

An aerial photograph of a salmon farming operation in a Norwegian fjord. A red service vessel is in the bottom left, connected by white hoses to a series of circular floating pens that stretch into the water. The fjord is flanked by steep, forested mountains, and the sky is filled with dramatic, dark clouds with a hint of sunset light on the horizon.

MOWI[®]

LEADING THE BLUE
REVOLUTION

Mowi at a glance

One of the world's leading seafood companies
(#4 measured in turnover)

The world's largest producer
of Atlantic salmon, 430,000 MT in 2019e
(~6 million meals per day)

Fully integrated
value chain

Listed on Oslo Stock Exchange
Market cap: EUR ~ 11 billion

HQ in Bergen, Norway

Fully integrated from feed to plate



FEED



EGGS



SMOLT



AT SEA



HARVESTING



PROCESSING



LOGISTICS



PRODUCT

Fully integrated value chain



Feed

Started in Norway in 2014

Scotland commenced operations in 2019

600,000 tonnes⁽¹⁾

EUR 9.6m

110

Farming

Started in Norway in 1964 as Mowi

Norway, Chile, Scotland, Canada, Ireland, Faroe Islands

430,000 tonnes⁽²⁾

EUR 625.2m

4,958

Consumer Products

Operations in 25 countries

Europe, North America, Asia

207,679 tonnes (85% salmon)⁽³⁾

EUR 139.0m

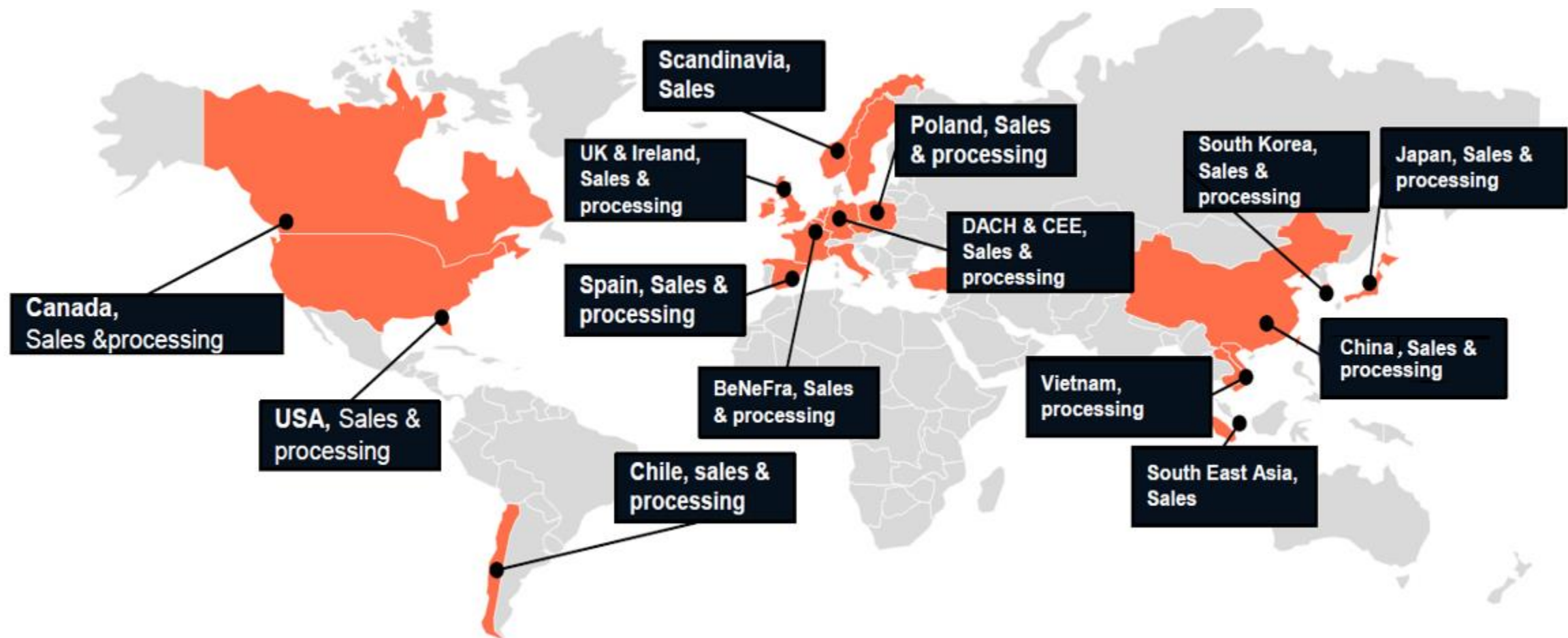
9,407

Mowi – Farming

Canada
Chile
Faroes
Ireland
Scotland
Norway



MOWI VAP processing sales & marketing network



Mowi Norway

- Processing plants
- Headquarter
- Logistics terminal



- Region North T-52 (Jøkelfjord) & N-1115 (Herøy) HOG
- Region Mid ST-400 (Ulvan) & M-394 (Eggesbønes) HOG & fillets
- Region South R-110 (Hjelmeland) HOG & fillets

Key drivers in Mowi products



Taste



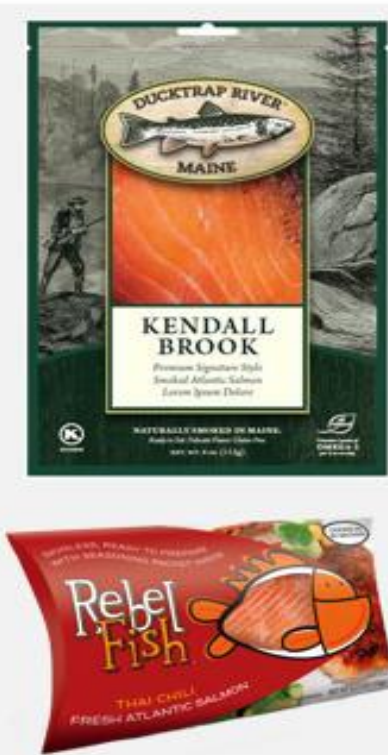
Convenience



Health

Some of our branding initiatives

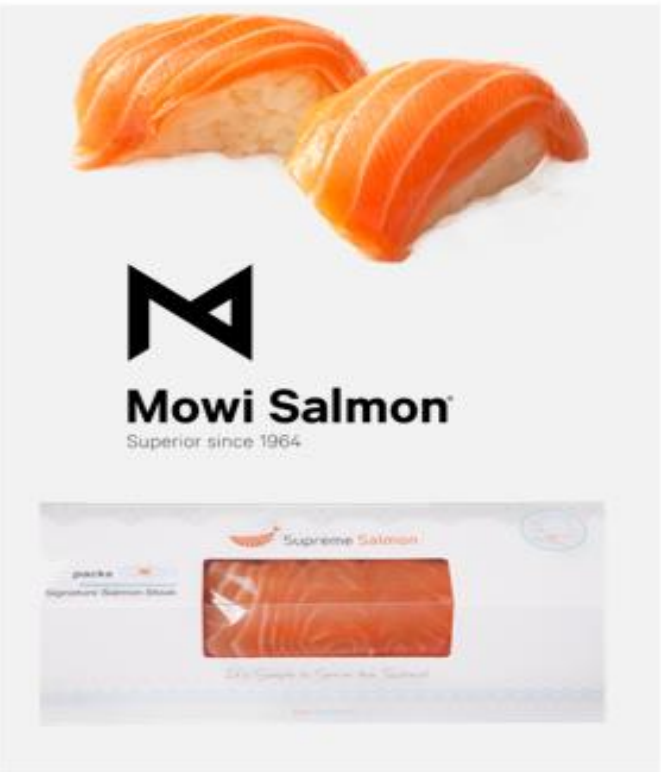
Americas



Europe



Asia



Our concept stores are driving consumer awareness



Mowi China processing & sales strategy

- Mowi Shanghai established in 2010
- 美威® was registered by Mowi in 2010. First salmon brand in China
- Mowi Shanghai processing plant established in 2019.
- 36 employees in shanghai including the factory
- First and only processing plant owned by a global integrated salmon farmer in China
- Efficient processing facility close to the consumer
- Fully certified with a high level of food safety and traceability
- Farm to table solution



Mowi China processing plant



Automatic processing line



Filleting room



Vacuum seal machine



Secondary processing room



Outer packing area



De-scale room

New and modern plant

- Chilled fresh air and ozone air system
生产区域配套全自动**新风和臭氧消毒**系统,
净化级 别可达十万级, 相当于门诊手术室洁净度
- Indoor temperature kept under 15 °C
环境温度可控在**15摄氏度**以下
- Chilled filtered water for processing machines to guarantee center temperature
生产设备用水**2级净化冰水**, 确保产品中心温度
- Stainless steel wall and ceiling (SS304) of top food plant grade
生产区域整体不锈钢面板
- Auto processing line of filleting, pin-bone remover, skinner and film vacuum sealing
先进的进口自动化生产线及设备

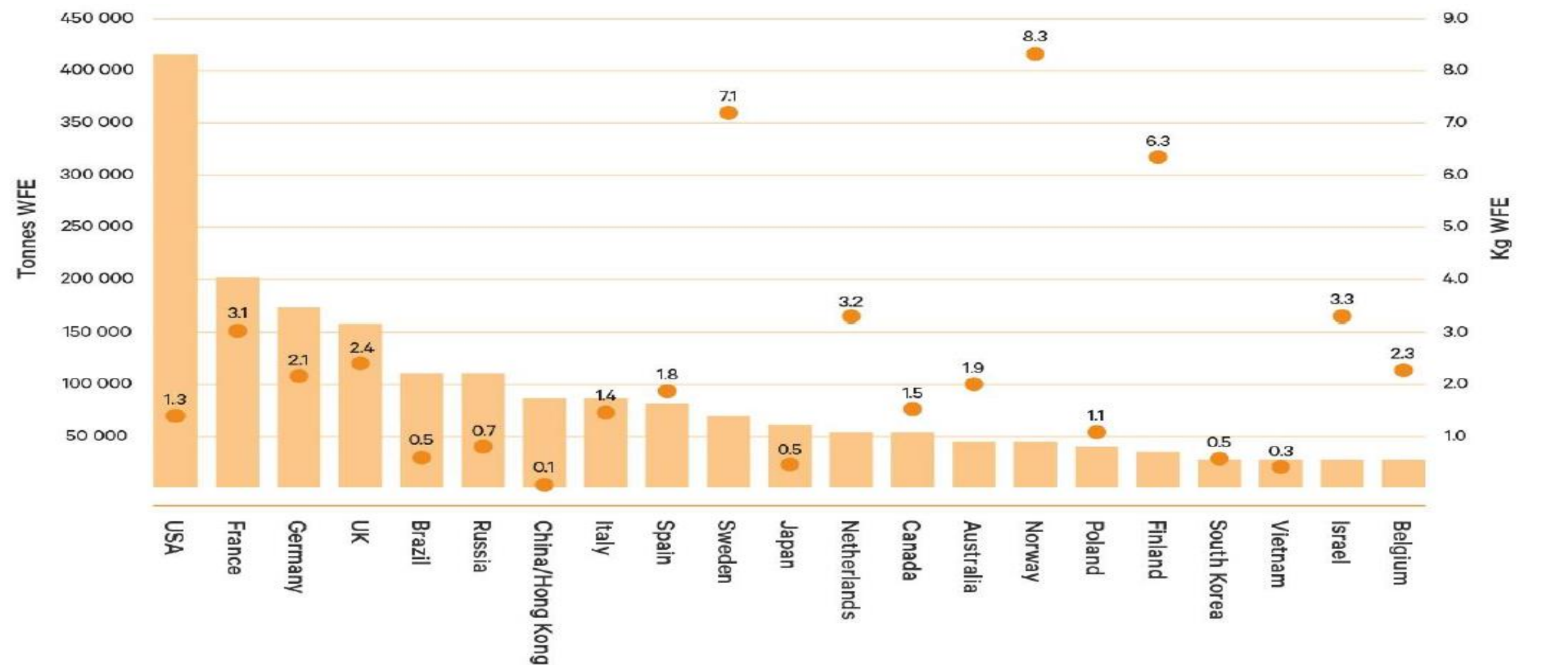


Mowi China processing & sales strategy

- E-commerce and new retail
- Competent team dedicated to product development
- Category management
- Value added products
- Ready to eat and ready to cook products
- Package Innovation
- Fillet products to food service.



Market size and consumption per capita



Thank you

