which enhances the physical capabilities of the rare earth ion lanthanide separation and we were very successful in mid-January when we disclosed it. We tagged along a partner out of Germany this September and the team has been on a mission to succeed."

Tracy asks about the separation and Simon explains that the focus is on europium, terbium and lanthanum, pointing out that "...lanthanum and ytterbium are very far apart, while europium is in the middle." Tracy comments that Geomega's trading volume has gone "through the roof" and Simon explains that, starting in January, GeoMegA has received very good press both at the local and international levels. Again, inspired by the new separation technology's potential. Adding that the more 'resource' based aspects of GeoMegA's operation as presented in the two news releases after the announcement of the

successful separation process have also contributed to the positive response from the market.

GeoMegA has continued the short 2,000 meters drilling program and gotten significant results, "mainly two excellent holes, which are enriched with dysprosium and also carries a significant amount of neodymium. The key here was to see if, at the production stage, we could enhance the dysprosium volume per year to something close to 10:1 neodymium/dysprosium split for the magnetic market," which is a very important target market for GeoMegA.

As for the surge of analyst 'buy' recommendations, Simon says that these have been almost entirely related to the separation technology, the foundation of which is rather simple. "Rare earth ions move a different speed and we focus on that differentiation to create separation". That separation is known as "free-flow electrophoresis" (FFE), which has been around for about 60 years, and used in Germany in the 1960's to separate proteins, cells or organelles. It was not used to this extent before and its main benefit is that separation is achieved in a liquid, which delivers a higher recovery rate than more traditional solid based methods.

In conclusion, Simon comments that GeoMegA expects to deliver more good news this year, updated resource estimates, PEA focused on concentrate base case, and the separation technology will allow the company to start generating revenue, maybe as early as next year. Ultimately, "the competitive advantage is the separation", because that's what makes China competitive.

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