Bluejay Mining

Key Dundas development work ticking along with catalysts on the horizon

Bluejay Mining PLC ("JAY") has announced the completion of bulk sample pilot plant processing and further, final samples being sent for incremental customer evaluation. We view this as an important step for both validating the process flow sheet and ultimately securing offtake agreements for the remaining expected output. JAY has agreed a Master Distribution Agreement with a major Asian conglomerate for up to 340ktpa of Dundas' anticipated 440ktpa annual output. We see future technical studies and securing financing (with a global investment bank conditionally appointed as lead arranger) as key catalysts alongside drill-bit success at JV projects. Appointment of Peter Davis as Project Manager for Dundas should accelerate this progress with his decorated CV in delivering feasibility studies and mineral sands experience.

Bulk sample derisks the project technically and could secure remaining offtake

The bulk sample has been successfully processed following restart earlier this year after the plant was placed on care and maintenance in March 2020 following the outbreak of COVID-19. The produced material exceeded expected specifications for commercial production, which could translate into a more saleable product. The final bulk parcels of output from the pilot plant are being distributed, in cooperation with the JAY's distribution partner, a large, longestablished Asian international industrial and trading conglomerate. The material will undergo further magnetic separation, facilitated by JAY's distribution partner to be sampled by key-end customers identified by them. This could consolidate and potentially extend the existing distribution agreement (up to 340ktpa) to cover the entire expected annual output of Dundas ilmenite concentrate (~440ktpa). These steps have derisked the project technically, with the flow sheet validated (and the product specifications even exceeded), and potentially financially should the offtake agreement be extended to cover Dundas' entire output. This in turn should aid project financing discussions also in progress.

Important pieces coming together alongside pre-production works in 2022

Elsewhere JAY has made solid progress on other key aspects of the Dundas Ilmenite Project. A premier European investment bank has been conditionally appointed as lead arranger of the project financing and formation of the lending syndicate, which may include cheap sources of debt from Export Credit Agencies as well as commercial banks and industrial entities. Peter Davis has also been appointed as Project Manager for Dundas. Mr Davis' 45 years of experience, including in minerals sands and titanium dioxide pigment operations with a mining engineering background, should provide a strong platform for JAY to accomplish necessary steps to unlock development. As part of this push, pre-construction works will commence at Dundas in 2022 to prepare for development alongside the project finance syndicate.

Valuation - GBp24/sh target price offers 164% upside

We model a long-term ilmenite price of US\$210/t (FOB) which is more conservative than the PFS input of US\$232/t and current spot at ~US\$360/t. The titanium market still has compelling long-term dynamics and has remained tight despite increases in supply from mines in China and concentrate products from Mozambique. On this basis we reach an NPV8% of US\$305m for Dundas, to which we apply a 0.8x multiple. We then add a further US\$60m for JAY's earlier-stage exploration assets, including a conservative US\$30m for Disko. Adjusting for working capital and G&A, we derive a total Dec'21E risked SOTP of US\$307m (24p/sh).

GICS Sector	Materials
Ticker	LN:JAY
Market cap 6-Dec-21 (£m)	91
Share price 6-Dec-21 (GBp)	9.1
Target price 31-Dec-21 (GBp)	24

164%

Upside from the current share price to our 24p/sh target

340ktpa

Current Master Distribution Agreement of 440ktpa total planned annual output



H&P Advisory Ltd is Corporate Broker to BlueJay Mining Plc. The cost of producing this material has been covered by Bluejay Mining Plc as part of a contractual engagement with H&P; this report should therefore be considered an "acceptable minor nonmonetary benefit" under the MiFID II Directive

Roger Bell

Director, Mining Research

T +44-207-907-8534 E rb@hannam.partners

Jay Ashfield

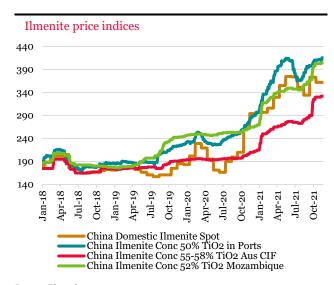
Director, Mining Sales

T +44-207-907-8500 E ja@hannam.partners

H&P Advisory Ltd

2 Park Street, Mayfair London W1K 2HX

Key Charts

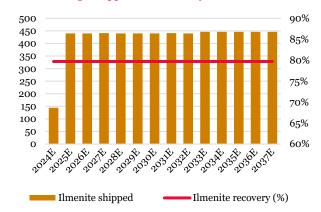


Source: Bloomberg

Ore excavated vs Grade 10 10% 9% ---> to 2048E 8% 6% 6 5% 5 4% 3% 3 2% , 2031E 20291 20331 Ore excavated - assumed LoM extension (Mt, lhs) Ore excavated - PFS Reserves (Mt, lhs) Ilmenite grade (%, rhs)

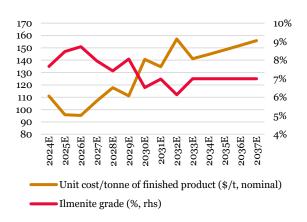
Source: Company reports, H&P estimates.

Ilmenite tonnage shipped and recovery rate



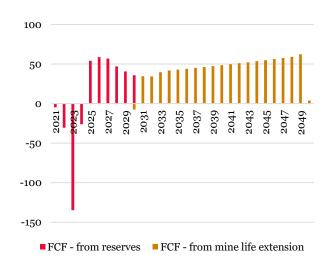
Source: Company reports, H&P estimates.

Unit cost of finished product vs RoM ilmenite grade



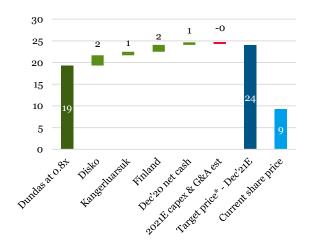
Source: Company reports, H&P estimates.

Dundas FCF (US\$m)



Source: Company reports, H&P estimates.

Price target derivation (GBp per share)



Source: H&P estimates, *PT rounded to nearest 1p.



Disclaimer

This Document has been prepared by H&P Advisory Limited ("H&P"). It is protected by international copyright laws and is for the recipient's use in connection with considering a potential business relationship with H&P only. This Document and any related materials are confidential and may not be distributed or reproduced (in whole or in part) in any form without H&P's prior written permission.

By accepting or accessing this Document or any related materials you agree to be bound by the limitations and conditions set out herein and, in particular, will be taken to have represented, warranted and undertaken that you have read and agree to comply with the contents of this disclaimer including, without limitation, the obligation to keep information contained in this Document and any related materials confidential.

This Document does not represent investment research for the purposes of the rules of the Financial Conduct Authority ("FCA Rules"). To the extent it constitutes a research recommendation, it takes the form of NON-INDEPENDENT research for the purposes of the FCA Rules. As such it constitutes a MARKETING COMMUNICATION, has not been prepared in accordance with legal requirements designed to promote the independence of investment research and is not subject to any prohibition on dealing ahead of dissemination of investment research.

The information contained herein does not constitute an offer or solicitation to sell or acquire any security or fund the acquisition of any security by anyone in any jurisdiction, nor should it be regarded as a contractual document. Under no circumstances should the information provided in this Document or any other written or oral information made available in connection with it be considered as investment advice, or as a sufficient basis on which to make investment decisions. This Document is being provided to you for information purposes only.

The distribution of this Document or any information contained in it and any related materials may be restricted by law in certain jurisdictions, and any person into whose possession this Document or any part of it comes should inform themselves about, and observe, any such restrictions.

The information in this Document does not purport to be comprehensive and has been provided by H&P (and, in certain cases, third party sources) and has not been independently verified. No reliance may be placed for any purposes whatsoever on the information contained in this Document or related materials or in the completeness of such information.

The information set out herein and in any related materials reflects prevailing conditions and our views as at this date and is subject to updating, completion, revision, verification and amendment, and such information may change materially. H&P is under no obligation to provide the recipient with access to any additional information or to update this Document or any related materials or to correct any inaccuracies in it which may become apparent.

Whilst this Document has been prepared in good faith, neither H&P nor any of its group undertakings, nor any of its or their respective directors, members, advisers, representatives, officers, agents, consultants or employees makes, or is authorised to make any representation, warranty or undertaking, express or implied, with respect to the information or opinions contained in it and no responsibility or liability is accepted by any of them as to the accuracy, completeness or reasonableness of such information or opinions or any other written or oral information made available to any party or its advisers. Without prejudice to the foregoing, neither H&P nor any of its group undertakings, nor any of its or their respective directors, members, advisers, representatives, officers, agents, consultants or employees accepts any liability whatsoever for any loss howsoever arising, directly or indirectly, from use of this Document and/or related materials or their contents or otherwise arising in connection therewith. This Document shall not exclude any liability for, or remedy in respect of, fraudulent misrepresentation.

All statements of opinion and/or belief contained in this Document and all views expressed and all projections, forecasts or statements regarding future events or possible future performance represent H&P's own assessment and interpretation of information available to it as at the date of this Document. This Document and any related materials may include certain forward-looking statements, beliefs or opinions. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that any of the results and events contemplated by the forward-looking statements contained in the information can be achieved or will, in fact, occur. No representation is made or any assurance, undertaking or indemnity given to you that such forward-looking statements are correct or that they can be achieved. Past performance cannot be relied on as a guide to future performance.

This Document is directed at persons having professional experience in matters relating to investments to whom Article 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 ("FPO") applies, or high net worth organisations to whom Article 49 of the FPO applies. The investment or investment activity to which this communication relates is available only to such persons and other persons to whom this communication may lawfully be made ("relevant persons") and will be engaged in only with such persons. This Document must not be acted upon or relied upon by persons who are not relevant persons.

This Document is not intended for distribution to, or use by any person or entity in any jurisdiction or country where such distribution or use would be contrary to local law or regulation. In particular, the information contained in this Document is not for publication, release or distribution, and may not be taken or transmitted into: (i) the United States or its territories or possessions, or distributed, directly or indirectly, in the United States, its territories or possessions or to any U.S. person as such term is defined in Regulation S of the Securities Act; or (ii) Australia, Canada, Japan, New Zealand or the Republic of South Africa. Any failure to comply with this restriction may constitute a violation of United States, Canadian, Japanese, New Zealand or South African securities law. Further, the distribution of this document in other jurisdictions may be restricted by law, and persons into whose possession this Document comes are required to inform themselves about, and observe, any such restrictions

H&P may from time to time have a broking, corporate finance advisory or other relationship with a company which is the subject of or referred to in the Document. This Document may contain information obtained from third parties, including ratings from credit ratings agencies such as Standard & Poor's. Reproduction and distribution of third party content in any form is prohibited except with the prior written permission of the related third party. Third party content providers do not guarantee the accuracy, completeness, timeliness or availability of any information, including ratings, and are not responsible for any errors or omission (negligent or otherwise), regardless of the cause, or for the results obtained from the use of such content. Third party content providers give no express or implied warranties, including, but not limited to, any warranties of merchantability or fitness for a particular purpose or use. Third party content providers shall not be liable for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees or losses (including lost income or profits and opportunity costs or losses caused by negligence) in connection with any use of their content including ratings. Credit ratings are statements of opinions and are not statements of fact or recommendations to purchase, hold or sell securities. They do not address the suitability of securities or the suitability of securities for investment purposes, and should not be relied on as investment advice.

In H&P's view this material is considered as "acceptable minor non-monetary benefit" under MiFID II as it is either: (i) "non-substantive short-term market commentary"; and/or (ii) making a brief reference to existing H&P research and, as such, is in-and-of-itself non-substantive; and/or (iii) paid for by a corporate issuer or potential corporate issuer as part of a contractual engagement with H&P.

H&P Advisory Ltd is registered in England No.11120795. Registered Office: 2 Park Street, London W1K 2HX. H&P Advisory Ltd is authorised and regulated by the Financial Conduct Authority (Firm Reference Number 805667).