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AN OPPORTUNITY TO REVOLUTIONISE THE AQUACULTURE

INDUSTRY WITH A SUSTAINABLE AND RESPONSIBLE APPROACH

OUR VISION

BECOME THE GLOBAL LEADER IN SUSTAINABLE SALMON

Reach a **global market leadership position** by producing, processing and distributing 260,000 tons p.a. globally of the finest, freshest, and healthiest landbased Atlantic salmon grown in local markets for local consumers.

Use superior technology to reduce cost of production and environmental impact compared to traditional unsustainable salmon farming methods.

We will **disrupt and change the salmon farming industry for the better** and bring to the consumer fresher, healthier and more sustainable fish products.

OUR MISSION

A POSITIVE IMPACT FOR OCEANS, SEAFOOD CONSUMERS AND LOCAL COMMUNITIES

Scale up proven land-based **Recirculating Aquaculture System (RAS) technology** through a global network of
Atlantic Salmon land-based farms in major consumption
centres around the world.

Provide seafood consumers with the best quality fish that is free of antibiotics, chemicals, pesticides, hormones, microplastics and mercury.

Address the shortage in world fish supply in the most efficient, responsible and environmentally sustainable manner, causing a positive impact for the world's oceans and for the communities in which we locate and invest.

F THE JOURNEY TO 260,000 TONS

FULL GLOBAL ROLL-OUT OF FACILITES





IMPACT OBJECTIVES OF THE FUNDS

IMPLEMENTATION OF RAS TECHNOLOGY OFFERS INVESTMENTS WITH BOTH HIGH FINANCIAL RETURNS AND SIGNIFICANT ENVIRONMENTAL AND SOCIETAL IMPACTS

Impact Investing ¹



The Fund will aim to meet numerous United Nations Sustainable Development Goals

8F Asset Management and Finance Principles

ENVIRONMENTAL, HUMAN & SOCIAL IMPACT



Life Below Water

Protection of natural resources and marine ecosystems No sea pollution or damage to the oceans Non-depletion of wild fish supplies



Climate Action

Lower carbon footprint due to reduced transportation **Healthier oceans** act as natural climate regulators



Good Health and Well-Being

No antibiotics, no chemicals, no hormones. Fresh, healthy, **fully traceable** source of protein



Zero Hunger

Sustainable food production without causing climate change

Food security for local population



Responsible Consumption and Production

Sustainable and efficient use of natural resources Reduce food waste due to longer shelf life Low usage of feed and water per unit of protein



Clean water and Sanitation

Water recycling technology with 99% reuse Negligible waste water from production process



Industry, Innovation and Infrastructure

Sustainable industry with environmentally sound technology **Contribution to local income** and infrastructure Economic productivity through technological innovation



Decent Work and Economic Growth

Local employment for skilled & low skilled workforce Training, education and local research projects **Decouple economic growth** from environmental degradation

Pure Salmon are Founding Signatories to the WWF Sustainable Blue Economy











Pure Salmon is a certified sustainable supplier by FishChoice and OceanWise





EF FIRST MILESTONES IN PICTURES



