

ICONIC INSIGHTS

Bonnie Claire funded with \$5.6 million USD

Iconic Minerals Ltd announced December 15th that JV Partner Nevada Lithium Resources acquired a 50% interest in the Bonnie Claire Project in Nevada, by making their final payment of \$2 million USD. The funds are dedicated to completing the development drilling and finalizing a Plan of Operations.

Iconic Minerals Inc. Comparisons...

Bonnie Claire Project, Nevada
 23,100 acres
 Up to 2,550 ppm lithium
 5.37 million tonnes Inferred (LCE)

TLC Lithium Project, Nevada
 8,260 acres
 Up to 2460 ppm lithium
 1.76 million tonnes Inferred (LCE)

Clayton Valley Project, Nevada
 5,430 acres
 Averaging 1,129 ppm lithium
 1.28 million tonnes Indicated (LCE)

PEA Confirms Lithium Resource...



[Watch this Video - Richard Kern](#)

Lithium pricing has launched... economics 101 teaches us the fundamental relationship between Supply & Demand in determining Prices.



Jaime Llinares Taboada, reporting for the *Wall Street Journal* back in September 2021, found forecasting of the commodity lithium to be growing at an average annual rate of 30% from 2021 to 2023. Thus, demand is ahead of supply, globally measured.

Credit Suisse believes tightness in this market is expected to continue, as lithium demand may treble by 2025 from 2020 levels and that lithium supply will be stretched to meet the near term demand. Pricing of lithium is indeed improving.

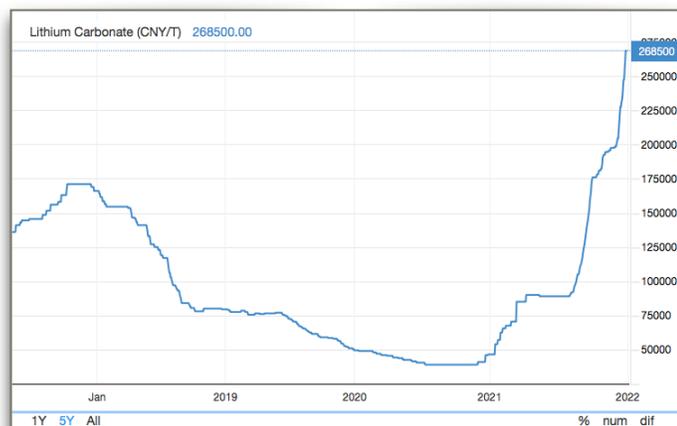
By 2030, global battery demand is expected to increase by 14-fold. *Statista*, the German company specializing in market and consumer data, estimates lithium demand reaching 1.8 million tonnes by 2030.

🇨🇦 TSX : ICM

🇺🇸 OTC : BVTEF

🇩🇪 FSE : YQGB

Planning Nevada Lithium Production





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INSIGHT...

2021 saw a number of milestones achieved. First, finding and funding the Bonnie Claire Project with a JV Partner, as well as completing a Preliminary Economic Assessment (PEA) later in the year, stating the feasibility of Borehole mining Nevada’s sedimentary clay rich in lithium.

So what will 2022 bring to Iconic Minerals?

What is planned, is finding a second JV partnership for the Smith Creek Project, smaller than Bonnie Claire, but none the less, a significant mineable lithium resource, also in Nevada. Again, this strategy mitigates dilution of Iconic’s shareholder equity. Additionally, risk to Iconic’s shareholder is mitigated, in that cash outlay for development is largely carried by the JV Partner on an earn-in basis.



In the Mean Time...

It’s time for Institutions ... marketing is always important, but finding a cost effective means of marketing is never an easy task. Iconic’s investor audience will forever have individual investors, however a much more efficient plan will be to target

larger investors, typically financial firms who look to equity markets for their deployment of capital, seeking returns where they can measure reasonable levels of risk. These firms come with various forms of investment criteria and sizes of capital management. Even though traditional communications will continue, we hope to reach these firms globally by separating ourselves when engaging this particular target.

Some call it Guerrilla Marketing, the act of executing an unusual or unexpected marketing activity in a common, everyday place in order to generate a rush for products or services. The main point of guerrilla marketing is to get Iconic Minerals in front of as many firms as possible in an unexpected way. Guerrilla marketing is a low or sometimes no-cost form of marketing that can reap substantial profits when implemented correctly.