

Tell

1

THE STORY: Environmentally
friendly fish



We told our story

From \$10,000 and a big vision in 1980, today we:

- Serve customers in more than 120 countries
- Have a growing global team of more than 5,000 people
- Are proud to be a family business, 100% privately owned



Generate brand ambassadors

- Boots on Ground - Send into key international markets (Origin Green model)
- Visit supermarkets and restaurants to teach how to cook and explain the value of fish to the consumers
- Screens at counters – Like Alltech ONE Booklet





How to do it?

- Partner with retailers



Origin Green Ambassadors

- Ten young people
- Placed in HQ of the largest food firms in the world
- Learning about sustainability in world's best firms
- Educating the biggest food buyers in the world about Origin Green



Learn From Others

2

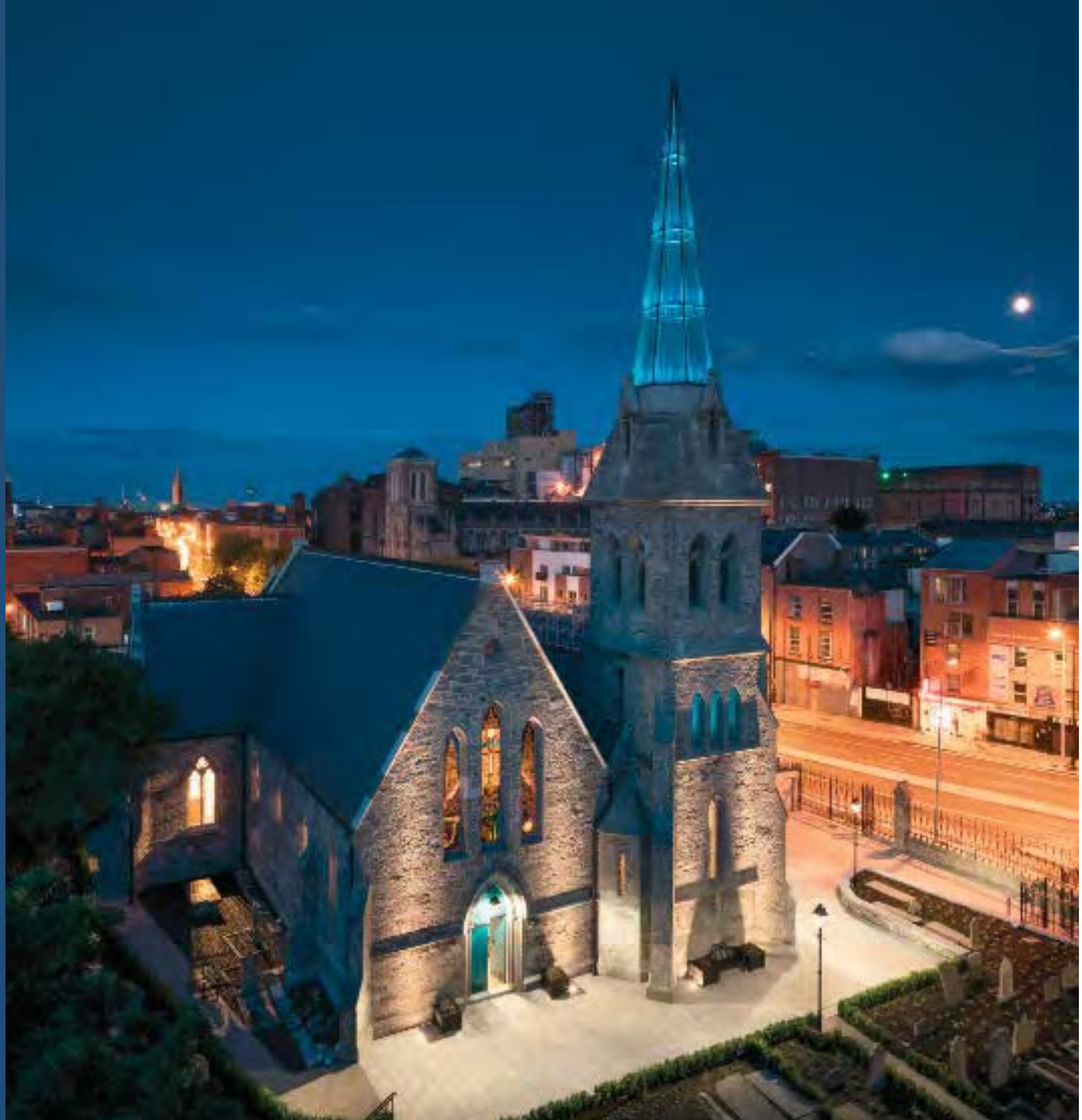
Create Experiences!

PEARSE LYONS DISTILLERY®

at St. James

BUS TOUR

Contact our rep in
Croke Park Hotel
reception for
booking



Goal

What fish do we need to
produce in 20 years?



Technology is here today

Tell

THE STORY:

1. Replace fish oil
2. Replace fish meal
3. Fix sea lice
4. Sustainable - RAS
5. Minimize pollution - RAS

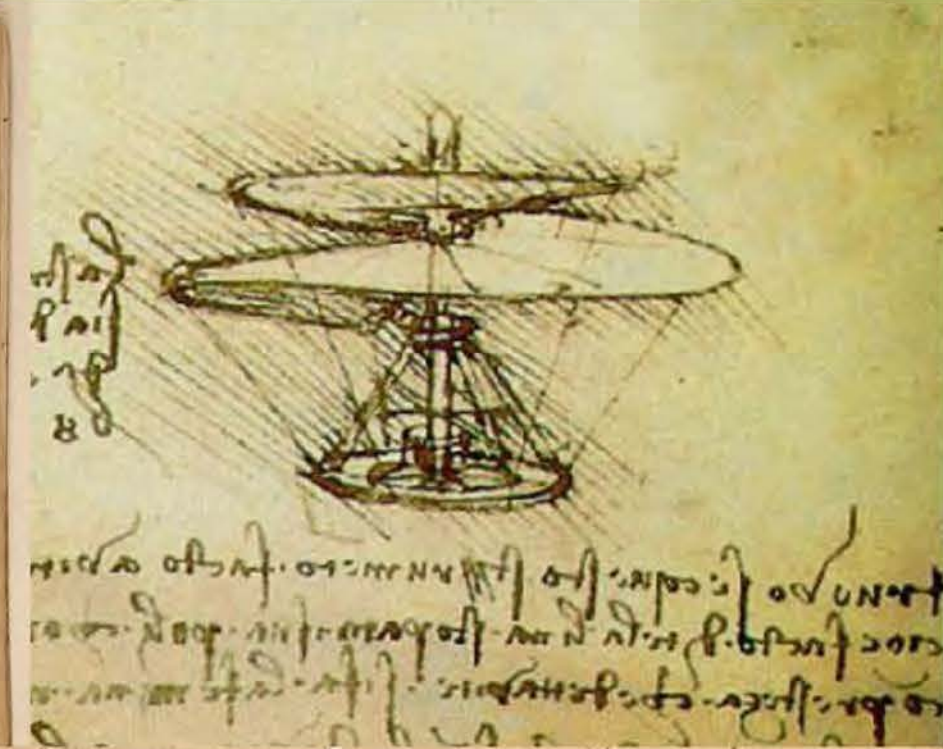
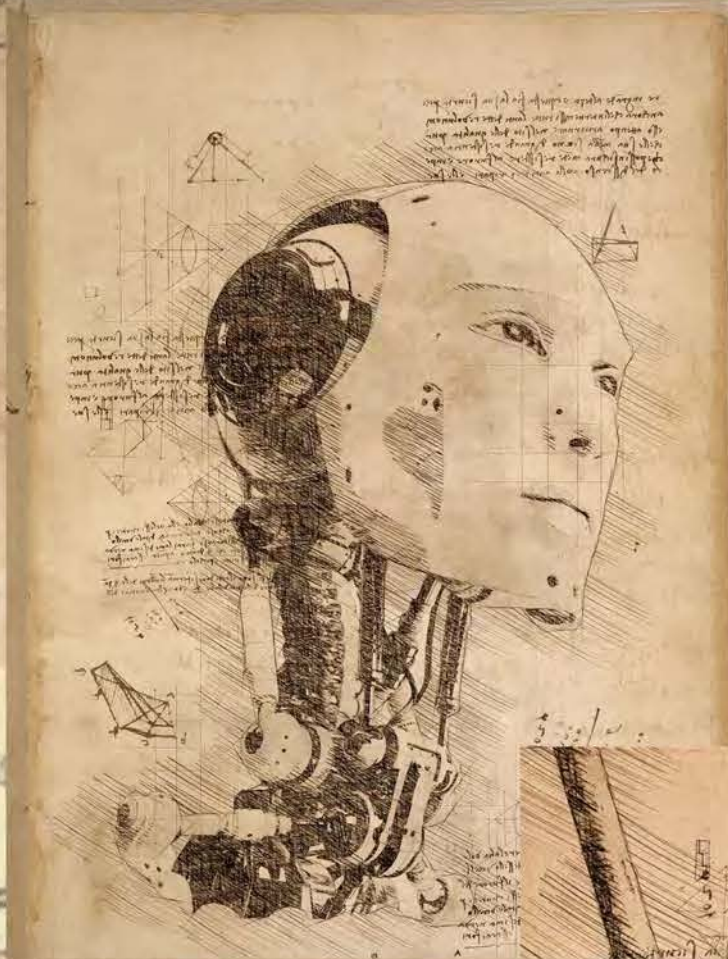
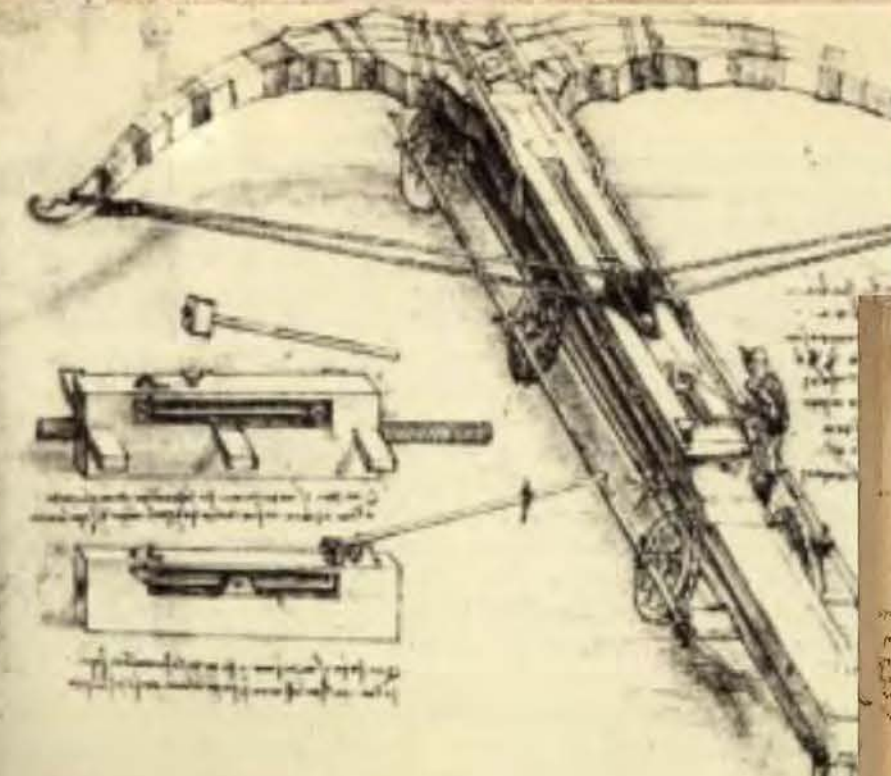
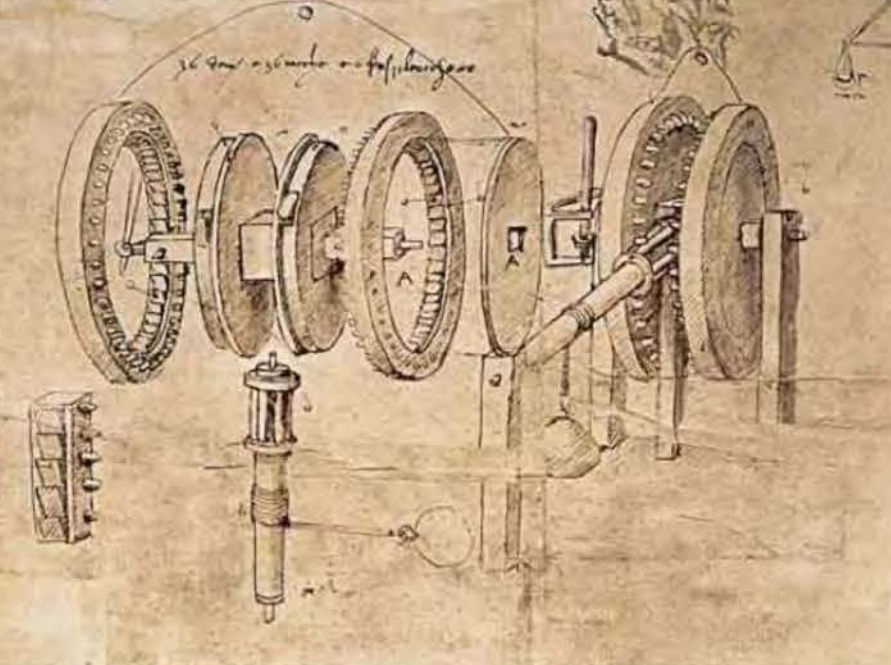
Now we have the Gene Chip, Anything is possible!




The opportunity of a lifetime.

But only in the lifetime
of the opportunity.

**What will you do on
Thursday morning?**



The background of the entire image is a collage of Leonardo da Vinci's sketches. On the left, there is a detailed drawing of a dome-shaped building. In the upper center, there are several sketches of flowers. On the right side, there are mechanical sketches, including what appears to be a cross-section of a machine with gears and a piston. At the bottom left, there is a sketch of a horse's head in profile. The sketches are rendered in a light brown, sepia tone.

MAY 20-23, 2018

One¹⁸

THE **Alltech**® IDEAS CONFERENCE

**IDEAS CHANGE
EVERYTHING**

The background of the image is a photograph of a bright blue sky above a body of water with gentle, sunlit waves. The text is centered in the upper half of the image.

Thank You.

We appreciate your time.