VISION

① Atlantic Sapphire™ shall be the leading company in developing the next generation of salmon production in the U.S. and Canada.

② Strongly committed to develop and utilize the best technology and knowledge to push the salmon industry in a more sustainable direction.

③ Sustainability remains the core value in all activities.
WHY SHOULD WE EAT SALMON?

Protein in salmon contains all the essential amino acids. Salmon can therefore serve as a sole source of protein.

Salmon is a good source of the long, polyunsaturated fatty acids EPA and DHA. Intake of EPA and DHA is more effective as part of your diet than as a dietary additive.

The major form of vitamin A is retinol. Vitamin A has an important function for the retina of the eye and helps to keep the mucous membrane intact.

Fat-soluble vitamin D improves the uptake of calcium and phosphates in the intestine and also helps regulate the level of calcium in the blood.

Vitamin B12 helps the formation of red blood cells. Too little vitamin B12 can result in a form of anaemia.

Iodine plays a central role in metabolism by regulating important hormones. Fish is an important dietary source of iodine.
Develop a large scale, sustainable land-based aquaculture farm to produce Atlantic salmon.

Based on RAS (Recirculating Aquaculture System) technology.

RAS technology has been proven for 25 years and today, more than 100 farms worldwide use RAS to grow different species.

Funded partially by the Danish company Langsand Laks AS, which is the first commercial Atlantic salmon facility based on re-circulating technology in the world.
Land-based farming provides a cleaner, greener, safer alternative to open-water farms.

RAS systems reuse virtually all of the water initially put into the system, reducing the discharge of waste and the need for antibiotics or chemicals used to combat disease and fish and parasite escapes - all serious concerns associated with ocean aquaculture practices.

Production of land-based farming includes:

1. Hatching Egg/Roe
2. Grow Out
3. Harvest
4. Production i.e. Filet
5. Traceability Measures
Traditionally, salmon has been raised in ocean net-pens. This environment creates the following concerns:

- Diseases
- Parasites or high amounts of salmon lice
- Increased resistance against treatment
- Escapes and interaction with wild stocks
- Labor intensive
- High logistical costs
- Exposure to nature – storms, algae blooms, etc.

Alternatively, land-based salmon farming will eliminate most of these concerns.

Customers will find value in purchasing the sustainable option.
"Times are a-changing. Retail markets and other major buyers are adopting Sustainable Seafood Policies. Innovations are being made in aquaculture technologies, such as closed containment and improvements to feed." - SeaChoice
TIMELINE
WHERE DID IT ALL BEGIN?


Andreassen and Løvik are pioneers in fisheries, sales and R&D of cleaner fish (wrasse). Cleaner fish is an environmental friendly solution of treating parasites in salmon farming.


Andreassen held the CEO role and Løvik the COO role until 2009.

They sold their shares in Villa Organic in 2010.
VILLA ORGANIC

7th largest producer of Atlantic Salmon and largest producer of Organic salmon in Norway.

30 salmon licenses – annual production capacity exceeds 30,000 metric tons.

Operates 15 offshore sites in two counties of Norway.

2010 revenues 525 mNOK (≈95m USD)

2010 EBIT 68 mNOK (≈12m USD)

100 shareholders

Listed on the Oslo OTC-list (VILS.OTC)
THUE HOLM - CEO
• Former Project Coordinator at Billund Aquaculture (2004-2011).

Charles Garcia – CFO
• Consultant in foreign company startups in the U.S.

GEIR INGE RØDSETH – Financial Analyst
• Former CFO of Villa Organic (2006-2009)

Deborah Haust – Permitting and Marketing
• Founder of Seamarket

JOHAN E ANDREASSEN – CHAIRMAN
Founder and former CEO of Villa Organic (1998-2009)

BJØRN-VEGARD LØVIK
Founder and former COO of Villa Organic (1998-2009)
OUR CEO – THUE HOLM

Holm, an environmental biologist is one of world’s leading contributors of the salmon grow out process and has been involved with six international RAS projects sizing 1,000 to 5,000 ton/yr.

Holm developed a new intensive BA Biofilter design. It is a low energy grow out process with fish grading transport systems.

2004-2006, Holm built up Billund Aquaculture Chile with Marcelo Varela. In this period, Holm was in charge of building the biggest RAS Smolt system in the world. Holm and Varela took BA Chile from 2 employees in 2004 to 30 employees by 2006.

2006-2011, Holm was the worldwide project coordinator and part of the top management in Billund Aquaculture. In this period BA built the world’s largest RAS Sturgeon fish farm in Moldova, Chile.

In 2010, he helped build Langsand Laks from scratch. This project received $5.5 million USD in grants.

In 2011, Holm joined the Atlantic Sapphire team to build one of the largest RAS systems for Atlantic salmon in North America.
EUROPEAN FARM – LANG SAND LAKS

Hvide Sande, Denmark

ATLANTIC SAPPHIRE
EUROPEAN FARM – LANG SAND LAKS

Re-developed Eel Farm

Addition - Under Construction
NOW: 2012-2013

Sign option agreements on land in US and Canada.

Complete all permitting required and receive approvals to proceed.

Optimize RAS design by learning off of the Langsand Laks project.

Pre-sell 80% of Atlantic salmon from Langsand Laks to the U.S. market and continue sales with product from Atlantic Sapphire™ in 2015.

Completion of final budget.
Atlantic Sapphire™ is planning to build one 2,500 MT / yr. land-based salmon farm in the U.S.

Following Year 1, Atlantic Sapphire™ is aiming to reach 16,000 MT / yr. within 10 years of production.

Over the last year 2011-2012 we have completed an extensive review process of potential sites across the U.S. (including ME, WV, VA, MD, PA & IN).

We have learned that there are limited potential plant locations that meet our projected demands.

We are in the process of securing the best sites through option agreements with land owners.

As of 2012, site selection is narrowing down with W. Virginia being #1.
SITE SELECTION - VIRGINIA

PROS:
Agricultural Area
Close to markets
Unlimited space for expansion
Low population density - rare on the U.S. east coast
Low cost of construction
Low labor cost
Low prices of power
USDA eligible financing
Good possibilities of alternative energies resources
Warm climate

CONS:
Permitting
Highly educated staff may be more reluctant to live near site
If salmon is produced in the mid-Atlantic area, 150 million people can be reached within 12 hours of shipment.
MARKETING
Atlantic Sapphire™ is a protected trade name in all major salmon markets including U.S. and EU.

We aim to build this brand to be well recognized as the sustainable alternative to conventional net pen raised salmon.

Atlantic Sapphire™ will consider the opportunity for franchise.
Atlantic Sapphire™, U.S. produced Atlantic salmon offered at a premium price.

HEALTHY, SUSTAINABLE AND TASTY

- Lowest ecological impact
- Full traceability
- Low Carbon footprints
- No GMO
- No hormones
- No pesticides
- No medicines
- Good texture
- Excellent taste

Atlantic Sapphire™, U.S. produced Atlantic salmon offered at a premium price.
PREMIUM PRICING? NO PROBLEM.

Quality and Taste – First and Foremost.

Intentions to do a “Salma” inspired loin product.

Work with retailers to ensure customer satisfaction in the marketplace.

Eco-labeling and certification approvals that are well known by customers i.e. ASC / WFM Quality Standards/ Seafood Watch.
HIG HLIG HTS

Increasing market focus on traceability and sustainability.

Significant first mover advantage.

World class management team.

Premium products with demonstrated high pricing potential.

American brand: Atlantic Sapphire™.

Preferred production method by NGOs.

Fit to compete with conventional farmed salmon.

Scalable concept.
THANK YOU

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