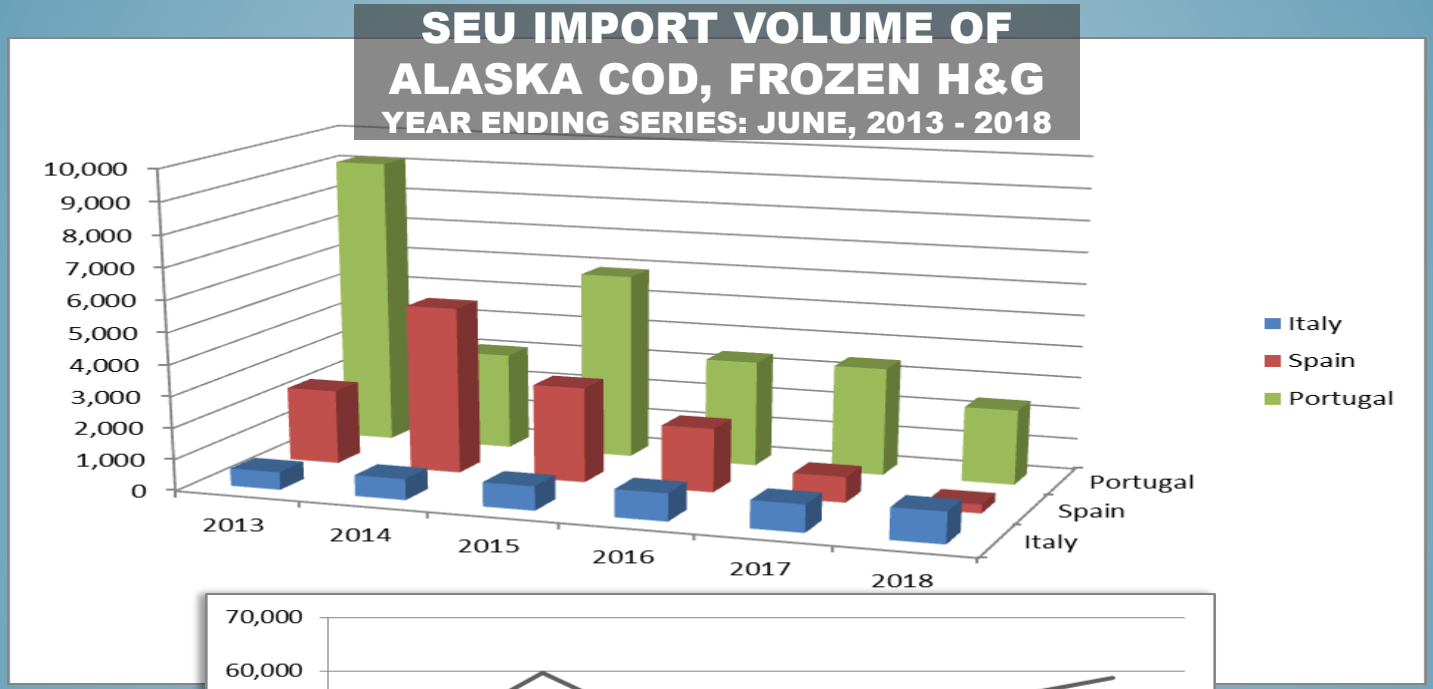
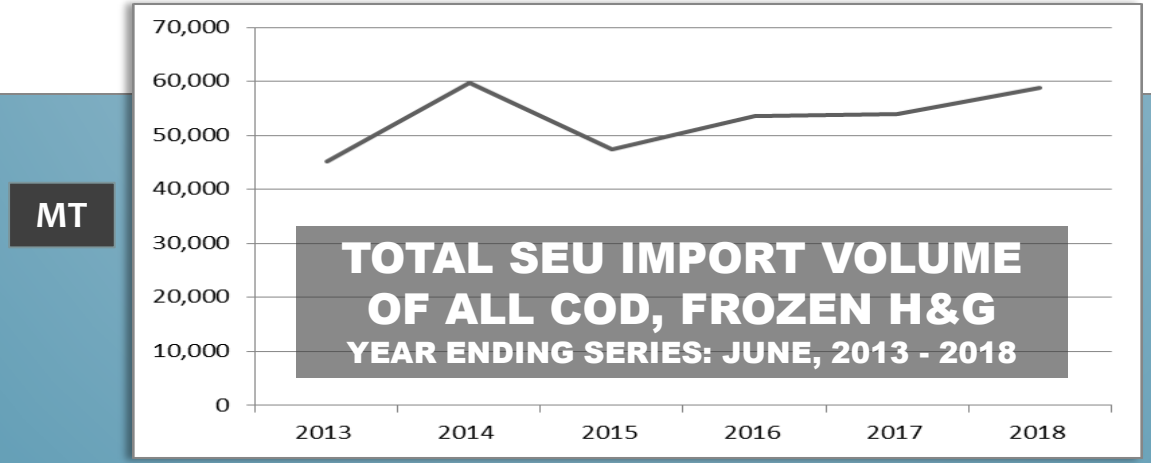
SOUTHERN EUROPE MARKET UPDATE

David McClellan, Regional OMR

Barcelona, Spain

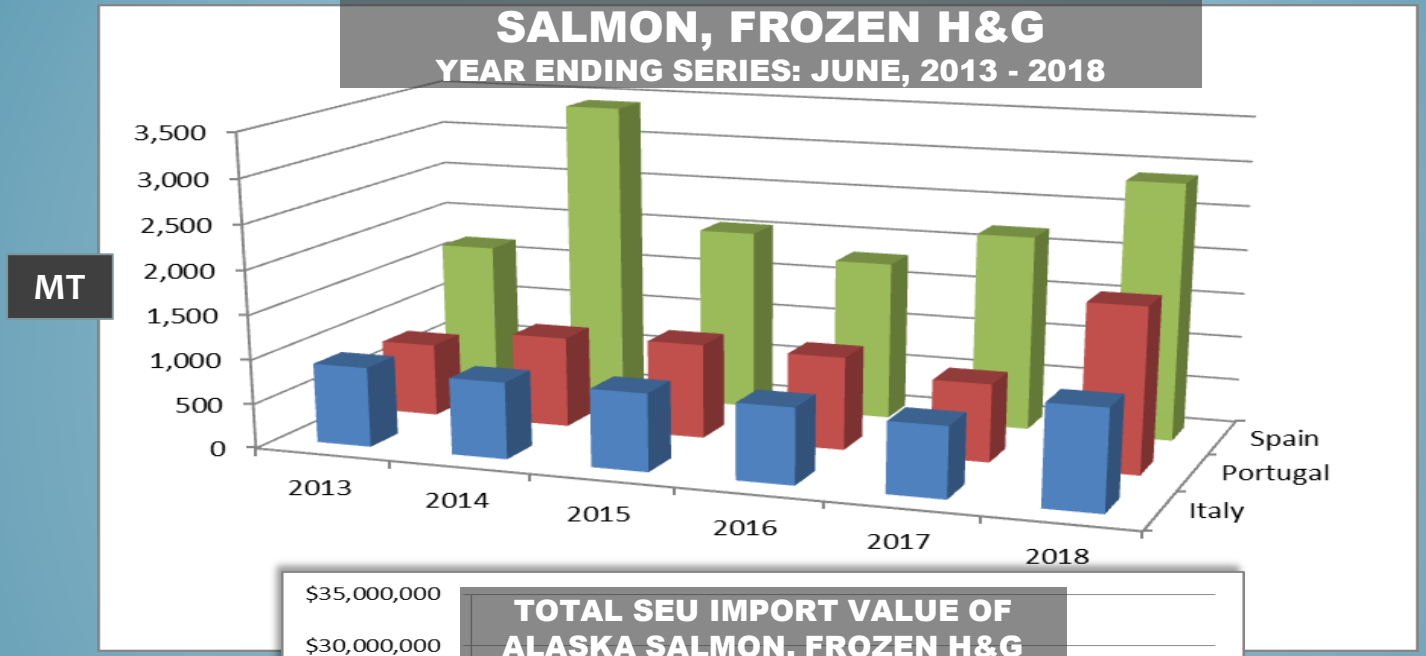
ANCHORAGE, ALASKA
OCTOBER 30, 2018

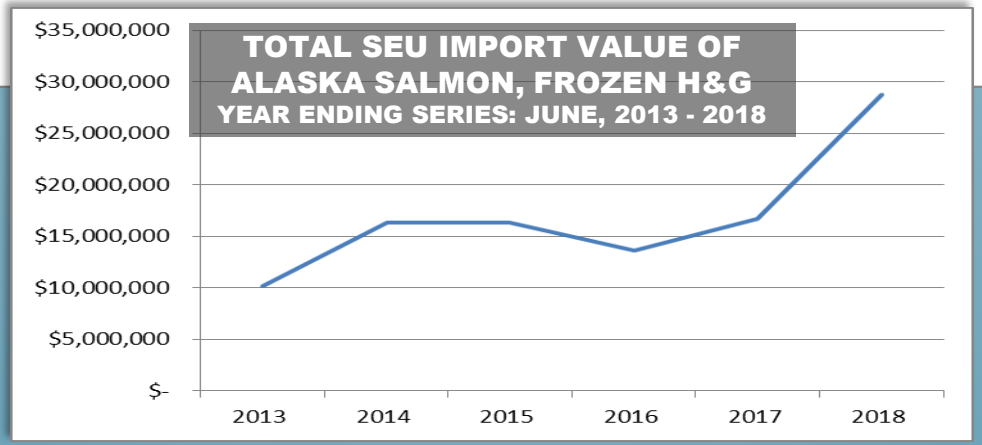

SEU IMPORT VOLUME OF ALASKA COD, FROZEN H&G
YEAR ENDING SERIES: JUNE, 2013 - 2018
MT
10,000
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
2013
2014
2015
2016
2017
2018
Portugal
Spain
Italy
Italy
Spain
Portugal

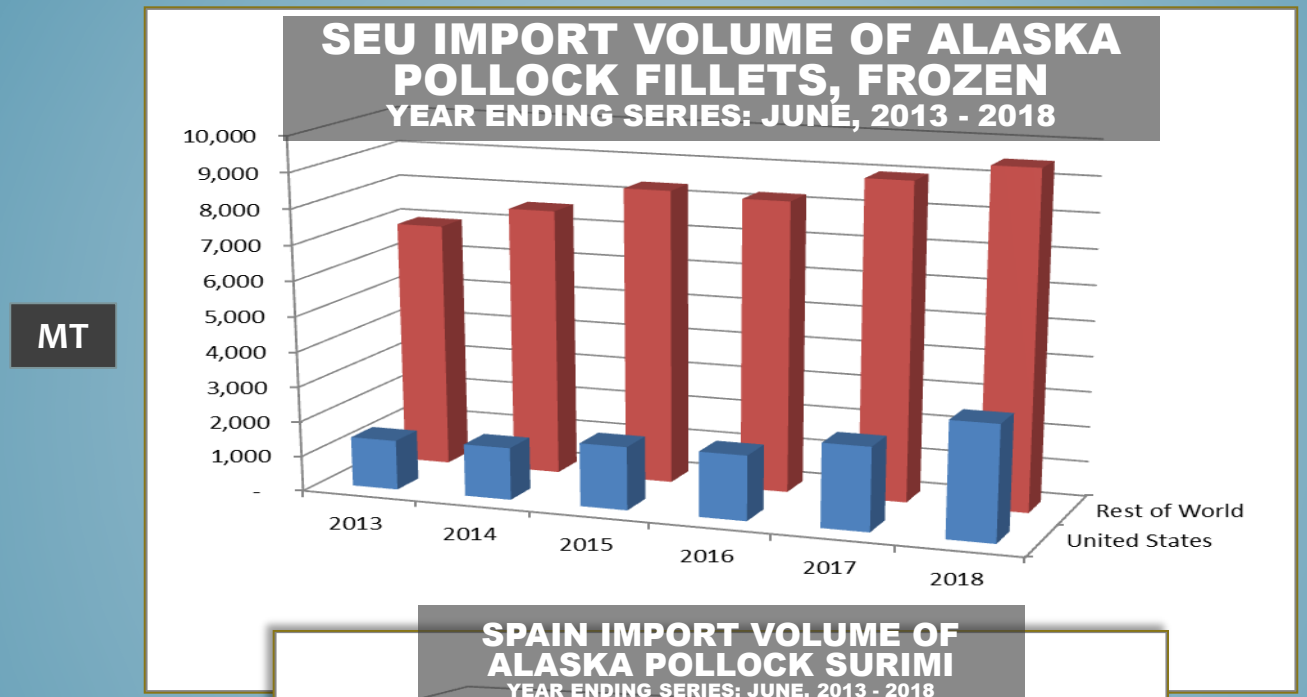

MT
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
2013
2014
2015
2016
2017
2018
TOTAL SEU IMPORT VOLUME OF ALL COD, FROZEN H&G
YEAR ENDING SERIES: JUNE, 2013 - 2018

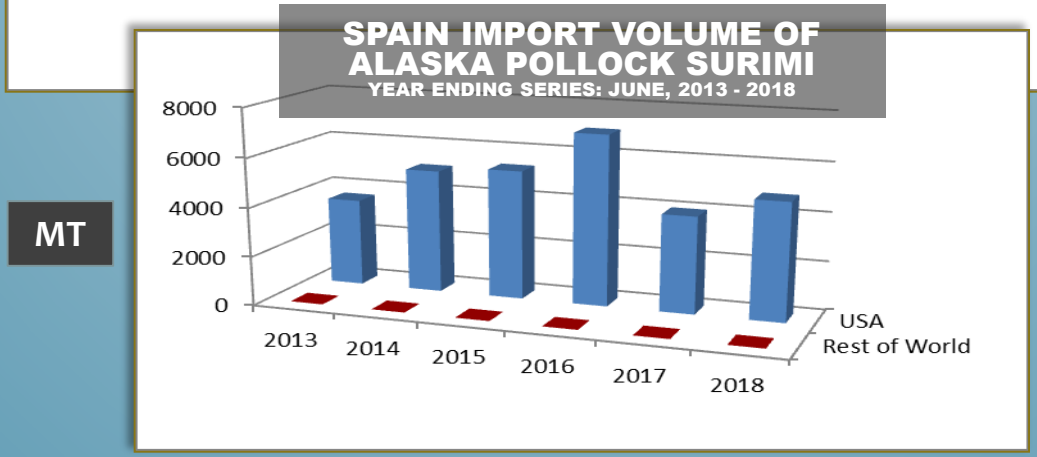
SEU IMPORT VOLUME OF ALASKA SALMON, FROZEN H&G

YEAR ENDING SERIES: JUNE, 2013 - 2018






SEU IMPORT VOLUME OF ALASKA POLLOCK FILLETS, FROZEN
YEAR ENDING SERIES: JUNE, 2013 - 2018
MT
10,000
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
-
2013
2014
2015
2016
2017
2018
Rest of World
United States


SPAIN IMPORT VOLUME OF ALASKA POLLOCK SURIMI
YEAR ENDING SERIES: JUNE, 2013 - 2018
MT
8000
6000
4000
2000
0
2013
2014
2015
2016
2017
2018
USA
Rest of World

CONXEMAR 2018

Frozen seafood trade show in Vigo, Spain

Oct. 2-4, 2018

CONXEMAR 2018

N°1 seafood trade show in Spain and n°2 in Europe

95% dedicated to frozen seafood

200 m2 Alaska Seafood booth

CONXEMAR 2018

•*Four, 12 m2 corner booths: Trident, Sogda, American & ASMI*

CONXEMAR 2018

•*Four, 12 m2 corner booths: Trident, Sogda, American & ASMI*

CONXEMAR 2018

- *Four, 12 m2 corner booths: Trident, Sogda, American & ASMI*

CONXEMAR 2018

•*Four, 12 m2 corner booths: Trident, Sogda, American & ASMI*

CONXEMAR 2018

- Blue North
- Bornstein
- Glacier
- Icicle
- Nord King
- Ocean Beauty
- Pacific Ocean Foods
- Popsie Fish Co.
- Seafood Solutions
- Wild Alaska Salmon

Ten dedicated company tables

CONXEMAR 2018

Ten dedicated company tables

Wild Alaska Product Tasting Kitchen

CONXEMAR 2018

Wild Alaska Product Tasting Kitchen

CONXEMAR 2018

Central kitchen & lounge area

CONXEMAR 2018

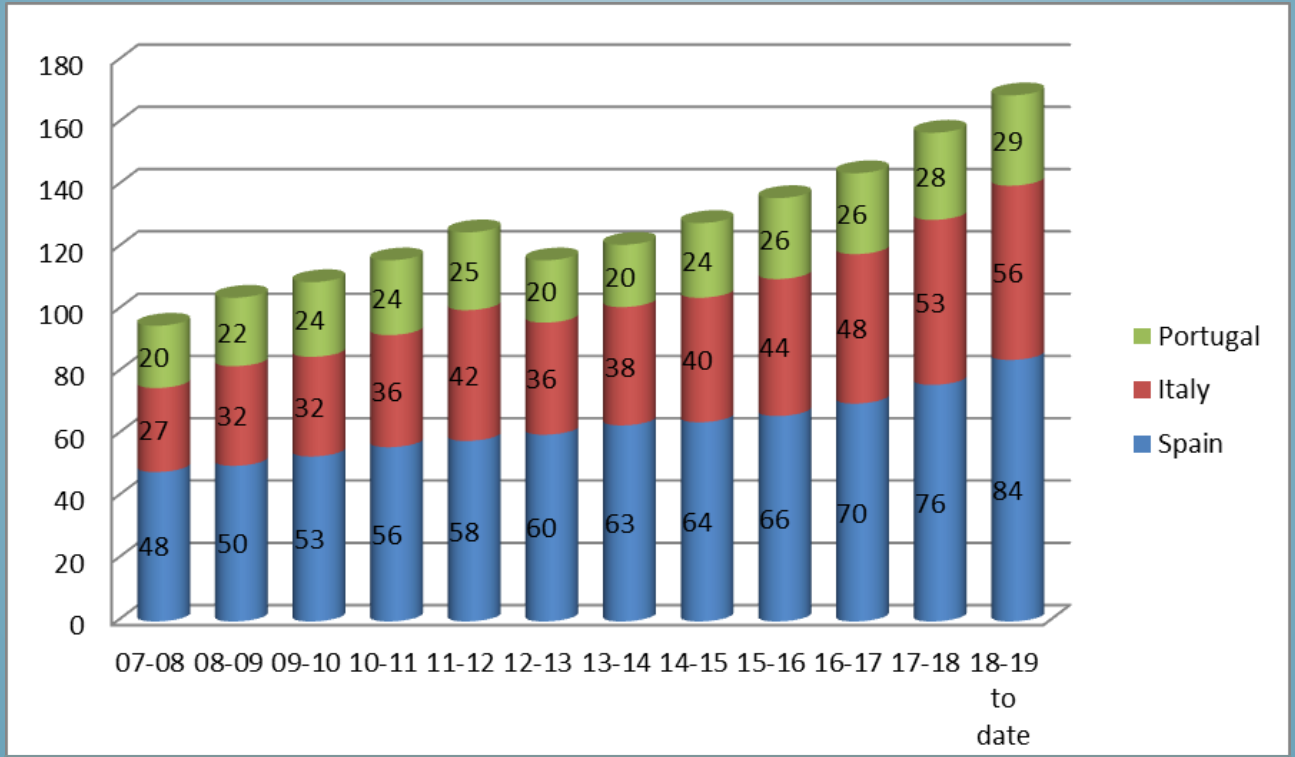
The Alaska Seafood stand generated:

___ meetings with trade buyers

$4,070,000 at-show sales

$34,400,000 projected 12-month sales

TRADE SERVICING – BUILDING DISTRIBUTION OF ALASKA SEAFOOD PRODUCTS IN SPAIN, ITALY & PORTUGAL



N° of Distributors of Alaska Seafood Products in SEU Markets

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

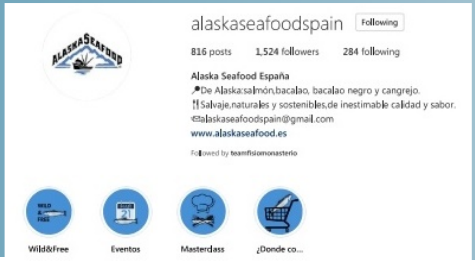
Chef Sergio Garrido presents a wild Alaska sockeye salmon workshop at San Sebastián Gastronomika on Oct. 9, 2018

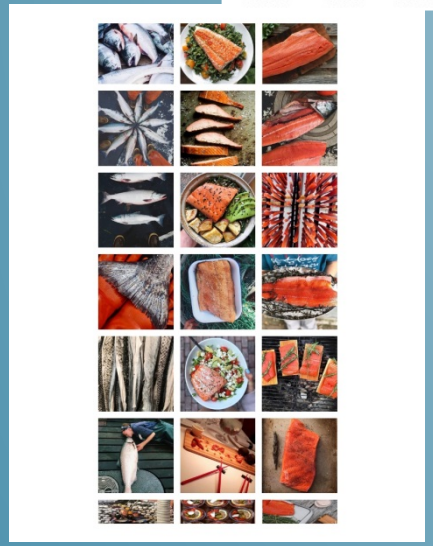
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

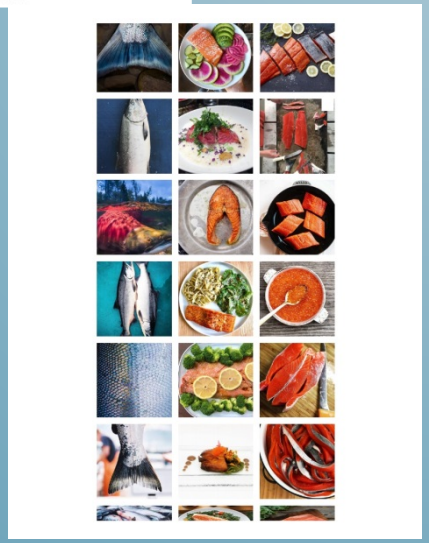
- *Alaska Seafood in HRI trade shows & chef congresses in SEU:*
  - *Congresso dos Cozinheiros – Oct. 2018 in Lisbon, Portugal*
  - *San Sebastián Gastronomika – Oct. 2018 in San Sebastián, Spain*
  - *Gastrónoma – Nov. 2018 in Valencia, Spain*
  - *Fòrum Girona – Nov. 2018 in Gerona, Spain*
  - *Portugal Young Chefs Competition – Jan. 2019 in Portugal*
  - *Madrid Fusión – Jan. 2019 in Madrid, Spain*
  - *H&T Málaga – Feb. 2019 in Málaga, Spain*
  - *Diálogos de Cocina – Mar. 2019 in San Sebastián, Spain*
  - *Identità Golose – Mar. 2019 in Milan, Italy*
  - *Salón de Gourmets – Apr 2019 in Madrid, Spain*

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Instagram







Facebook

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Team Fisioterapia Monasterio Sponsorship

Susana Mandi in the Cursa de Mercabarna, Oct. 7, 2018

Eric Monasterio, Physiotherapist and team captain

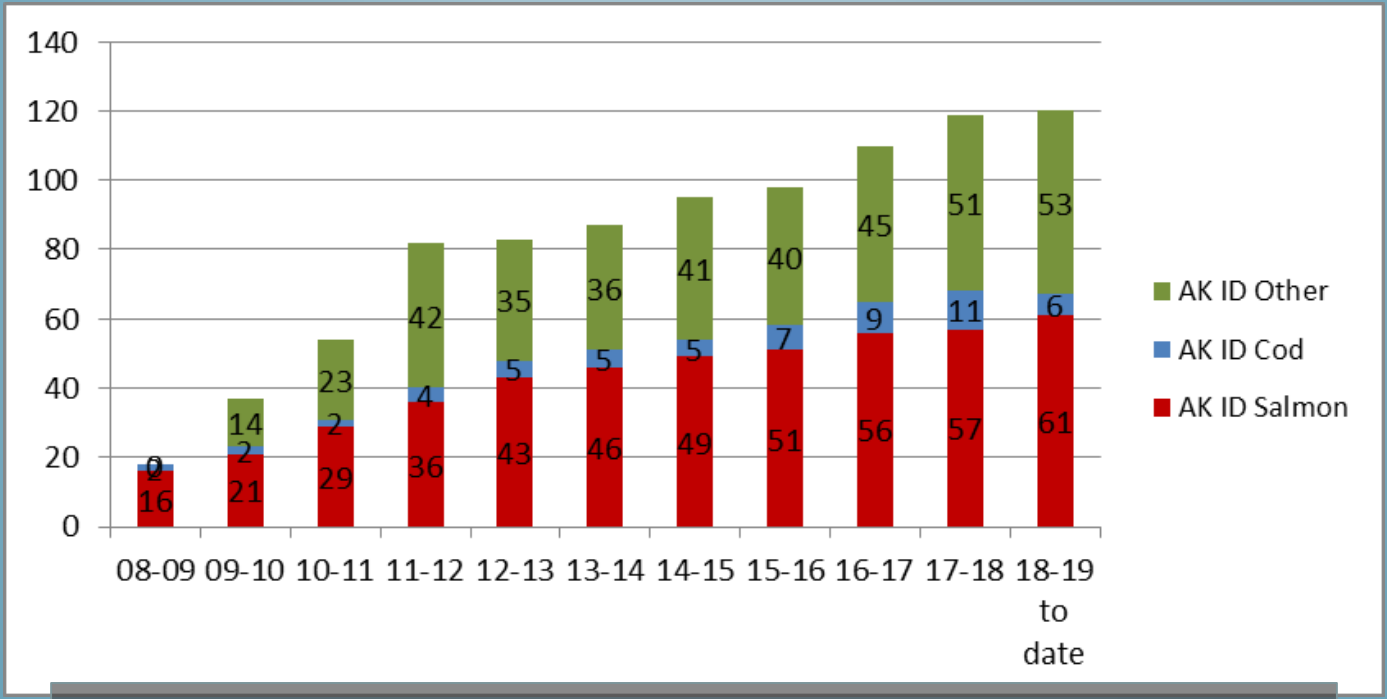
Cursa de la Mercè, 16 Sept. 2018

Raul Fernández in the Chicago Marathon, 7 Oct. 2018

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

ALASKA SEAFOOD DISTRIBUTION IN SEU RESTAURANTS



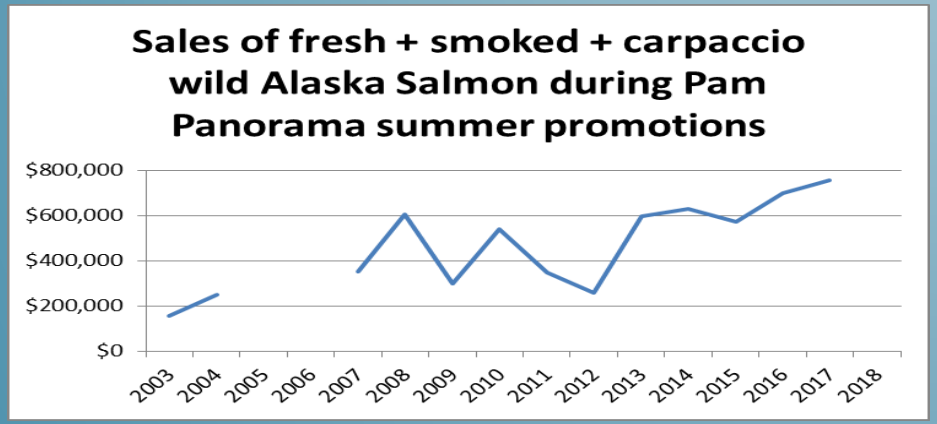
N° origin-identified Alaska seafood products available through HRI distributors in SEU

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

Summer 2018 "Win a Trip to Alaska" retail promotion of

1. *fresh wild Alaska salmon and*
2. *refreshed wild Alaska sockeye salmon fillets*

•*in 133 supermarkets in northern Italy of the Pam Panorama chain*



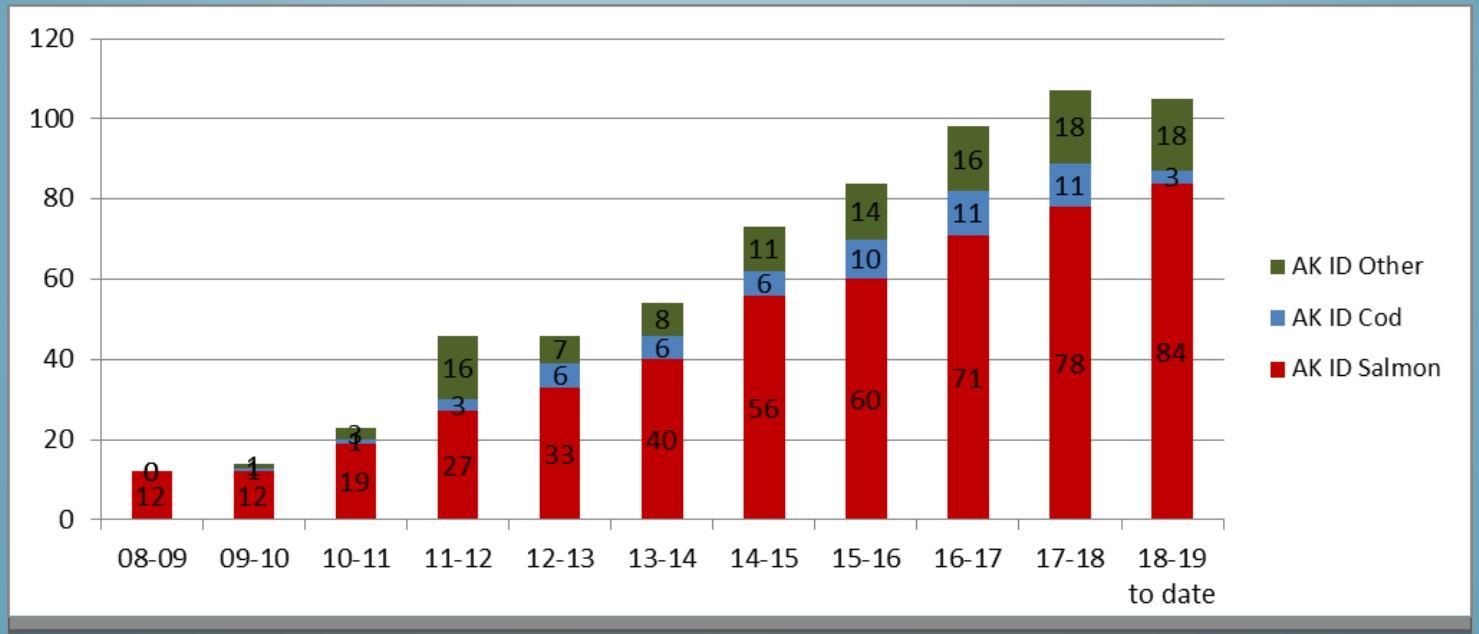
PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

New Alaska Wild Salmon in Olive Oil

PROMOTING THE ALASKA BRAND IN SOUTHERN EUROPE

A strong Alaska brand boosts sales of keta and pink salmon & Alaska pollock

ALASKA SEAFOOD DISTRIBUTION IN SEU RETAIL



N° origin-identified Alaska seafood products available at retail in SEU

SOUTHERN EUROPE MARKET UPDATE

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