



marineharvest



Salmon Brand Building in Asia

*Supreme Salmon, a brand built for the
Chinese consumer*

Alf Helge Aarskog, CEO, Marine Harvest ASA

Fully Integrated from Feed to Plate

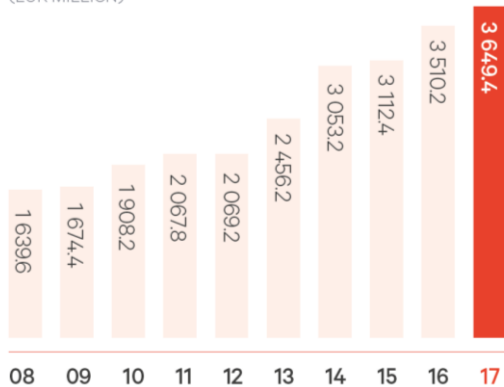


We believe there are benefits to vertical integration due to the greater capacity it gives us to control our production process

Key figures

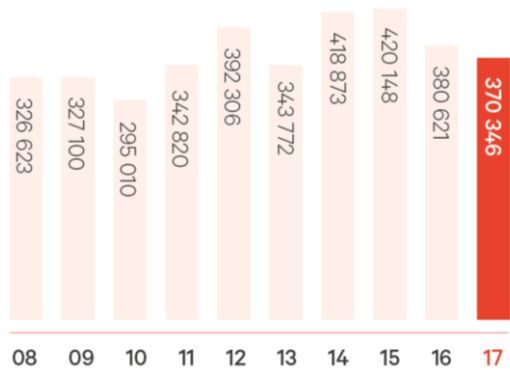
Revenue and other income

(EUR MILLION)



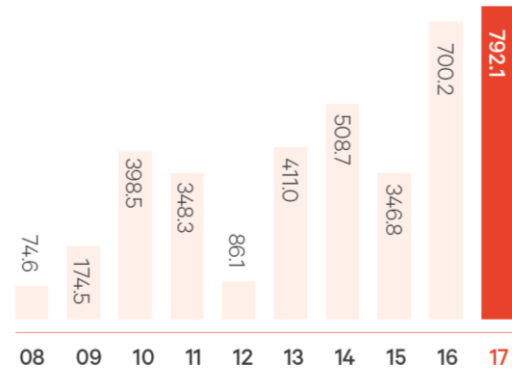
Harvest volume salmonids

(TONNES GWE)

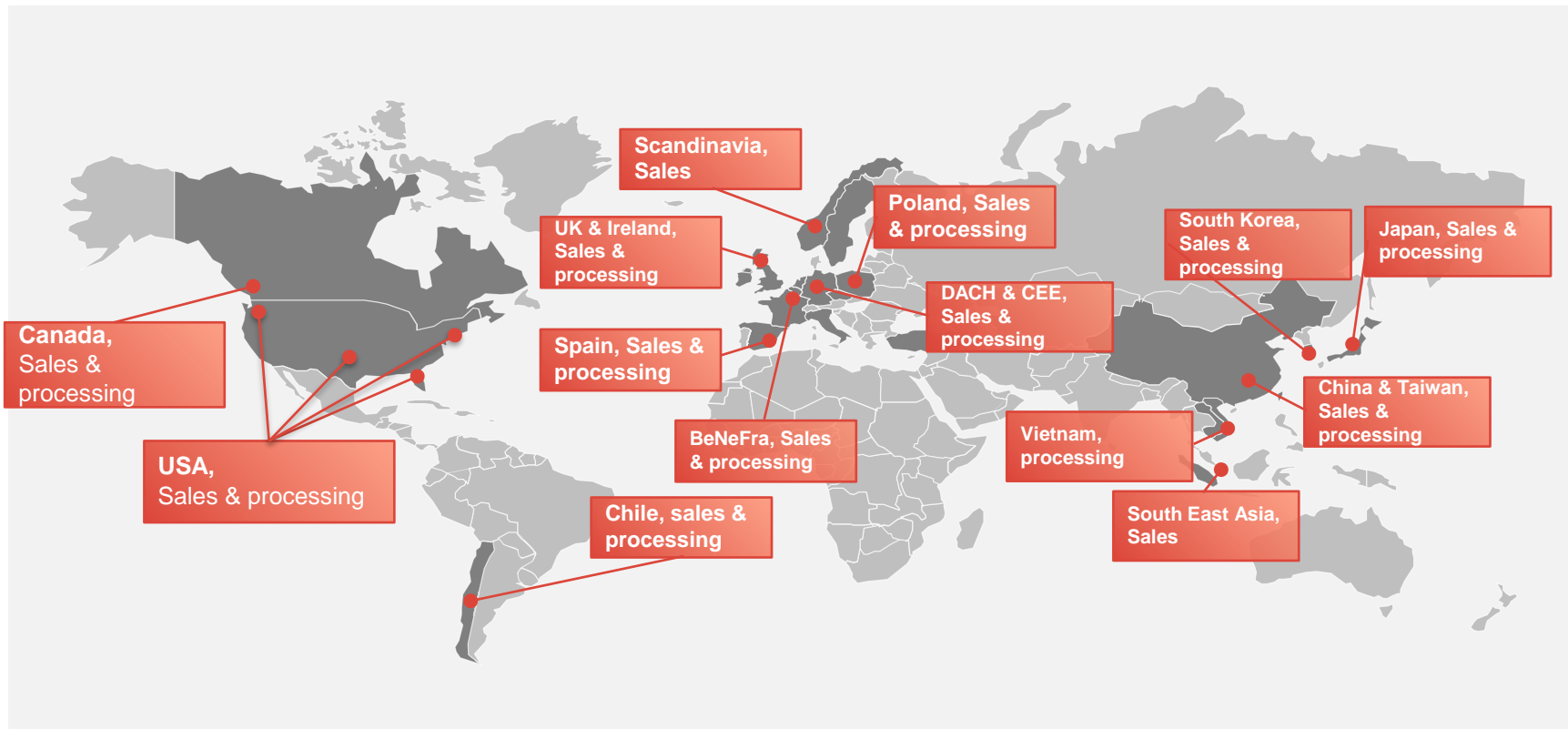


Operational EBIT

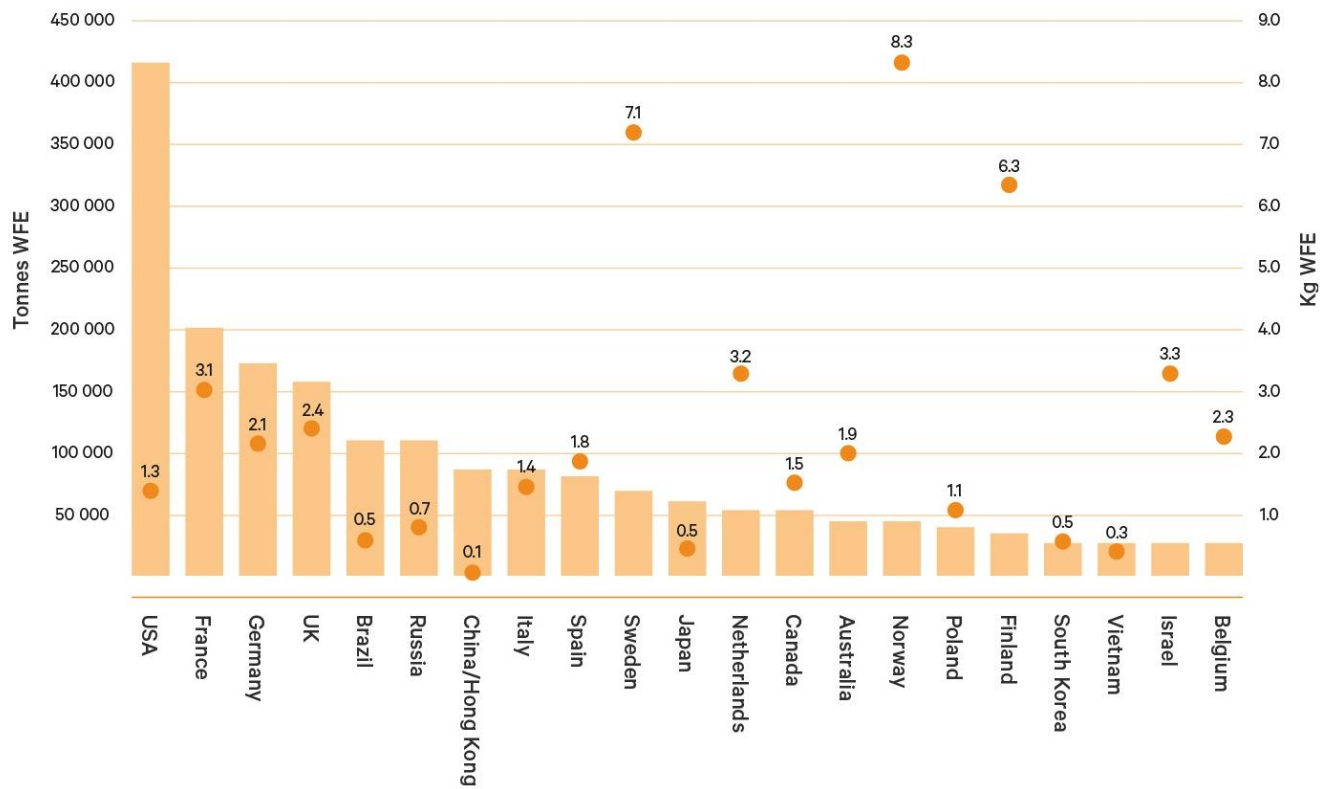
(EUR MILLION)



Our global VAP processing, sales & marketing network



Market size and consumption per capita



Growing in Asia; processing and brand building

- 5 plants in key markets
- 2017 turnover: USD 375 million
- Processing capacity approx 2 million meals per day
- 1,277 FTE (2017)
- Well invested facilities
- Fresh pre packed facilities close to market
- Frozen products processed in Ho Chi Minh
- Leading position in NPD and category management
- Main markets: Japan, Korea, Taiwan and China
- Brands: Supreme Salmon (Taiwan) and Mowi Salmon (Japan)



In August 2013 Marine Harvest launched the Supreme Salmon concept in Taiwan

- *Pan Asian research on consumer habits*
 - Usage and attitudes
 - Drivers and Barriers
 - Affluent middle class
- *Salmon regarded as high end and luxury*
- *Difficult to find salmon with stable high quality*
- *Lack variety in eating and cooking*
 - Mainly sushi & sashimi
- *Need guidance and examples on how to cook and eat salmon*
 - Moms are seeking simple variety
 - Searching for the tastiest option for the dinner table



Supreme Salmon brand positioning

*Voted the #1 tastiest salmon by world's leading professional chefs, Supreme Salmon provides **the tastiest** and **healthier salmon choice** so that moms seeking simple variety meal solutions can feel a **sense of accomplishment**.*

A dedicated, passionate salmon expert who is professional, considerate, and approachable.

An understanding meal-time partner who is always there for you when you need simple meal solutions.



The brand idea

- *Supreme Salmon restaurants*
 - Building brand awareness and preference
 - Generate income
 - Supporting the sales of retail products
- *Supreme Salmon products in retail*
- *Extensive use of Social media and PR*
- *Cooking classes*
- *Collaboration with chefs*
- *Taiwan used as a model market for launch in mainland China*



Brand building

Visual identity



Campaign idea



Spokesperson



Cooking class



Supreme
Salmon

Official website



Facebook fan page



Youtube channel



Media report



Supreme Salmon restaurants



N : Xinyi store
2014 Aug open



S : Tainan store
2016 Mar open



N : Hsinchu store
2016 Sep open



N : Taipei A11 store
2016 Oct open



N : Taipei Q-Square store
2017 Sep open

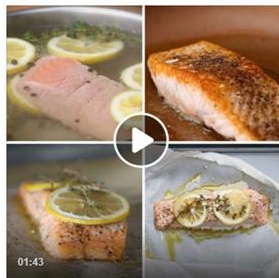
- *Total 5 stores in Taiwan, all located in department store's food court*

- 4 stores located in North (3 in Taipei city, 1 in Hsinchu city)
- 1 store located in South Taiwan (Tainan city)

Social media and PR

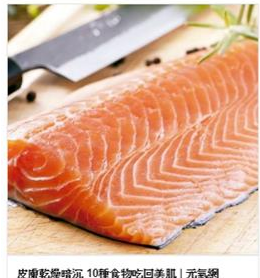
Supreme Salmon 美威鮭魚分享了 Tasty 的影片。
1月15日

【星期一不Bule】
#看美食料理舒緩壓力
一樣的食材與配料
不同的做法
就有不同的美味.....更多



Supreme Salmon 美威鮭魚
2017年11月3日

👧 女孩們您吃對了嗎?
改善乾燥肌膚,從吃做起👉
👧 鮭魚有相當出色的皮膚保養成分呢!.....更多



Supreme Salmon 美威鮭魚在美威鮭魚XO醬炒廚手冊裡
中新增了1張相片。
2017年4月13日

『美威鮭魚干貝XO醬』也能作出超簡單料理!
簡單的幾個步驟,您就可完成這道料理。
完全不用任何廚藝技巧,美味一樣輕鬆上桌。.....更多



Supreme Salmon 美威鮭魚
2017年12月28日

您吃得美味又健康嗎?
鮭魚含有不飽和脂肪酸DHA和EPA,是維持身體健康重要的營養素呢!
不論是煎、煮、炒、炸美味口感都相當不錯喔!.....更多



Supreme Salmon 美威鮭魚
2015年12月3日

感冒吃鮭魚豆腐、日本醫學博士教你吃對食物不吃藥
食補很重要呢~~~
☆加入 美威鮭魚專賣店LINE帳號 就送越吃越健康
快速傳送門 ▶ <https://goo.gl/nDJVp>.....更多



Supreme Salmon 美威鮭魚
2017年10月27日

【鮭魚全身都寶貴】
常用超速度的上班族,特別可以多攝取一點呢。
【營養價值】 健康加分 鮭魚、豆腐
鮭魚食用、吸收,營養更豐富鮭魚和豆腐富含優質的蛋白質,加上軟嫩易於入口,對減肥及幼兒學步運動功能不啻是,是一邊營養又營養的佳餚。.....更多



Supreme Salmon 美威鮭魚
由 Ethan Kao 發佈 | 2017年5月29日

<#美威鮭魚 #CP值超高的鮭魚料理>
喜歡吃豆腐的粉絲,
一定要試着做這道「鮭魚燒豆腐」,.....更多



Supreme Salmon 美威鮭魚
2016年5月30日

在家料理餐廳級美味不難,跟著食譜料理影片一起作,讓您輕鬆上手!.....更多



What is our big hairy goal?

- *A franchise concept for the Supreme Salmon restaurants*
 - Taiwan
 - Hong Kong
 - Mainland China
- *Full roll out of the FMCG model in retail*
 - Taiwan
 - Hong Kong
 - Mainland China
- *Ambition of 2,000 restaurants by 2025*
 - 40,000 GWT Atlantic Salmon
 - Turnover: Est USD 2 bn (Franchise)
- *Supreme Salmon retail sales*
 - 20,000 GWT Salmon
 - Turnover: Est USD 600 million





Marine Harvest uniquely positioned

- Breeding
- Feed
- Farming competence
- Processing competence
- Market competence

We care about the people eating our fish, and we care about the fish!.