

Japan Program for IMC meeting

August 4, 2025
K&L Inc. & Akiko Yakata

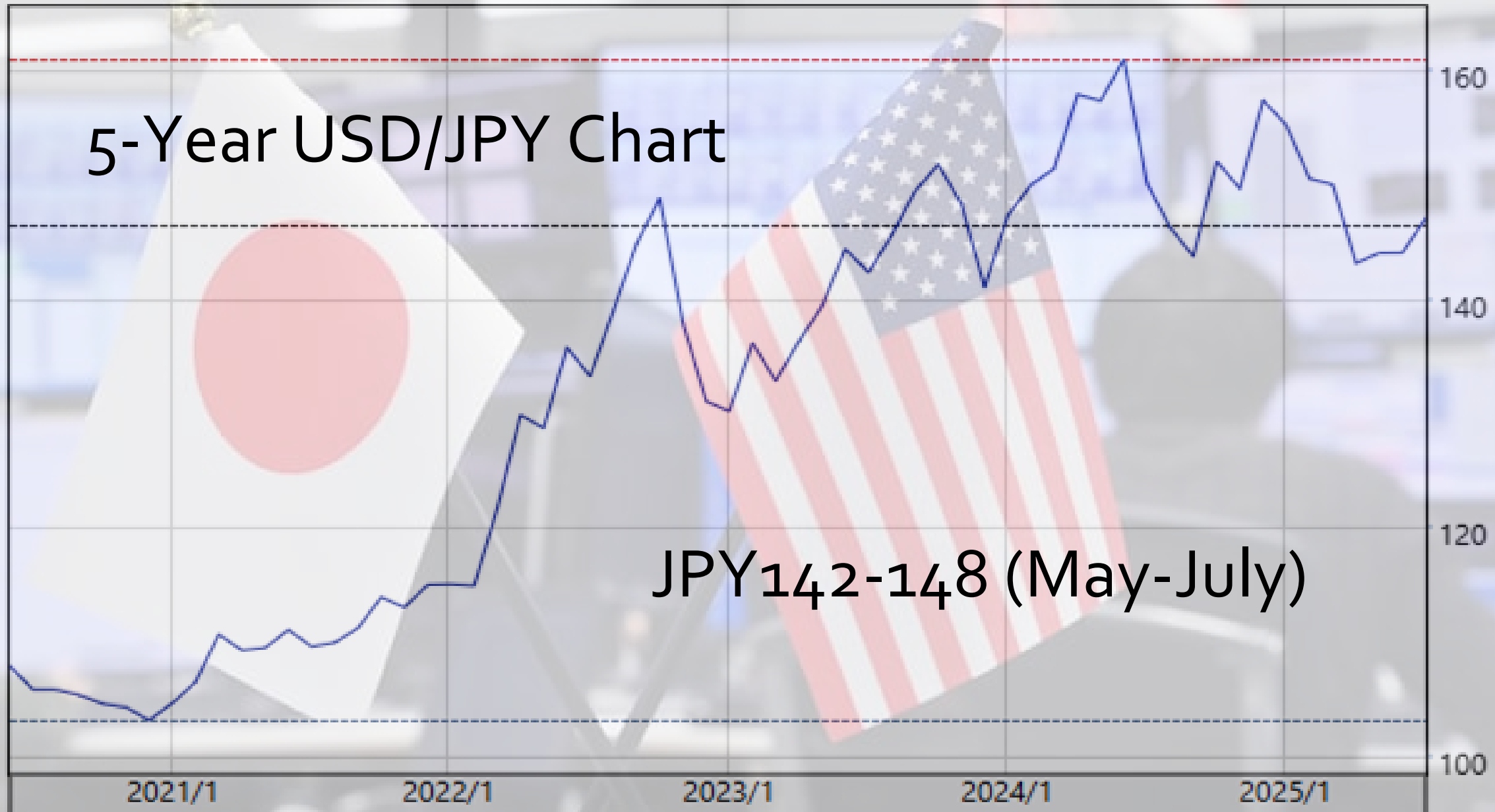


Quick Overview

- **Market Overview & Trade Policy Update**
- **FY25 Activity Highlights & Successes**
 - Convenience Store In-Store Digital Signage Advertising
 - Repositioning Alaska Sockeye Salmon in Japan
- **FY26 Strategic Plans**
 - Sumo × Alaska Seafood
 - Millennials and Gen Z Promotion
 - Ongoing Convenience Store Collaborations
- **Upcoming Events**
 - Certified Seafood Forum
 - Blue Moon Hayama Collaboration
 - The 27th Japan International Seafood Show



5-Year USD/JPY Chart



JPY142-148 (May-July)

Economic Situation in Japan

GDP

Weak, slight +
0.7% 2025 proj.

Inflation

3.3% in June

Tight labor
market

BOJ Policy rate
Steady at 0.5%

Trade balance

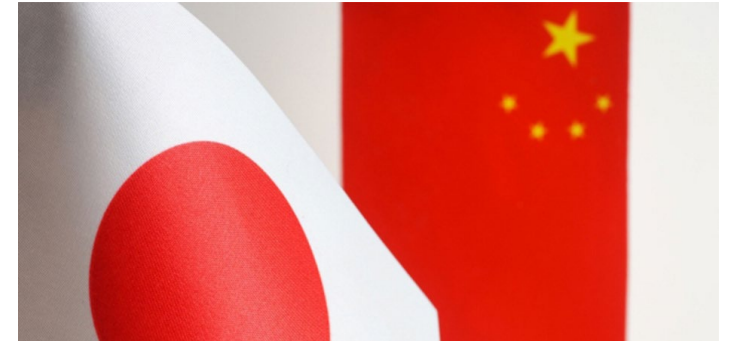
Surplus
maintained

Wage gains
But not enough

Topics in Seafood/ Food industry

Resumption of seafood export from Japan to China

- Seafood import was suspended by China in 2023
- Scallop, Sea cucumber, Tuna, Farmed salmon and various processed seafood



Rice Crisis

- Due to soaring price and supply shortage
- Japan's rice imports increased significantly



Update on U.S.-Japan tariffs/trade policy

U.S. and Japan reached an agreement on 22 July

- US \$550 billion investment Commitment by Japan
- Imports from Japan will be subject to a baseline 15% “reciprocal tariff” (From Alaska Seafood point of view, Surimi Seafood export from Japan will be hit the most)
- Enhanced Market Access for U.S. Producers
- No change in Japan’s tariff policy on imports from U.S., just based on WTO rules at the Most-Favored Nation (MFN) rate
- The fact sheet mentions that The US and Japan are exploring a new offtake agreement for Alaskan liquefied natural gas (LNG).

vs Russia

Import volume of competing items (Jan-May 2025)

- Sockeye H&G: 210 mt from U.S. (@Y1,248) vs 5,889 mt from Russia (@Y1,129)
- Pollock surimi: 30,809 mt from U.S. (@Y406) vs 9,256 mt from Russia (@342)
- Pollock roe: 8,655 mt from U.S. (@Y907) vs 10,971 mt from Russia (@Y768)
- Pacific cod: 262 mt from U.S. (@Y828) vs 287 mt from Russia (@Y881)

Surimi seafood industry

- The threat of Russian surimi is increasing
- While the quantitative threat is remaining, there are also growing voices that the quality of Russian pollock surimi is improving

Competition & Challenges

Seafood
from Russia

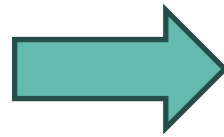
Farmed
Seafood

Aging
Population

Changing
Lifestyle

Changing
Industry

Shrinking
market



Strategies

Responsible
Seafood
Claim

"Wild is
Special!"

Active Senior

New
Approach

New Friends

Support
Export

FY25 Activity Highlights & Successes



Convenience Store In-Store Digital Signage Advertising

Promoting Sustainable Alaska Seafood Nationwide

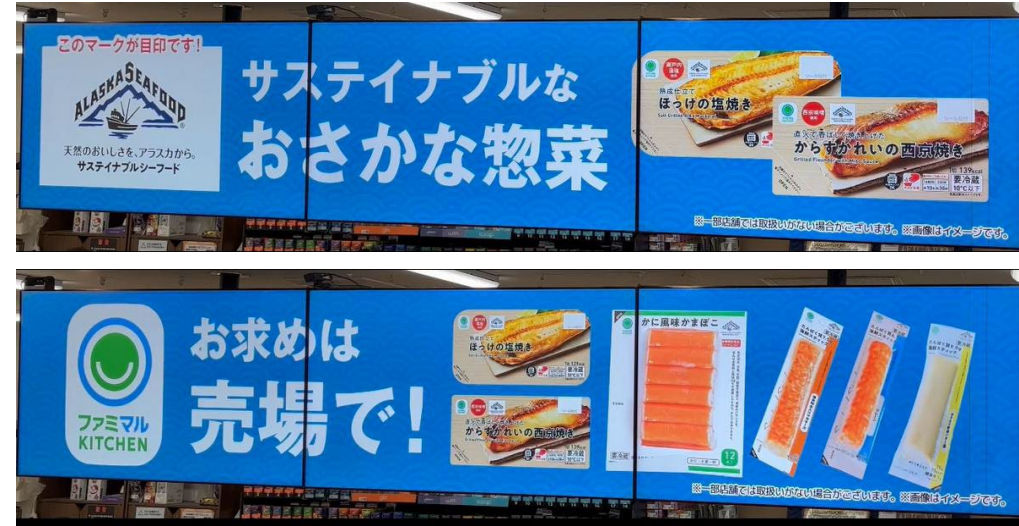
Convenience Store: **FamilyMart**

Duration: June 17–30, 2025

Time Slot: 5 PM–10 PM (every 10 minutes)

Coverage: **10,396 stores** nationwide

- Featured products**
- ★NEW Saikyo Miso marinated grilled Greenland turbot
 - Grilled Atka mackerel
 - Surimi seafood sticks made with Alaska pollock surimi



Major convenience store chains in Japan are now voluntarily spotlighting products made with Alaska seafood — a testament to ASMI Japan’s sustained and strategic efforts.



Impression & Reach Summary



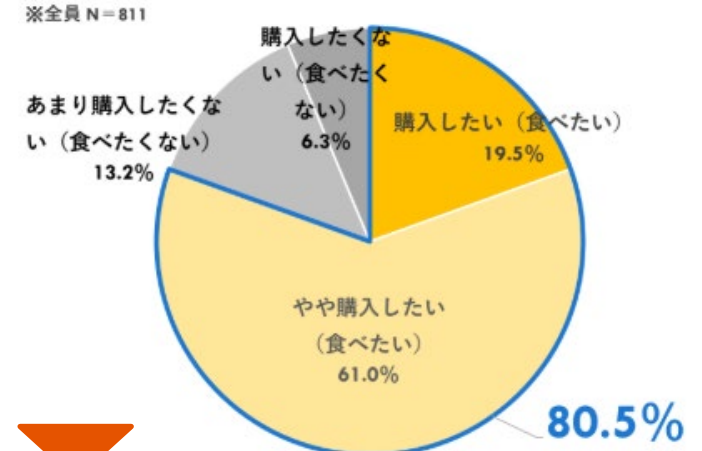
Total Ad Plays: **4.98 million**

Estimated Reach:
13.53 million views

Sales Volume Highlights



Consumer Feedback



Expected to sell nearly **14 million packs** of Alaska Seafood deli items in 12 month-period (*Mar 2025~Feb 2026*), including **260 thousand packs** of the newly launched “Grilled Flounder with Miso Sauce”

※Numbers exclude rice balls and sandwiches

80.5% of Respondents Prefer Sustainable Seafood Deli Options

Repositioning Alaska Sockeye in Japan



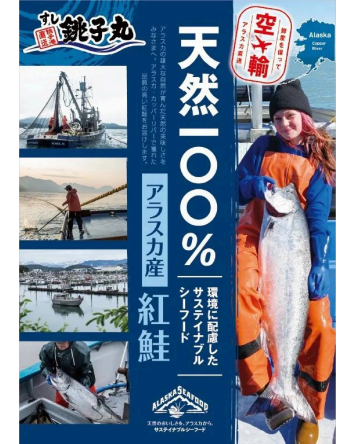
T1: Retail Merchandising & Middle-Meal Promo

Background

Rising global demand and the depreciation of the yen have made Alaska Sockeye Salmon less accessible in the Japanese market.

The Challenge

Alaska Sockeye Salmon is forced to compete with cheaper farmed salmon in the same “salted fillet” category, undermining its premium value..



Strategic Response

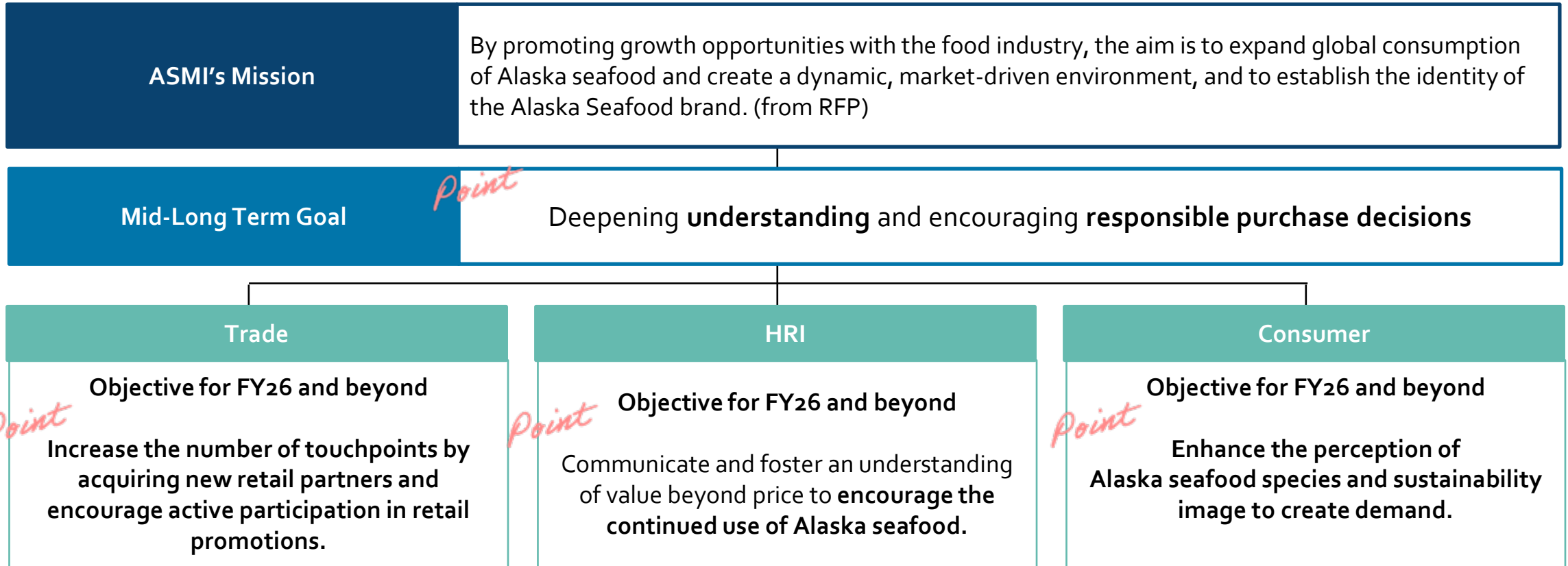
ASMI Japan is working to **reposition Sockeye Salmon as a rare and premium wild seafood**, moving beyond its traditional image as a basic salted salmon fillet. Our support for ***Sushi choshimaru***—a major conveyor belt sushi chain now serving air-freighted Copper River Sockeye—reflects this new direction.



FY26 Plans



Strategy for FY26 Onward



Strategic Approach for FY26 Onward – Nurturing Ecosystem

Since these 3 sectors influence each other, it is essential to simultaneously educate **Trade/HRI partners and consumers**, and **implement activities with a sense of synergy between Trade x HRI x Consumer**.



Sumo x Alaska Seafood: Why Sumo?

Appeal to Athletes

Sumo is practiced by people of all ages, making it relatable to student and professional athletes.

Appeal to Active Seniors

Sumo has a strong fanbase among older generations.

Effectively Communicate Nutritional Benefits

For sumo wrestlers, diet is key to building strength. Alaska seafood like sockeye salmon and pollock offers high-quality protein to support this.

High Affinity Between Sumo and Food

Sumo culture centers around hearty eating and Chanko-nabe.

High Affinity Between Sumo and Food

Sumo stables host public Chanko-nabe events for fans and locals.



SUMO × Alaska Seafood Collaboration

Planned Key Initiatives

Event : SAKANA & JAPAN FESTIVAL

Date: Nov 28–30 @ Hibiya Park or

Feb 20–23 @ Yoyogi Park (TBC)

Overview

- Special booth serving Alaska Seafood Chanko-nabe at Japan's largest seafood event.
- Leverage UGC on social media platforms.
- Sponsorship of Alaska seafood to sumo stables & wrestlers

Expected Results of One-Time Booth Presence

- **Estimated Attendance:** 150,000–200,000
 - **Media Coverage:** Approx. 160 stories
 - **Ad Value Equivalent:** JPY 280M+ (approx. USD 1.18M)
- ⇒ Strong TV exposure anticipated, especially among seniors



Chanko-nabe

A protein-rich hot pot eaten by sumo wrestlers, typically made with meat, seafood, vegetables, and a savory broth.



Millennials and Gen Z Promotion

- **"Taipa" (time performance/ time efficiency)** is trending, especially among Millennials and Gen Z. Busy with work, chores, and social media, they prefer **quick, balanced meals that fit their lifestyle.**
- **Understand seafood is healthy, but convenience takes priority**
- Highly influenced by social media, making them more responsive to digital messaging
- Actively consume and share content online — ideal for awareness-building
- Major retailers like *AEON* are shifting strategies to target this group



Exhibit at a Popular Interactive Gen Z Media Event

C5: Millennials and Gen-Z Outreach

Promote Alaska Seafood as Healthy, Convenient, Trendy and Sustainable.

- Showcasing Alaska Seafood in kawaii-style onigiri by TARO TOKYO – perfect one-hand gourmet
- Collaborating with "Manpuku-chan", a mascot of the event's official character group for novelty goods to be distributed at the event
- Attracting trend-setting influencers to amplify social media buzz. Aim for further media coverage via printed, online media, and other social media platforms.



Expected Results of Booth Presence

- **Attendance:** 100 influencers + 400 readers
- **Social Reach:** approx. 835,500. and around 1,000 viewers for real-time Instagram live
- **Print circulation:** 77,000 copies+; Online article views: 15.9 million



Ongoing Convenience Store Collaborations

Objectives

Boost Product Consumption



Efficiently Raise Awareness Nationwide



Expand Presence in the Ready-to-Eat Market



Key Updates & Plans

FamilyMart

Convenience chain with 16,000+ stores

- FamilyMart has proactively displayed the ASMI logo and promoted sustainable Alaska seafood since FY23-24 (e.g., Rakuten LINE ads).
- This July, ASMI hosted an Alaska tour for FamilyMart and its suppliers, which was highly valued for strengthening sourcing partnerships.



Exploring product development beyond sockeye salmon (e.g., other species and whitefish) and awareness campaigns via FamilyMart's retail media.

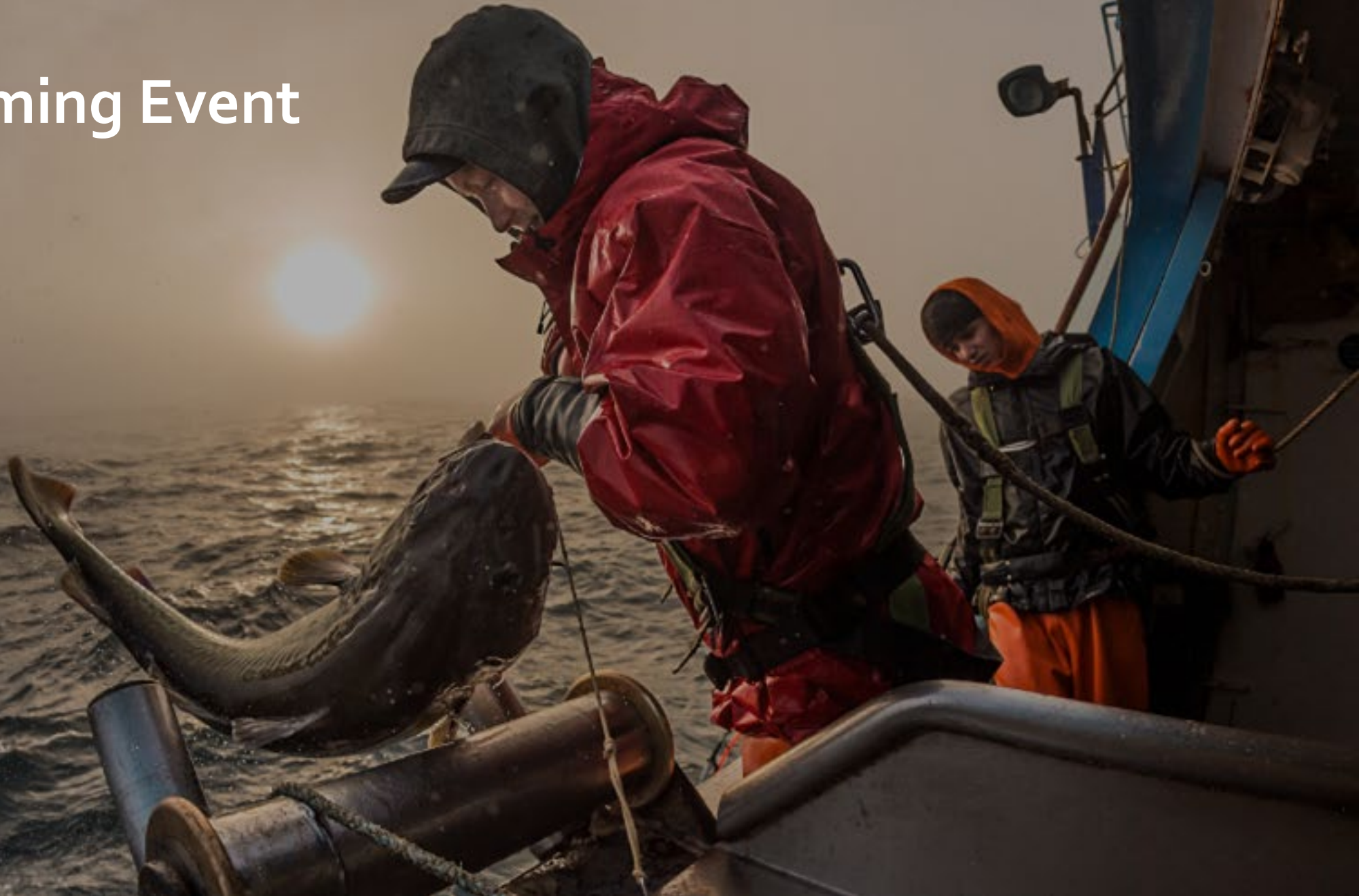
NewDays

Convenience chain with 500+ JR station stores

- In August, NewDays releases a sandwich made with Alaska Pollock filling, featuring the ASMI logo on the packaging.



Japan Upcoming Event



CERTIFIED SEAFOOD FORUM: Advancing Responsible Choice in Seafood

Date: October 20, 2025

Venue: The Okura Tokyo

- Industry seminar and reception focused on the future of responsible seafood in Japan
- Explore how certification enhances global competitiveness and supports long-term seafood supply
- ASMI Japan is preparing the venue in coordination with ASMI HQ and under the direction of the event organizer, CSI.



Blue Moon Hayama Collaboration Campaign

Period: July-August 2025

Location: Blue Moon Hayama, Kanagawa

Key Highlights

- Promotion with Blue Moon Hayama, an eco-conscious beach house with approx. **20,000 visitors** every summer with **Alaska Pollock Fish Burger**.
- Posters featuring educational content about Alaska Seafood and the special menu.
- Co-branded T-shirts and custom coasters made from Hayama timber, engraved with Alaska Seafood and Blue Moon Hayama logos for SNS campaign.



Drive trial and interest through the special menu offering, with an expected volume of approximately **800 servings**.



The 27th Japan International Seafood Show

Date: August 20-22, 2025

Venue: Tokyo Big Sight

Key Highlights

- Promote Alaska Seafood's brand recognition and value in Japan, highlight Alaska species with a focus on sustainability and clear differentiation from competitors
- Showcase surimi seafood products with the Alaska Seafood logo and encouraging manufacturers to adopt Alaska pollock surimi and logo display.
- With strong interest from various partners, **5 companies** are scheduled to co-exhibit at our booth — including Japanese supermarket chain **Oozeki**, featuring **Ikuji Kamaboko**, this year's All Japan Kamaboko Showcase winner.



Ikuji Kamaboko (All Japan Kamaboko Showcase winner)



Thank you!



天然のおいしさを、アラスカから。
サステイナブルシーフード