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**Kinetica Signs Memorandum of Understanding  
with Shanghai Lead Dynamic Engineering in China**

**Shanghai, China – November 9, 2015**

Kinetica and Shanghai Lead Dynamic Engineering have signed a Memorandum of Understanding to actively promote and expand the Chinese market of the VCD technology for high-rise buildings over the next three years.

Kinetica, a Toronto-based company which markets the ground-breaking VCD technology that was invented at the University of Toronto to protect high-rise buildings from both wind and earthquake loading is expanding its market into the world's largest high-rise markets in Asia.

Shanghai Lead Dynamic Engineering which is headquartered in Shanghai, China, is a joint venture between industry leaders Baosteel Eng. and Tech. – the engineering firm of China's largest steel mill Group, Shanghai Xian Dai Architectural Design Group - China's largest building design institute and Nippon Steel and Sumikin Engineering - a world leader in the design and supply of advanced structural technologies. These three partners bring together world-class expertise in engineering, Chinese construction industry, high-rise design, and damper design and supply. Shanghai Lead Dynamic Engineering is the exclusive distributor of the VCD technology in China.

Toronto-based Kinetica is very pleased and excited to work closely with Shanghai Lead Dynamic Engineering over the next three years to actively promote this new technology in China. A very preliminary market study carried out by Lead Dynamic Engineering has revealed that more than 1000 buildings over 150 m high were constructed over the past few years in China with many more expected over the next few years. More than half of the buildings of this height range built in the entire world are located in China, making this the largest potential market for the VCD technology worldwide.

Both partners will collaborate closely in order to gradually penetrate this very large potential market in China, which is estimated to represent sales of more than \$50M annually for the VCD technology.

