



PRESS RELEASE  
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## **Salmon Evolution ASA: Launching Land-Based Smoked Salmon Under the Premium Brand Lofoten in Norwegian Retail**

**Salmon Evolution is pleased to announce its strategic partnership with Lofotprodukt AS. In Week 8, Lofotprodukt AS will launch smoked salmon made from Salmon Evolution's land-based salmon under its premium brand, Lofoten.**

"Lofoten is a renowned quality brand which combines craftsmanship and innovation that aligns perfectly with our values," says Odd Frode Roaldsnes, Chief Commercial Officer at Salmon Evolution. "We have received countless requests from consumers eager to purchase our salmon. It is with great excitement that we can now share the news: Starting Week 8, this smoked salmon will be available in Meny and selected Spar stores all over Norway."

### **The first-ever smoked salmon consumer pack from a land-based facility to be launched in Norwegian Retail**

This smoked salmon represents an exciting advancement in food production, utilizing innovative technology at Salmon Evolution's land-based facility. This product has been listed by NorgesGruppen, which has chosen to introduce it in its MENY stores and selected SPAR locations. NorgesGruppen plays an important role in bringing this product to market, and this launch supports their goal of increasing access to healthy and high-quality seafood for Norwegian consumers.

To learn more, please visit [www.salmonevolution.no](http://www.salmonevolution.no).

#### **For further information, please contact:**

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### **About Salmon Evolution**

Salmon Evolution is the global leader within land-based salmon farming with a clear roadmap for 100,000 tonnes HOG annual production capacity. Pioneering the hybrid flow-through system (HFS), Salmon Evolution is Extending the Ocean Potential by creating optimal growth conditions in a controlled environment on land. This approach, capturing the benefits of both land-based and sea-based farming, puts biology first and limits operational and biological risk.

Salmon Evolution is strategically located the heart of the global aquaculture industry on the west coast of Norway, where the Company has its first facility and global centre of excellence fully operational at industrial scale. Enabled by the proof of concept in Norway, Salmon Evolution targets significant international expansion.

Salmon Evolution is listed on Oslo Børs under the ticker SALME. To learn more, please visit [www.salmonevolution.no](http://www.salmonevolution.no).