

THE BLOSSOMING - UPDATE FROM OPTIBOOST

For 2 weeks, OptiBoost's team has traveled around the US and South America to meet potential customers, and gain better insight into the market. Below are reflections on the trip.

An interesting, educational and rewarding journey in the United States and South America is now coming to an end. After 14 days of traveling in the USA, Colombia, and Ecuador, we receive further confirmation of how our technology can have a positive impact on the flower industry as a whole.

An exciting world that in many ways is further ahead than Europe and Africa. Here, quality, proximity to the customer, and creating added value are important. The distance between grower and customer is minimized.

Colombia is more focused on the mass market with a focus on food chains, while Ecuador is of higher quality, targeting wholesalers and florists. The production rate per hectare is generally higher in Colombia, which gives a slightly smaller rose, while in Ecuador it generally focuses on making the world's best, largest, and most qualitative rose.

Miami is the big hub for roses in the United States from South America and especially Colombia. There are large distribution centers (DC) that receive the deliveries. All roses arrive there dry in a box and about 50% are shipped on in the same box either directly to the grocery store or to their DC. The others are sent on to "Drop & Chop" which cuts and puts on water. Here, Etail business is also handled by packing dry directly in boxes to the end customer. Here we see an opportunity to boost the roses that would give the advantage to be able to extend vase Life as well as the freshness of the flowers. From Miami, the roses are shipped 2-5 days around the United States. All growers have their own DCs in Miami, San Diego, and Los Angeles and sell directly to the food chains. This gives them full control of the chain. This benefits OptiBoost as we get greater flexibility in where we place the machine without having to take into account cost surcharges in the chain.

5 large groups are at the forefront of roses, these together handle 1.5 to 2 billion roses a year. We met everyone and leave with a shared positive feeling and a unified view of how OptiBoost can contribute to their business. We also met many "smaller" players who are moving towards higher quality where vase Life is the focus.

The general inclusion from our trip is that the market wants to switch to sea freight to reduce climate impact. It is clear that all parts of the market showed great interest in our product and want to be involved and evaluate. A challenge for us is that all companies have between 50-150 different kinds of roses, which puts pressure on our recipes. We had 16 visits in different sizes and all showed great interest and want to be part of the journey.

Together with florists, suppliers, and wholesalers, we will make a difference on a global level.

/ Johan Möllerström

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About Us

OptiCept Technologies AB (publ) provides the food and plant industry with technological solutions that contribute to a more sustainable world and enable climate-smart economic growth. OptiCept optimizes biological processes - Increased extraction from raw material, extended shelf life, reduced waste, and improved quality (taste, aroma, color, nutritional content) of the final product.

The positive effects of technology increase efficiency for our customers, better products for the consumers, and minimal impact on our environment. Through patented technology in PEF (pulsed electric field) and VI (Vacuum Infusion), the technology opens up new business opportunities for the food and plant industry worldwide. OptiCept's vision is to contribute to a sustainable world by offering efficient green cutting-edge technology that is easy to use in the areas of FoodTech and PlantTech.

The company is located in Lund and the share is traded on the Nasdaq First North Growth Market. Erik Penser Bank is a Certified Adviser and is available at 08-463 80 00 or certifiedadviser@penser.se.

Attachments

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