CEU PROGRAM

ALL HANDS MEETING

2022
Market Overview

Economy Update

- High inflation, a potential recession and political disturbances are dominant topics
  8.5% (GER) / 16.5% (PL) / 10% (AT) / 15% (CZ) / 3% (CH)
- Trade climate & consumer confidence is down due to global and national challenges
- Labor & raw material shortages and rising energy costs put pressure on economies
  +0.5% in 2023 for Europe / -0.3% for Germany / +1.6% for Poland
- Countries calculate with business closures affecting all operations

Covid Situation

- Central Europe returned to normal and citizens learn to cope with the pandemic
- Most countries still privilege cured, vaccinated or tested individuals
- Majority of residents are vaccinated with at least one dose
- Nearly 78 percent are fully vaccinated
- Cases are increasing in fall but pandemic is not the dominant concern anymore
Market Overview

Food Market

- Consumers are reluctant and concerned trying to reduce private household spending
  
  *Food often seen as easiest way to cut costs*

- Retail and HRI are pessimistic especially re. typically strong last quarter of 2022

- EU Importers also suffer from currency exchange rate to the US Dollar

- Discounters are on the rise, private label products showing strong demand
  
  *Full assortment retailer are reporting declining sales*

- Retail is putting pressure on importers and manufacturers to reduce costs

- Affects all food category including seafood – especially challenging for upscale goods

- Salmon industry reports ambivalent effects especially in Germany

- Whitefish and convenience segment are performing solid
Sales Promotions

• Quick-commerce partnerships running for five months
  ➢ Reaching 1.4 million potential customers
  ➢ Generate close to USD 600,000 retail sales value

• Alternative forms of B2C in-store advertisements
  ➢ Screen clips, on-pack stickers and service desk promotion
    ➢ 32 million + confirmed contacts
    ➢ Rewe reported +48.54% sales of AK items
    ➢ Sales value of over USD 1.2 million

• Direct approach of store and category managers
  ➢ Personal visits with sample bags and information
    ➢ 314 direct contacts made with decision makers
    ➢ 47 new listings so far
    ➢ Value increase of USD 60,000+
HRI Programs

- First time partnership with HRI supplier Chef Culinar
- Develop AK promotion & order brochure
- Target canteens, cafeterias, caterers etc.
- Promotion period over six months (and ongoing)
  - Brochure sent to 4,600 customers
  - First value estimate of over USD 1 million
  - Promotion transitions into new year

- Partner with Hop Growers Of America
- Flavor pairing event for gastro media and chefs
- Combine in-person and virtual session
  - Media reach of 1.3 million professionals
Consumer Campaigns

- Support Women Health Camps in Europe
  - Reach 2,200 people during the Camps
  - Media audience of 298,000 interested readers

- Work with fitness influencers in CEU markets
- Create AK workout and diet plan for WASM
  - Directly address 130,000 followers
  - Increase traffic on website & ASMI channels

- Promote Alaska seafood in gyms across Germany
- Push image as ideal food for athletes
  - Advertisement in 100+ gyms for four weeks
  - Audience of 300,000+ potential consumers
WHAT’S COOKING ALASKA

• Health remains constant in times of inflation
• Wild or sustainable are rather luxury attributes
• Shift focus to keep Alaska standing out
• Value for money as core USP for all AK products

• Intensify work with nutritionists and dieticians
• Be present at key events like VDD and VFED congress
• Gain spokespersons who’s opinion matter
• Back up communication with professional expertise
• Transition into media and sales campaigns

• Address 1,400+ experts from nutrition sector
• Reach more than 500,000 consumers through media
WHAT’S COOKING ALASKA

• Sockeye requires special attention this year
• Widen scope to include private label goods
• Combine generic projects & brand partnerships
• Advertise new usage forms (burgers for grate 3 fish)

• Run POS and Kpt. Cook programs in GER, PL, AT
  ➢ Abrahams, Wechsler, Abramczyk, Rewe, FishTales

• Roll out generic “salmon run” campaign in supermarkets
  ➢ In-store samplings and floor stickers

• Connect with processors to support product development
• Goal to find ways to introduce smaller / lower grate fish
  ➢ Product fact sheets / test kitchens / masterclasses
THANK YOU FOR YOUR ATTENTION