



Stockholm, June 4th, 2024

OCEAN COLLECTIVE INTRODUCES SEVERAL NEW INITIATIVES IN A QUEST TO ACCELERATE NEXT GENERATION SUSTAINABLE BLUE FOOD

The newly formed Swedish industrial group Ocean Collective's mission is to change humanity's relationship with our oceans and accelerate new sustainable solutions. During UN World Ocean week, the company now announces several new initiatives and partnerships.

Ocean Collective AB ("Ocean Collective"), a newly formed Swedish industrial group aspiring to be a global frontrunner that promotes and develops new businesses that significantly contribute to the wellbeing of our oceans. The first business area within Ocean Collective is sustainable food, i.e., "Blue Food".

- The business idea of Ocean Collective is to create positive impact through combining sustainability and value creation, a concept we call "Double Positive". We will achieve our goal by acquiring companies who already are successful within their field and who has an ambitious agenda for sustainability. We then create a formidable team with the entrepreneur and by combining the existing strengths with the competence and network that exists in Ocean Collective we accelerate our "Double Positive", says Jörgen Bergqvist, Group CEO and one of three founding partners of Ocean Collective.

To help accelerate "Double Positive" results an Impact Advisory Board with world leading experts is now formed. Chairman will be Mr. Maarten Geraets, who brings 25+ years of experience from global food transformation from Nestlé and Thai Union, with board members Ass. Professor Robert Blasiak, a world leading expert on marine stewardship, and Mrs. Carolina Sachs, a seasoned impact investor and expert, they constitute a powerful new addition to Ocean Collective.

At the same time Ocean Collective also announces three new strategic partnerships that will be transformative in shaping the future of blue food. The first two are within next generation production and aquaculture. The first is with Salmon Evolution, a Norwegian salmon farming company who are pioneering new methods in sustainable aquaculture. Their land-based facility is setting a new standard of salmon with productions methods free from sea lice, antibiotics and high standards of animal welfare resulting in a superior salmon quality with reduced carbon footprint. The second partnership is formed with Noray Seafood, a Spanish shrimp farming company who also are pioneering new methods in sustainable land-based aquaculture with many of the same benefits as for Salmon Evolution. These strategic partnerships are an excellent fit for Ocean Collective and its brand Korshags, allowing us to offer consumers sustainable products that contribute to the well-being of our oceans. Over the coming years Korshags will step by step introduce these new quality standards in the market and through its branded products.

The third partnership is between Ocean Collective and the innovative Finnish company Superground who has developed a new patented method for using side streams from fish production and turn this into valuable input material. The intention is to explore ways on how Korshags drastically will reduce its waste and become regenerative in its production and at the same time validate the new input material as a revenue stream.

- We are very proud of all three new partnerships which together with our new Impact Advisory Board will help us step-change our efforts in transforming blue food. It also confirms the business model of Ocean Collective and our ability to form long term strategic partnerships. Since we see ourselves as pragmatic visionaries with the ambition to be a positive force and a source of inspiration, we recognize that we need to create this transformation in partnership with others. This is also a major reason why we continue to arrange OC Day in conjunction with UN Ocean Week, to bring people and parties together for the benefit of the ocean, Jörgen Bergqvist finish.

About Ocean Collective

Ocean Collective is a newly formed Swedish industrial group with the purpose to change people's relationship with our environment and to accelerate new sustainable solutions. We are pragmatic visionaries and combine existing and new solutions through collaboration with others to achieve maximum positive impact. We believe that the development of new technology combined with reaching broad consumer acceptance will play a decisive role in achieving a more sustainable society.

Our businesses as of today consists of Korshags Food AB and Ocean Next AB.

Find out more: www.oceancollective.se

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