

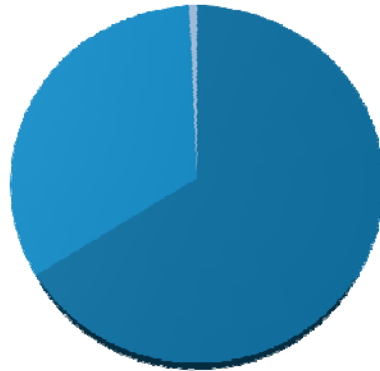


## Our Company

- **Large company, domestic industry**
- **General size – point of difference**
  - 55% world supply of King salmon, 0.5% world farmed salmon



## Salmon Species



- Atlantic salmon
- Other species
- King salmon

## Building Brands

 New Zealand King Salmon



## Building Brands



Pure taste. Pure inspiration.



## Building Brands

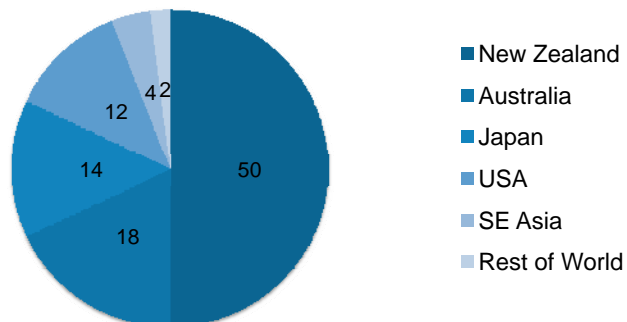


## Building Brands



## Controlling Own Distribution

### Export Markets



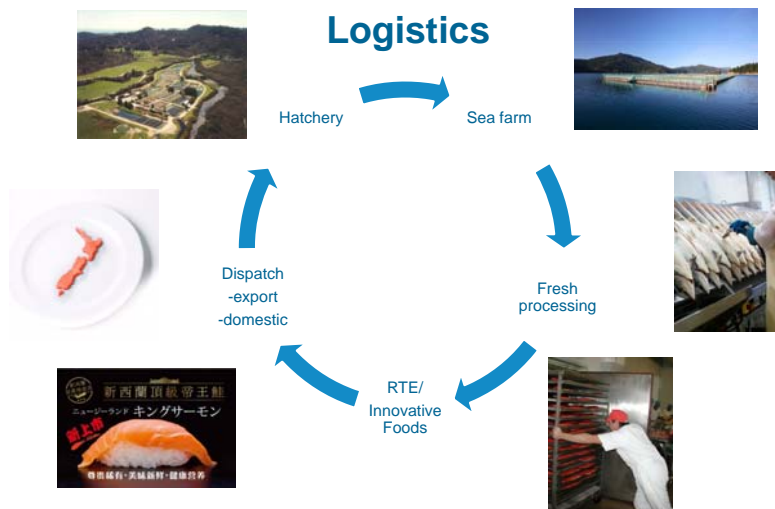
# Controlling Own Distribution

## Supply Chain

- From hatchery to plate
- Traceability
- Value added product
- Year round supply



# Controlling Own Distribution





## Controlling Own Distribution

### Speed of Delivery

- 48 hours to export
- 24 hours to domestic



## R & D

### New Product Development



## R & D

### Breeding



## R & D

### Omega-3 Research

- **Long chain Omega-3s:**
  - help with brain development
  - important heart health benefits
  - may be beneficial for the joints
  - keep immune systems in good shape



## R & D

### Health & Nutrition

- **Nutrigenomics**
- **King salmon:**
  - **high in protein**
  - **contains many vitamins and minerals**



## R & D

Average Nutritional Values per 100g of Fresh Salmon (skin off)

|                               |                    |
|-------------------------------|--------------------|
| Energy                        | 1334kJ             |
| Protein                       | 18.0 g             |
| Fat, total                    | 23.1 g             |
| - saturated                   | 4.9 g              |
| - trans                       | 0.05 g             |
| - polyunsaturated             | 5.2 g              |
| - omega-3                     | 3.1 g              |
| - eicosapentaenoic acid (EPA) | 1.0 g              |
| - docosahexaenoic acid (DHA)  | 1.3 g              |
| - docosapentaenoic acid (DPA) | 0.5 g              |
| - alpha linolenic acid (ALA)  | 0.2 g              |
| - omega-6                     | 2.1 g              |
| - linoleic acid               | 1.7 g              |
| - arachidonic acid            | <0.1 g             |
| - monounsaturated             | 7.7 g              |
| Carbohydrate, total           | <1.0 g             |
| - sugar                       | <1.0 g             |
| Sodium                        | 26 mg              |
| <b>Minerals</b>               |                    |
| Potassium                     | 374 mg             |
| Phosphorus                    | 235 mg             |
| Magnesium                     | 26 mg              |
| Calcium                       | 9.2 mg             |
| Iron                          | 0.2 mg             |
| Selenium                      | 0.2 mg/kg          |
| Iodine                        | 0.05 mg/kg         |
| <b>Vitamins</b>               |                    |
| Vitamin A                     | 0.06 mg (193.5 iu) |
| Vitamin B1 (Thiamin)          | 0.15 mg            |
| Vitamin B2 (Riboflavin)       | 0.10 mg            |
| Vitamin B3 (Niacin)           | 6.79 mg            |
| Vitamin B6                    | 0.47 mg            |





## Sales & Market

- Growth - \$ volume
- Profitability
- Commodity market
  - but Premium product

