



# Nordic Aqua Partners – New appointments

Oslo, July 5, 2024:

Nordic Aqua strengthens commercial team with strategic new hires

In a strategic move to intensify and expand its commercial efforts, Nordic Aqua is pleased to announce two key appointments that will significantly bolster its business development, strategic partnerships, and market presence in China.

Effective October 1, Morten Westby will join Nordic Aqua as the new head of business development and strategic partnerships. Morten is a seasoned executive in the seafood industry with extensive experience in the Chinese market. He previously served as the VAP Asia Manager at Lerøy, where he played a crucial role in expanding their footprint across Asia. Morten's deep understanding of the seafood sector and his strategic acumen make him an invaluable addition to the Nordic Aqua team.

As of July 1, Vanessa Liu has taken on the role of Senior PR Executive at Nordic Aqua. Vanessa brings a wealth of experience in PR and branding particularly in the premium seafood segment within China. Her expertise will be pivotal in enhancing the brand image and marketing efforts for Nordic PureAtlantic, and ensuring the company's high-quality land-based Atlantic salmon resonate strongly with Chinese consumers.

"We are excited to welcome Morten and Vanessa to the Nordic Aqua family," said managing director Andreas Thorud for China operations. "Their combined expertise and passion for the seafood industry will drive our market development, branding, and positioning efforts. With their experience and competence, we are confident in our ability to leverage the superior quality and unique story of Nordic PureAtlantic, presenting an unmatched value proposition to our partners and consumers in China", he added.

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Nordic Aqua is a Nordic land-based Atlantic salmon farming company, using cutting-edge Nordic technology and expertise to set up the first fully integrated and commercially scaled Recirculating Aquaculture System (RAS) farm for Atlantic salmon located in Ningbo, China. Nordic Aqua is the first local

producer of truly sustainable and Super-fresh Atlantic salmon to the Chinese market. The current business plan is for an annual production of 20,000 tons HOG. Nordic Aqua Partners AS is listed at Euronext Growth under the ticker NOAP.