

ALL HANDS ON DECK

Conference



Western Europe Program Update & Outlook

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Presented by mk²



WEU Market Update

- Trade climate impacted as discussions with the USA about solving the dispute are ongoing
- France plays an important role in the negotiations and tends towards a stricter position
- Belgium is involved as home to the EU Commission while the country itself is not as active

- France is experiencing domestic political challenges and uncertainties in recent weeks / months
- President Marcon has lost a lot of his standing and power within the country and population
- National instability affects political decisions and slows the overall performance of the market

- Assessments predict that the GDP of France has already dropped 0.2% in scope of the situation
- Impacts the consumption climate and private household spending and thereby the F&B market
- So far, French partners do not report challenges for their business but important to monitor

- Comes at an unfortunate time and adds to the overall uncertainty in the region



Program Achievements

Marketing Activity
Highlights 2024 / 2025



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In-Store Retail Activation

ASMI continued its cooperation with Labeyrie / Delpierre
Labeyrie for smoked salmon (50% share / 20% wild)
Delpierre for whitefish - pollock and Pacific cod
Promotions between February and May 2025
In partnership with largest French retailer Carrefour
Strong focus on origin visibility at the point of sale
Display of Alaska messaging and imagery
Combination of samplings, sticker labelling and coupons



- Sticker labelled packages in 360 supermarkets in France
- 90 days of product samplings in urban flagship stores
- Sales uplift during campaign of 16% (also through coupons)
- Sales worth \$ 374,000 resulting from invest of \$ 48,000



Picard Alaska Campaign

Work with largest freezer center in the WEU markets

Picard operates 1,100 stores across the two countries

Company has been key partner for ASMI for several years

Carry three AK items under their home-brand permanently

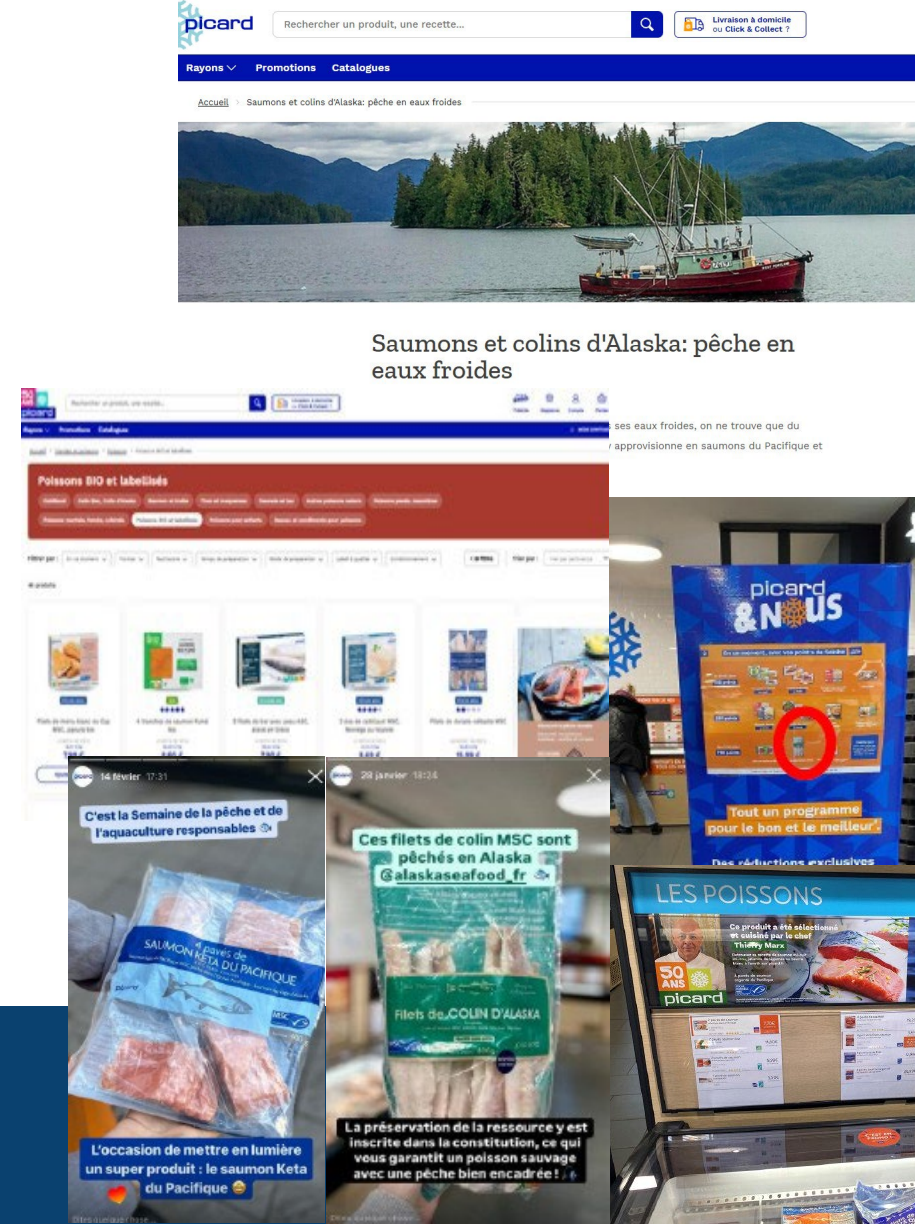
Pollock filets, Keta salmon filet, Coho salmon filet portions

Alaska image video through Picard & Vous customer mailing

Broadcasted on in-store screens in January 2025 (4x per hour)

New recipes for all products shared online (app, web, SoMe)

- Estimated reach of around 11 million shoppers
- Distribution to 2.6 million subscribers of Picard
- 1 Product as part of the loyalty program
- Sales of close to \$ 720,000 / invest of \$ 28,000



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Premium Surimi Advertisement

- Partnering with Vici as top trader in the region
- Focus on premium / gourmet surimi sticks
- Campaign was all about educating shoppers
- Landing page was created with detailed information
- Combination of online banners and influencers
- Online features to highlight culinary attributes
- Core message: premium product - premium raw material
- Strong focus on Alaska origin as proof for quality

- Online ads running for four weeks in Belgium
- 7,631,791 impressions through banners & SoMe
- 31,912 packs of labelled surimi sold during promo
- \$ 112,169 in sales from investing \$ 30,000



Plans & Dreams

Possibilities resulting from additional funding



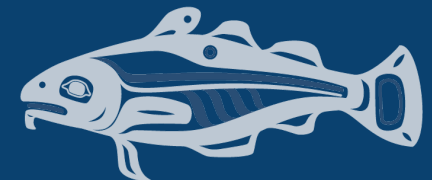
Flatfish Program

- ❖ Especially France is strong market
- ❖ YSF is established but underrated
- ❖ Continuous lack in origin recognition
- ❖ Low willingness to promote
- ❖ Limited presence of product / species
- ❖ Market controlled by few key players
- ❖ Potential to grow in volume and value



Why more funding?

- ❖ Consolidation requires higher invest
- ❖ High expectations from local players
- ❖ Salmon, Pollock, Cod cannot fall short
- ❖ Kick-off campaigns always expensive
- ❖ Establish long-term cooperation
- ❖ RAPP already allows for more
- ❖ Closer partnership with WASA



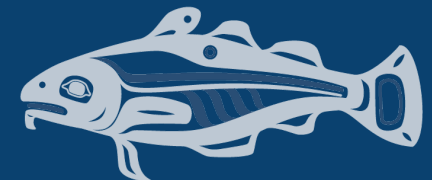
HRI Sales Education

- ❖ Market with potential for growth
- ❖ Key species lack in traceability
- ❖ Limited knowledge among staff
- ❖ Work with the ones selling AK
- ❖ Motivate independent promotion
- ❖ Increase level of commitment
- ❖ Build bonds with origin Alaska



Why more funding?

- ❖ Best achieved through experience
- ❖ Personal interaction always required
- ❖ Past examples have shown costs
- ❖ Enables ASMI to address new partners
- ❖ Mostly cooperations with high demands
- ❖ Follow-up investments make sense
- ❖ So far, only around 10% of funding



What's Up in Western EU

Upcoming Events



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Future WEU Events

Sysco Alaska Visit 2026

- Bringing team of sales managers to Alaska to experience different fisheries
- Example for mentioned HRI education in order to push AK in the sector
- Organize five days of plant and fishery visits as well as industry meetings
- Educate about Alaska, present all its species, encourage to increase work with AK

SIPRHO Exhibition 2026

- The event takes place from February 9th to 11th in Montpellier, France
- New trade show for ASMI focusing on HRI companies in Western EU region
- Platform for tourism (restaurants and hotels) as well as the catering industry
- Rather small show meant for independent operations sourcing within Europe

Tavola Belgium 2026

- Exhibition runs annually and next edition takes place from March 15th to 17th, 2026
- Focus lays on premium and upscale food traders and independent retail and wholesale
- Platform to get in touch with smaller, local operations looking for gourmet products



Western Europe

Thank You for Your Attention

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