China has seen over a million cases since the pandemic began

**North** Beijing, Qingdao, Tianjin
Some of the strictest controls with travel restrictions and testing. Since late October, there have been rising cases across Shandong province.

**East** Shanghai, Nanjing, Zhejiang and Jiangsu
Covid controls have been less strict compared to other areas. Frequent targeted lockdowns for buildings and neighborhoods. Masks and codes required, recent spikes. Vaccine inhaled through a straw.

**South** Guangzhou, Shenzhen, Pearl River Delta
The area has also been hit by rising cases since the October Holiday. The area continues to see lockdowns to curb rising cases. Mass testing, masks, and codes required.

**Northeast** Dalian, Shenyang
Cases throughout the Northeast have been generally been more stable but are still cautious and under strict control. Cold storage units closely monitored.

**Central/West** Sichuan, Chongqing, Xi’an
Cases spiked greatly throughout the summer months and the area continues to be on high alert.
China’s Zero Covid policy continues to shape daily life.

**Management**
- Zero Covid policy likely to continue
- Fight rather than embrace
- Strict enforcement of protocols
- 7+3 quarantine for arrivals

**Economy**
- Lockdowns affecting business, caution
- Frozen food imports closely watched
- Weaker retail spending/HRI growth

**Social Life**
- Cancellation of large scale events
- Travel restrictions being enforced
- Masks, codes, mass testing
COVID HONG KONG

Hong Kong looking to connect more with the world.

Vaccinations Strong  Over 90% with 2 doses, and over 81% with 3 doses

Compulsory Quarantine Lifted  7-day observational period, with testing every 2 days

Covid Policies Relaxed For HRI Sector  As of November 3, restaurant/bars can remain open all hours
ECONOMIC HEALTH MAINLAND

Economic Growth

Quarterly economic growth has seen stability in the 3% - 5% range.

Expectations for 2022 are similar, especially with Zero Covid.

Inflation

Growing inflation in past years, and the upward trend is certainly being felt.

Price growth has been the greatest for fruits/vegetables and pork, lower for seafood.

Retail Sales

Retail sales continuing to trend up.

Shift toward online consumption, while supporting offline retail

With contraction of real estate market, and slower growth, consumers are holding off on bigger-ticket items, homes and cars.

source: National Bureau of Statistics
ECONOMIC HEALTH HONG KONG

Economic Growth

Economic growth has sputtered in the past quarters.

Expectations are positive that figures will grow as the city opens up more.

Inflation

Inflation grew significantly in the month of September.

Housing and transportation saw some of the fastest growth. Food price growth remained steady 3.8%.

Retail Sales

Retail sales trending down, with declines in department stores, clothing, food/drink.

Versus last year, sales for jewelry and valuable gifts was up.

With improving labor market, voucher scheme, and COVID situation, there is optimism.
TWO CITIES TWO STORIES

Mainland China

Zero Covid will continue to affect the overall landscape and provide limited growth.

Recent surges in cases has the nation on alert so there will be lots of caution in the months ahead.

Percentage of residents with 3 vaccinations over 80%.

Lifting of mandatory quarantine and opening up is very positive.

Slowly, Surely, Cautiously Poised For Growth.

PROGRAM HIGHLIGHTS
AS THE QUALITY OF LIFE IMPROVES...

PEOPLE ARE PURSUING BETTER FOOD AND INGREDIENTS

GDP GROWTH

GDP growth during the past decade averaged 7% per year.

RISING INCOMES

Wages in China increased to RMB 106,837 in 2021 from RMB 97,379 2020, and CAGR growth of 9%.

DISCRETIONARY SPENDING

Spending set to double by 2030 to $12.7 trillion. Consumers focused more on essentials like food versus big ticket items.
Hotpot is a traditional Chinese style of food, popular across the nation, with roots in Sichuan and Chongqing.

A protein, typically lamb, is cooked by the diner in a spicy and numbing broth, along with other meats, seafood, tofu, vegetables, and more.

The dining experience is very interactive and social, often with a casual element and not much luxury involved.

Alaska seafood is a high-quality ingredient that can be featured in hotpot to enhance the meal.

Alaska seafood offers variety, more nutrition, than land based proteins. Lower in fat and calories, it offers a lighter taste, providing something new for diners. A sustainable ingredient is also attractive for diners and businesses.

BRING ALASKA SEAFOOD TO A NEW ARENA - HOTPOT

Greater Nutrition
Greater Health
Greater Quality
The Way of the Dragon is a high-end hotpot restaurant that delivers a luxury hotpot experience, perfect for complementing the Alaska seafood.

**POS**
- background board
- Nanook bear
- Alaska seafood fans, logo board
- Alaska seafood glass stickers

**Products**
- Snow crab
- Pollock/surimi/noodles
- Pollock Roe
- Sole
- Cod
- Pacific Ocean Perch
ATO Beijing Director Lashonda McLeod provided a welcome message and voiced her support for Alaska seafood.

A presentation was given about Alaska seafood introducing

Key traders also attended the event, and were introduced to better meet potential clients.

Master Chef Zhang introduced the products and how they could be incorporated into hotpot, product attributes, flavor pairing and sauces.

Tasting followed, and guests left with a POP gift bag.
Feng Yuan Ye Zhen - Coconut Chicken Restaurant was the destination for the Guangzhou stop, which features a coconut water-based soup broth.

**POS**
- background board
- Nanook bear
- Alaska logo board

**Products**
- Pollock/surimi/noodles
- Pollock Roe
- Sole
- Cod
- Pacific Ocean Perch
ATO Guangzhou Director JonAnn Flemings was able to attend in person. She provided opening remarks to kick off the event, demonstrating ATO support.

A presentation was given about Alaska seafood introducing Key traders also attended the event, and were introduced to better meet potential clients.

Master Chef Hu introduced the products and how they could be incorporated into hotpot, product attributes, flavor pairing and sauces.

Tasting followed, and guests left with a POP gift bag.
RESULTS

140 HRI professionals targeted from 2 events

30 media joined for tasting events, responsible for over 49 million impressions

relationship with Chengdu Hotpot Association

suppliers in talks with a few restaurants, interest in Alaska Pollock surimi, follow up foodservice promotion

Haidilao has been using Alaska Pollock Surimi

Chongqing event is also being discussed
Because of the pandemic, more people have been spending time indoors and online across Mainland and Hong Kong...

...making the online world an important element.

Total online spending hit 9.6 trillion Yuan as of September, growing 4% versus the same period last year.

LOCKDOWNS

ONLINE CONSUMPTION

TIME SPENT ONLINE
With lockdowns and quarantines, ASMI China events focused more on targeting consumers, traders, and the HRI sector via digital channels.
May 9, 2022

Amid the Shanghai lockdown, KOL dimpled fruit launched a 90-minute livestream featuring POP and pollock via Weibo and Yizhibo platforms.

Results: over 1.4 million impressions were achieved, raising consumer awareness
February 14 – March 30, 2022
With the popularity of food delivery and growth in online sales, traditional offline menu promotions were altered. For this promotion, ASMI China worked with Ufuel, a maker of healthy salads, and the Meituan food delivery platform. Four salads featuring pollock and yellowfin sole could be ordered and delivered.

Paired with a Tik Tok KOL (Jiang Yuan) with over 500,000 views

Press coverage 20 pieces of press coverage, 11,780,000 impressions sales over valued at kgs
Online Menu Promotion With Ufuel (3 stores)

Associate Alaska seafood with healthy food and eating as well as boost awareness with a fitness KOL and online press coverage for over 12 million impressions.

Tik Tok KOL (Jiang Yuan) with over 500,000 views from Tik Tok video
Online Training With Great Chef Platform

May 6, 2022
A chef training event was held online utilizing an online “chef” platform called Mingchu (Great Chef).

Professional chefs across China and the globe, and amateurs alike joined the live stream. Master Chef Ming Luo, from the Changsha New Oriental Culinary School, served as the instructor and demonstrated classic Hunan cuisine techniques featuring Alaska seafood – Alaska pollock, Pacific Ocean Perch, and Alaska sea cucumber.
Online Training With Great Chef Platform

Over **200,000 chefs joined** the event, and were able to interact via the platform, spreading awareness for Alaska seafood. The livestream kitchen was decorated with different background boards and some ASMI logo boards, with a small student population attending too.

Additionally, there were 30 pieces of media outreach, which achieved **impressions of 27,070,000**

Alaska seafood recipes are also stored in their database.
May 9 – June 6, 2022
With social distancing measures easing and online sales increasing, an O2O promotion was held with Nature Village, a healthy foods store.

Three stores, and online platform featured Alaska Pink Salmon (canned), Alaska Sockeye Salmon (smoked), and Alaska Pollock (fried fish nuggets).

This was great to feature convenience/processed products, that add value.
O2O Promotion Nature Village in Hong Kong

KOL (Love_play_eat_travel) posted a short video 1 minute video demonstrating some dishes that can be made and introduced the Alaska products.

Also, an online post will be made on “HK Play n Dine,” a popular dining and events guide.

This is the first time ASMI China partnered with Nature Village and there were very eager to collaborate.

Results: drive sales valued 1.1 million HKD
Feature some convenience products
Impressions of close to 150,000

<table>
<thead>
<tr>
<th>website</th>
<th>KOL Post</th>
<th>nuggets, smoked, canned</th>
<th>HK Play n Dine</th>
<th>Love, Play, Eat</th>
</tr>
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[Image of Alaska Seafood products]
O2O Promotion Delifans in Hong Kong

Aug 1 – 31, 2022
As Hong Kong landscape continues to embrace the online world, ASMI China continued to boost exposure for Alaska seafood with an O2O promotion, cooperating with Delifans and 4 store locations, with a promotion featuring sablefish and sockeye salmon.

Hong Kong consumers respond well to words like natural, premium, organic, sustainable, all positive associations for Alaska seafood. Messaging for HK market should stress this.
O2O Promotion Delifans in Hong Kong

Social media efforts included an ad on Delifans website and IG. Also, an IG KOL posted 2 dishes, with over 35,000 impressions. Hashtags: #Delifans #alaskaoriginusa #Alaskasockeyesalmon #Alaskablackcod sales valued over 846K HKD

Sockeye salmon (l), and two sablefish products
TWO CITIES TWO STORIES

Mainland China

› Zero Covid will continue to affect the overall landscape and provide limited growth

› Recent surges in cases has the nation on alert so there will be lots of caution in the months ahead.

› Percentage of residents with 3 vaccinations over 80%

› Lifting of mandatory quarantine and opening up is very positive

Slowly, Surely, Cautiously Poised For Growth
UPCOMING EVENTS

SIAL Shanghai – December 7 – 9, 2022

HOFEX Hong Kong – May 10 – 12, 2023
ASMI China are looking forward to holding another tasting seminar in Chongqing to further drive awareness in the hotpot industry.
ASMI China will also invest in more video assets to highlight cooking ideas and new species, to be used for the consumer sector.
Thank You