

# VISION

- 1 Atlantic Sapphire™ shall be the leading company in developing the next generation of salmon production.
- 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.

# 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.

# THE LAND-BASED CONCEPT

Land-based farming provides a cleaner, greener, safer alternative to open-water farms.

RAS 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. Fillet
5. Monitoring & Traceability





# COMPANY



# WHERE DID IT ALL BEGIN?

Johan Andreassen and Bjørn-Vegard Løvik founded Villa Organic in 1995.



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



Villa Organic started salmon farming in 2000.



Villa Organic become vertically integrated in 2005.



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)



# ATLANTIC SAPPHIRE™ – THE TEAM

## Management Team



THUE HOLM - CEO

- Former Project Coordinator at Billund Aquaculture (2004-2011).



GEIR INGE RØDSETH – Financial Analyst

- Former CFO of Villa Organic (2006-2009)



Deborah Haust – Permitting and Marketing

- Founder of Seamarket

## Board of Directors



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.





# LANGSAND LAKS

# EUROPEAN FARM – LANGSAND LAKS



Hvide Sande, Denmark

# EUROPEAN FARM – LANGSAND LAKS

Full scale RAS salmon farm in Denmark.

First hatch July 2011 – First harvest Q2 2013

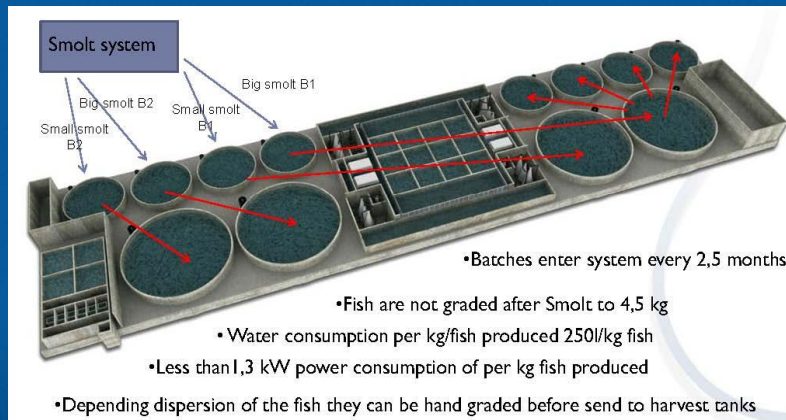
Annual production 1,000 MT can be increased to 4,000 MT on site.

Experienced management.

Atlantic Sapphire™ has option agreements with other shareholders – can achieve majority of shares.

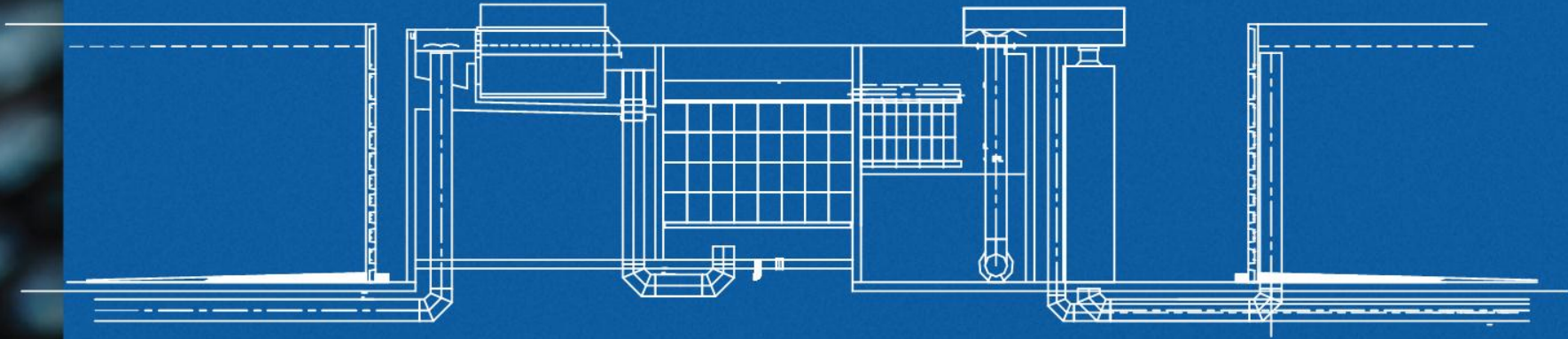
Will provide valuable experience for the U.S. project and potential franchise operations.

Shareholders:	
Atlantic Sapphire	21 %
Steensgaard Holding	20 %
Polar Salmon	20 %
Langsand Dambrug	20 %
Aquapri	15 %
Thue Holm	4 %





# Design– LANGSAND LAKS



Flow : 7.125 m<sup>3</sup>/h  
Volume : 5.720 m<sup>3</sup>/h

Power to main pumps :

120 kw equals 0,97 kw/kg produced

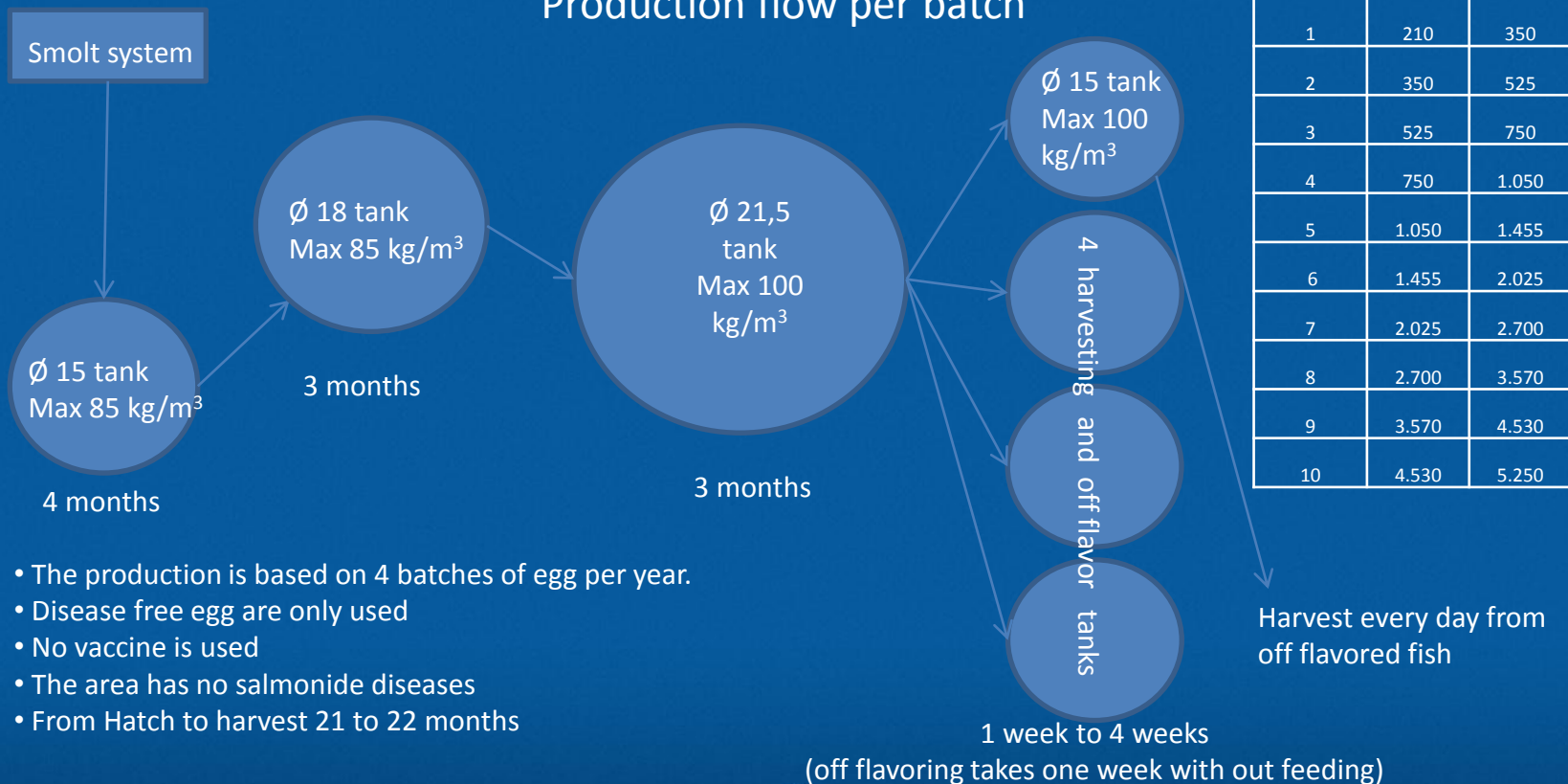
Power to rest of normal system:

30 kw 0,25 kw/kg produced

Power cooling, denitrification wells, ventilation, light and others : 110 kw 0,89 kw per kg produced.



# PRODUCTION FIGURES



- The production is based on 4 batches of egg per year.
- Disease free egg are only used
- No vaccine is used
- The area has no salmonide diseases
- From Hatch to harvest 21 to 22 months

# EUROPEAN FARM – LANGSAND LAKS



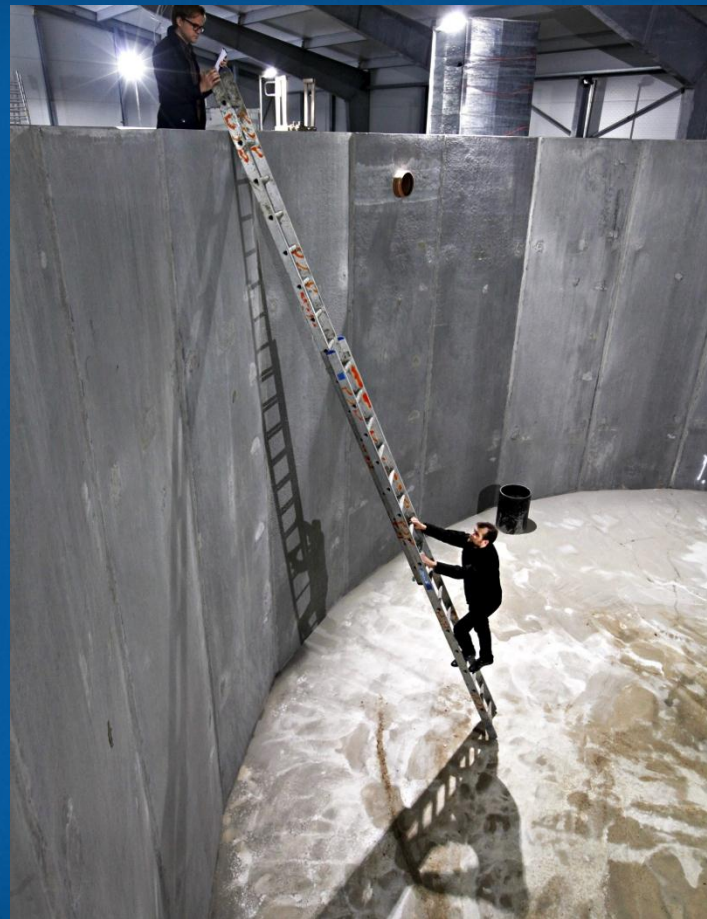
Re-developed Eel Farm



Addition - Under Construction



# MORE PICTURES



# MORE PICTURES







Public Awareness – Press, M

ATLANTIC

# Media and Political Support

ATLANTIC  SAPPHERE



# BRAND RECOGNITION

# PROTECTED BRAND



ATLANTIC  
SAPPHIRE

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 salmon aquaculture systems.



# BRANDED IN STORE PRODUCT

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.

Premium positioned product of what is a limited raw material.

52 week stable supply.

Can be ready for sale after 48 hours after harvest.





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THANK YOU