

**MULTI X**

## **Seafood Expo Global**

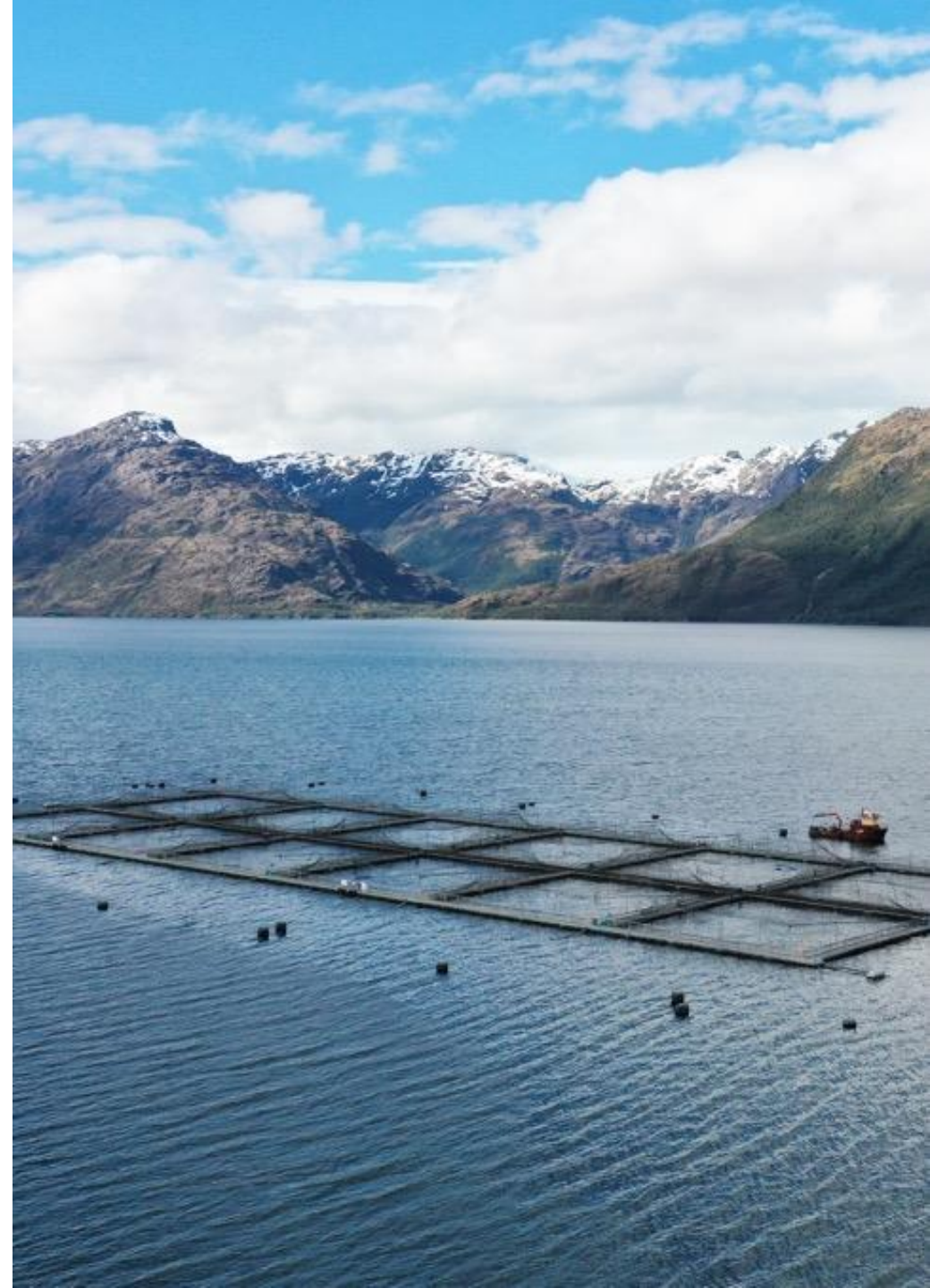
Barcelona, April 2022



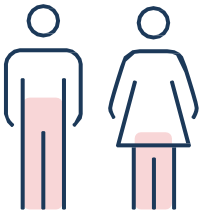
# Agenda

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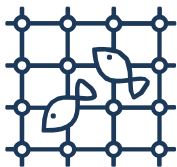
- 1 **Multi X Overview**
- 2 Market Overview
- 3 USA Market
- 4 New Trends
- 5 Our Actions



# Multi X at a Glance



**2,600**  
Employees



**106**  
Farming Licenses

**97,8**  
TH TON WFE  
HARVEST VOLUME

**101,1**  
TH TON WFE  
PROCESSED VOLUME

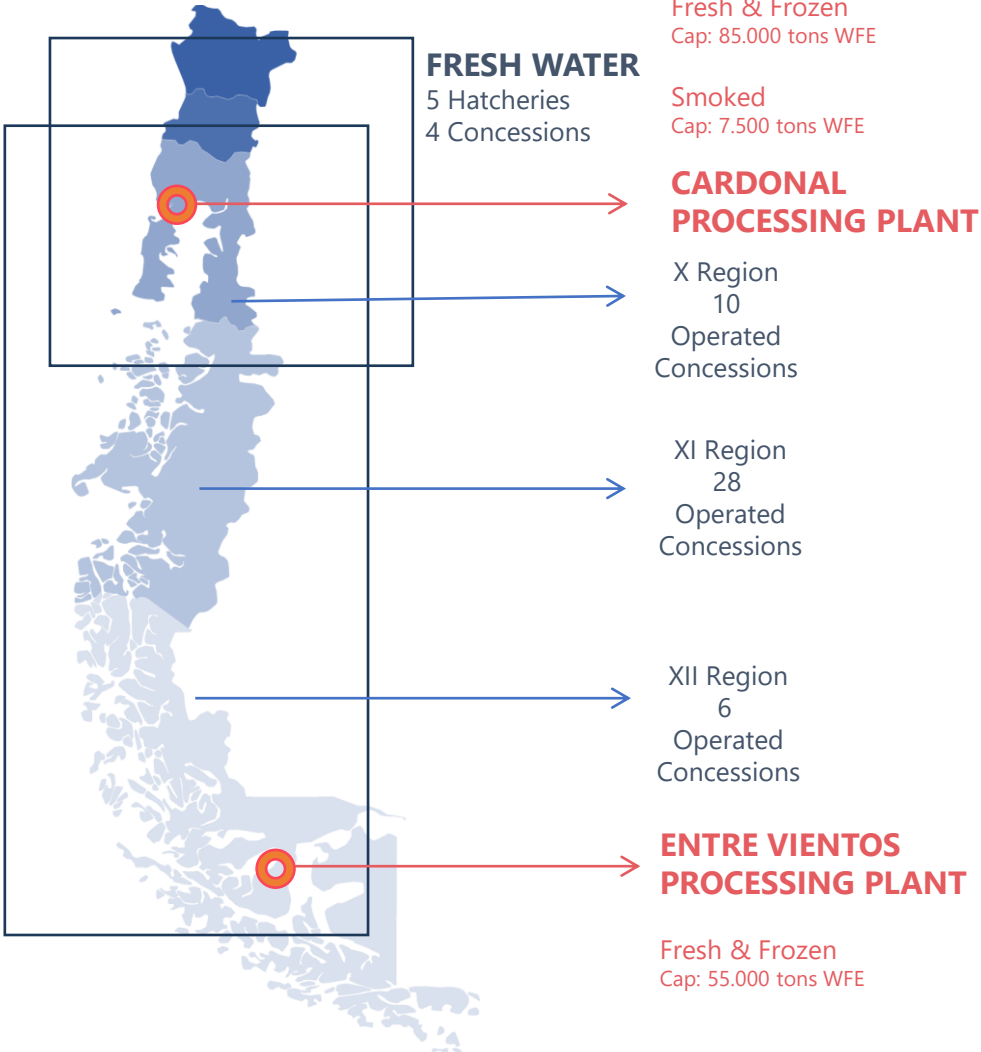
**101,2**  
TH TON WFE  
SOLD VOLUME



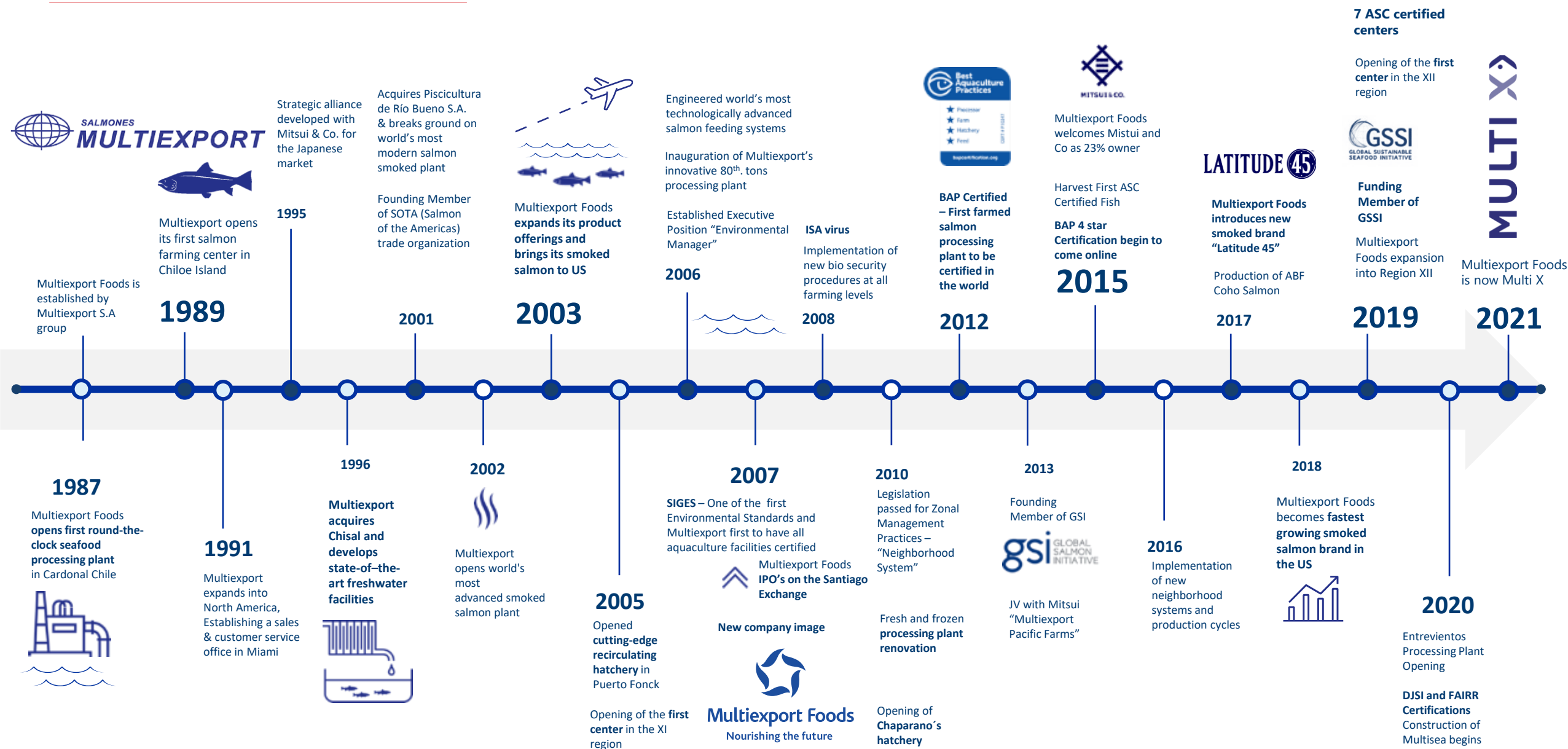
- TOP 1** EXPORTER OF SMOKED PRODUCTS OF CHILE
- TOP 2** EXPORTER OF ATLANTIC SALMON OF CHILE
- TOP 2** EXPORTER OF ALL SPECIES OF CHILE
- TOP 6** EXPORTER WORLDWIDE BY VOLUME OF FINAL PRODUCT



B O L S A  
**SANTIAGOX**



# 34 Years of Innovation in the Salmon Business



# Agenda

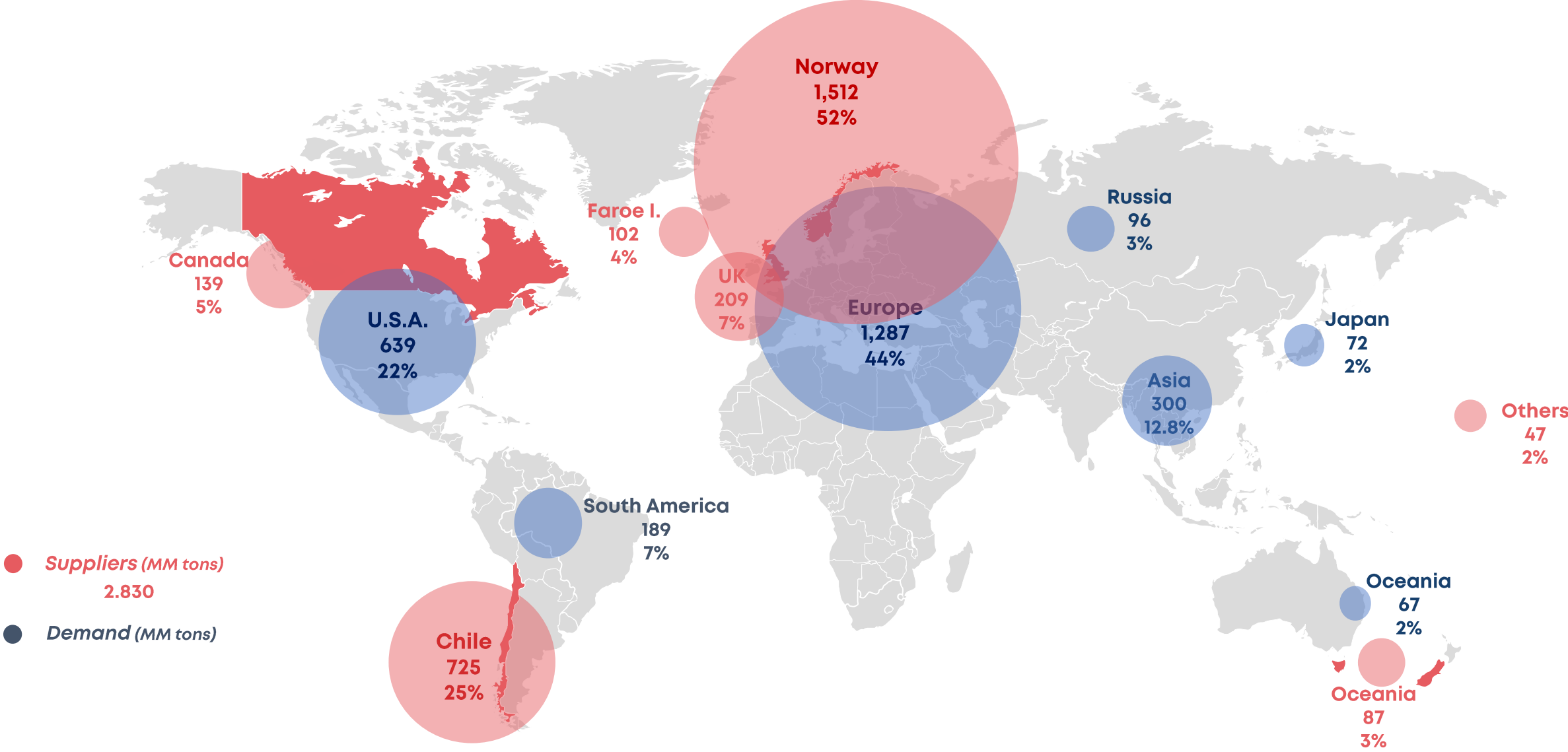
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# Global Salmon Supply and Demand

Atlantic Salmon

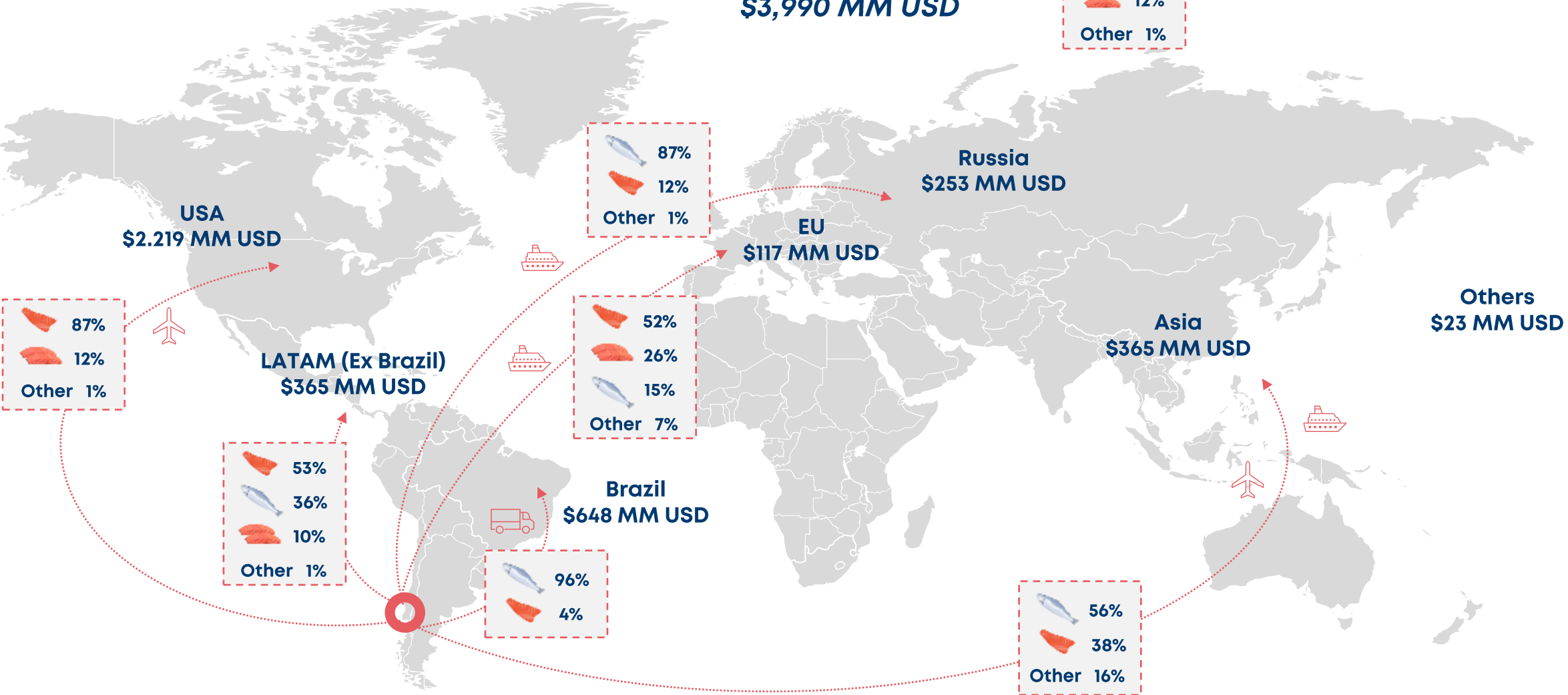
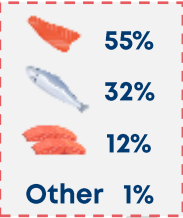


Source: Kontali

# Chilean Exports 2021

Atlantic Salmon

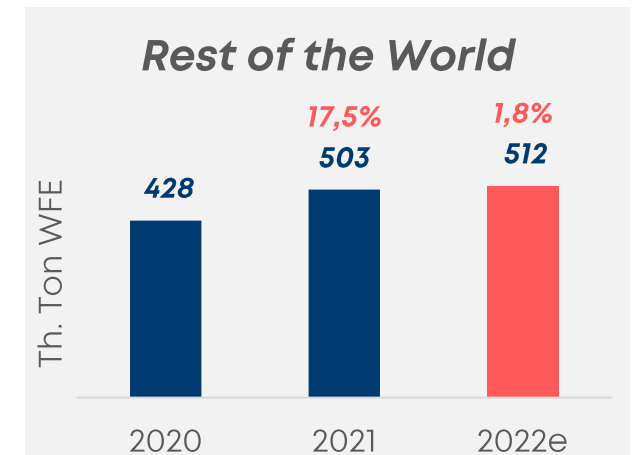
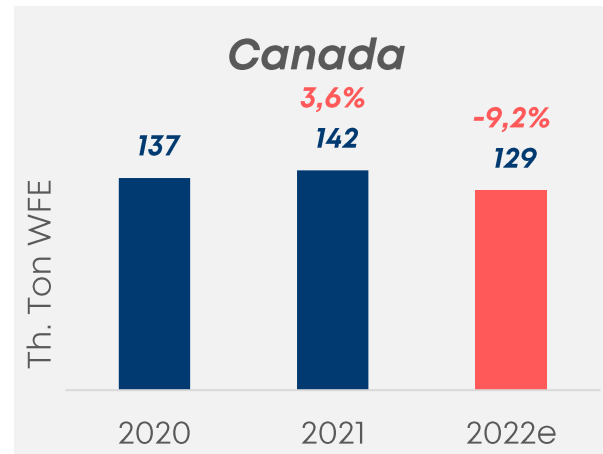
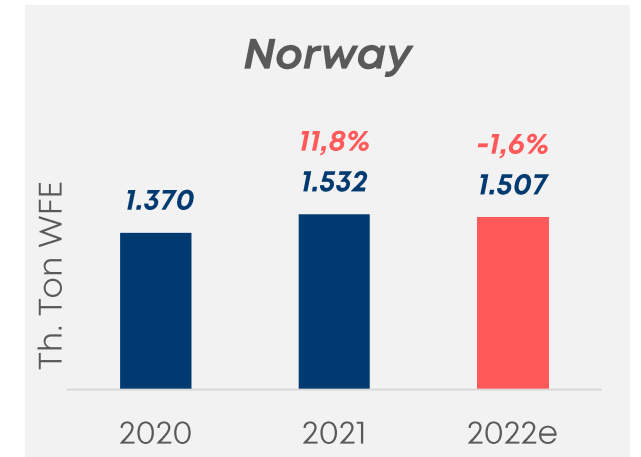
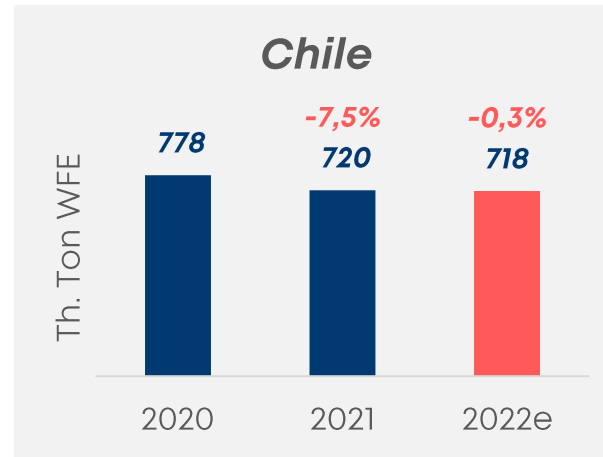
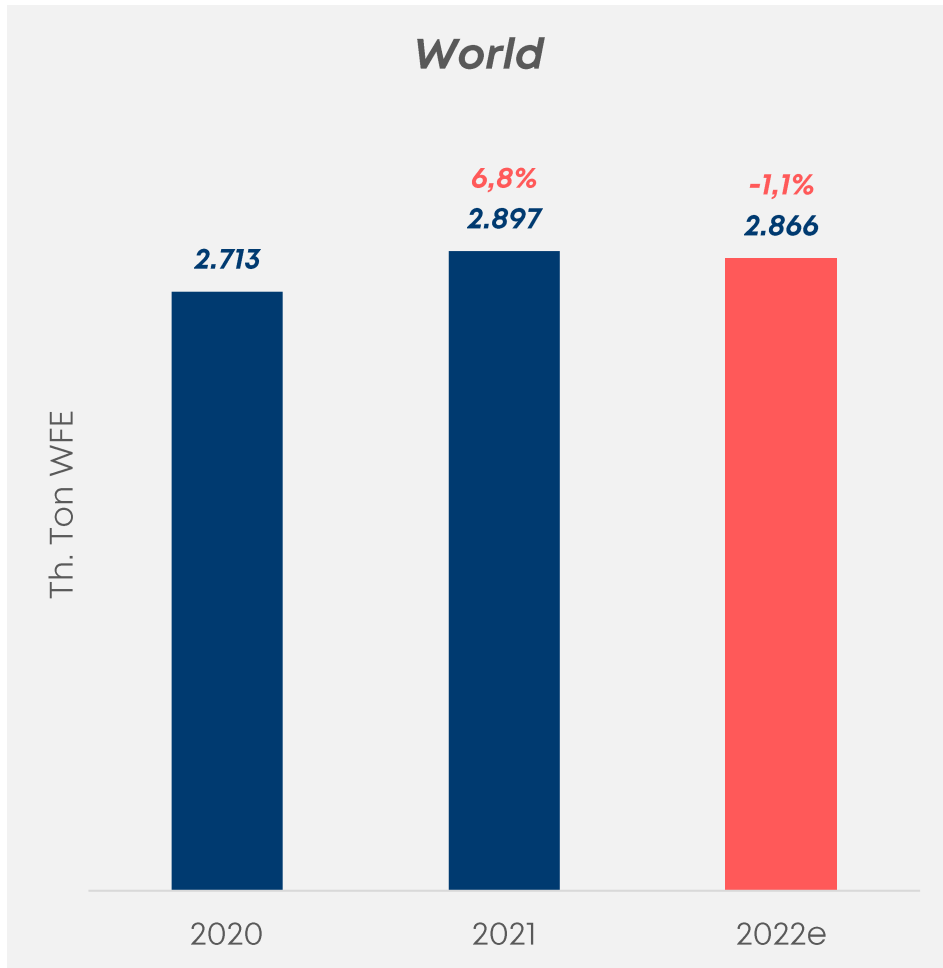
**Total Chilean Exports  
FOB Price  
\$3,990 MM USD**



Source: Infotrade Dec 2021, Chile

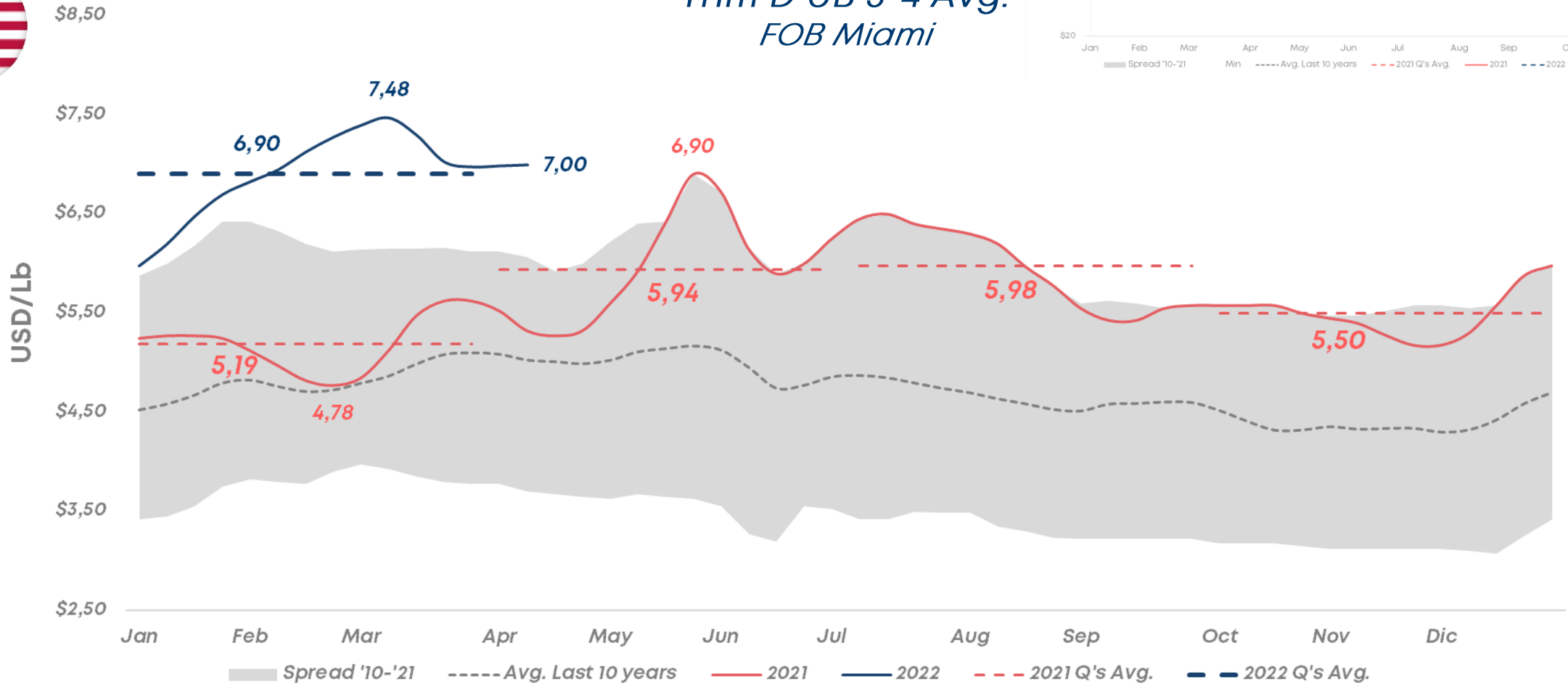
# Harvest Projections

Atlantic Salmon

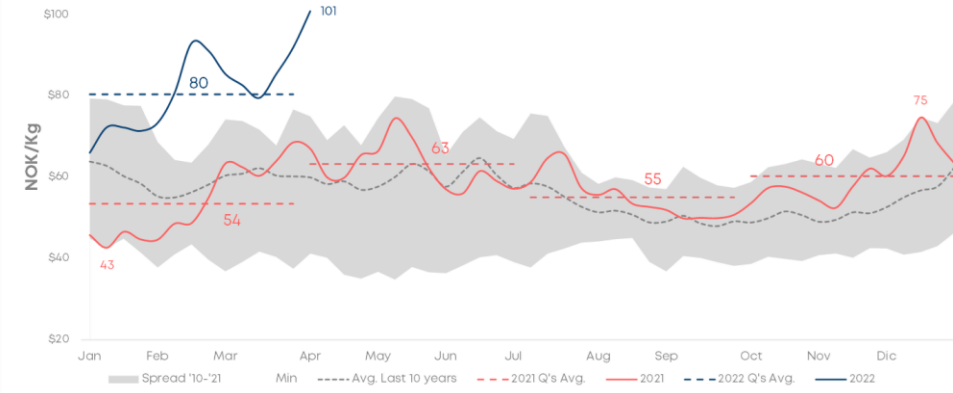




# USA Salmon Market Price



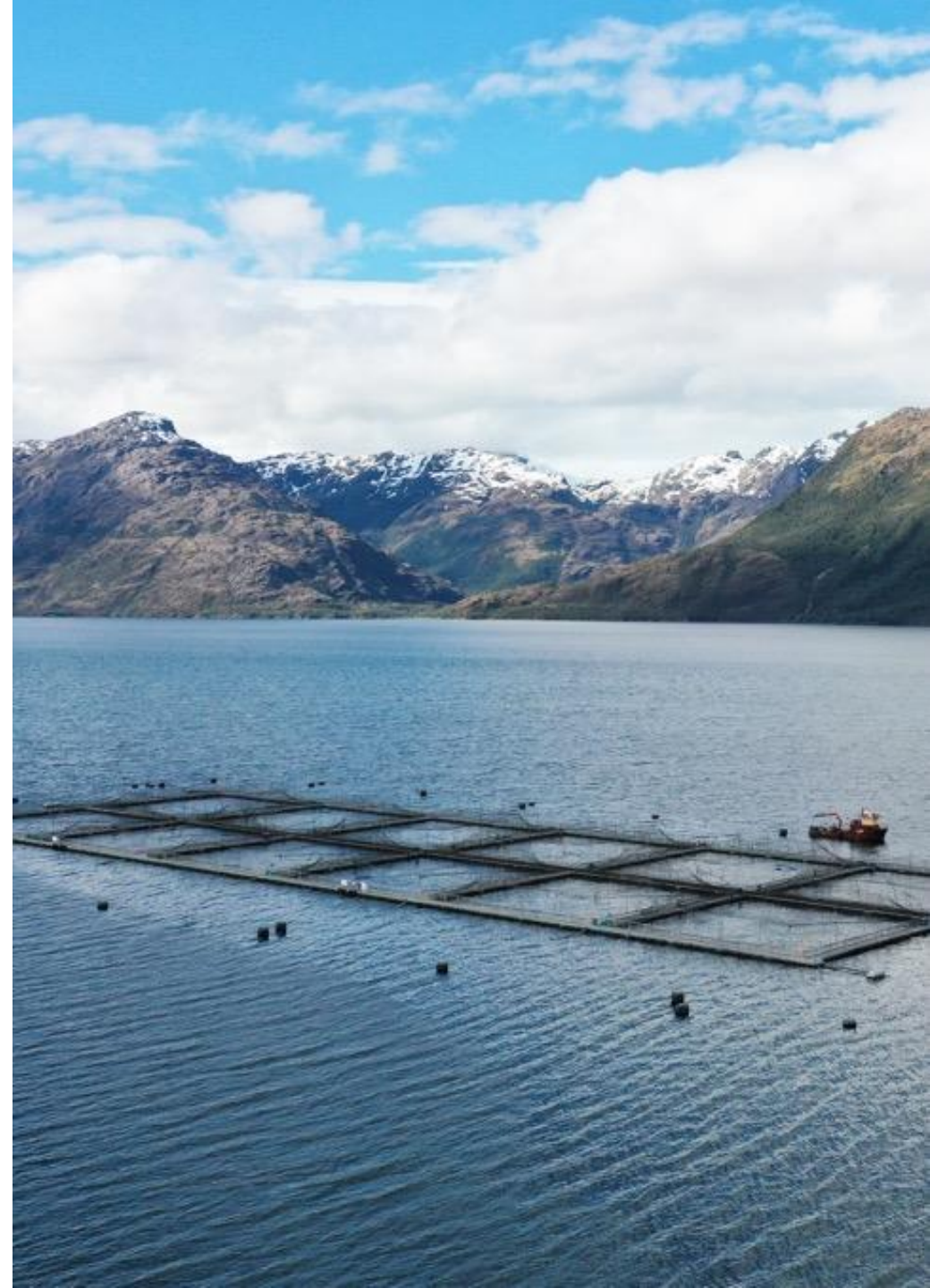
NASDAQ Salmon Index HOG



# Agenda

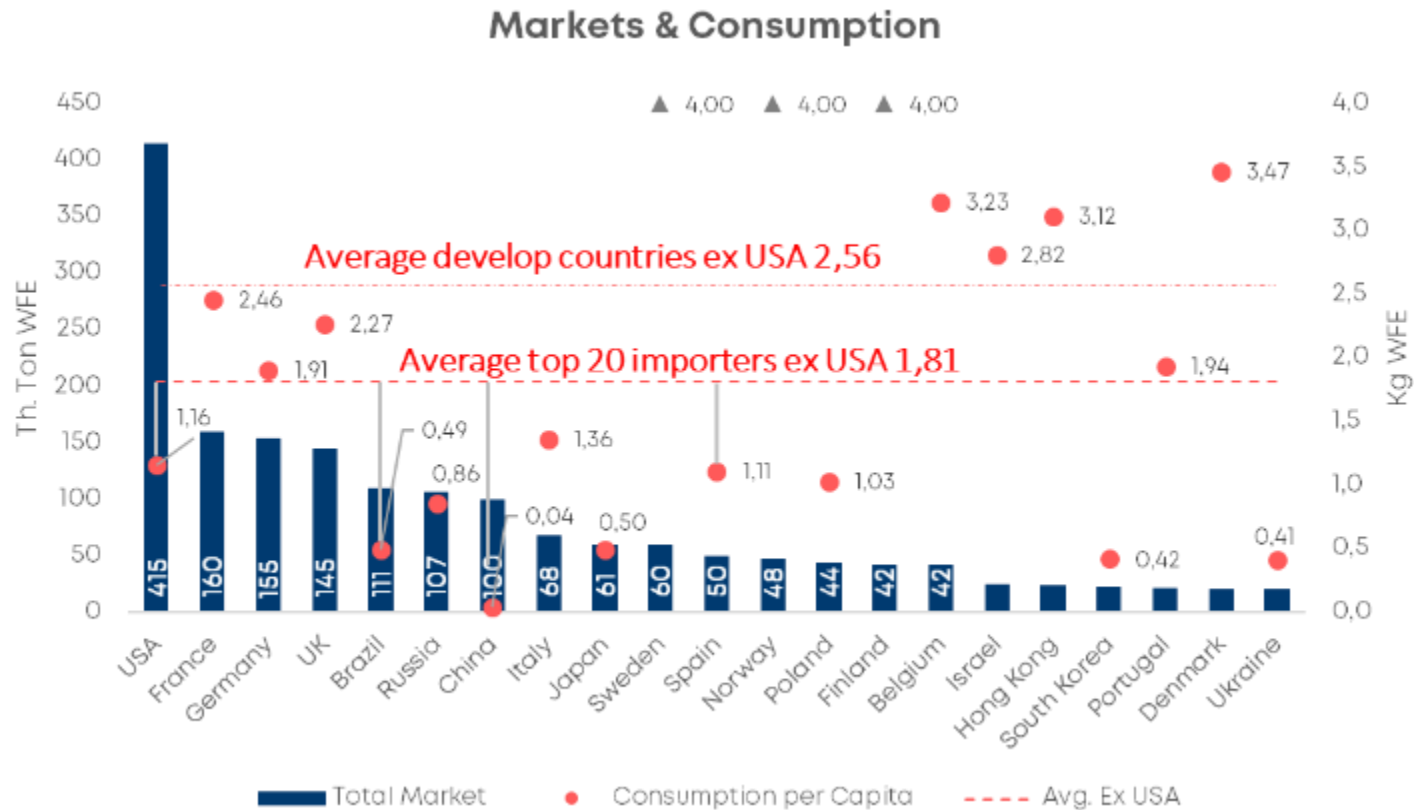
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# Market and Opportunities

Atlantic Salmon

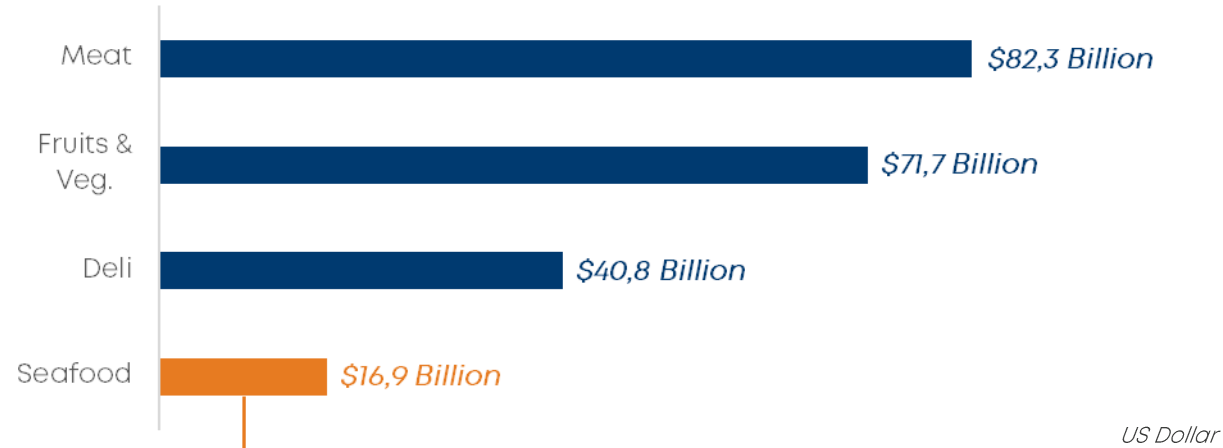


▲ Per Capita Consumption >4 Kg WDE

- USA is almost 2.6 times bigger than the second market
- USA can growth up to 50%-80% to match avg. per capita consumption (230 -500Th. Ton)
- China, Brazil, Spain, etc. are interesting markets that have a huge gap to growth as well

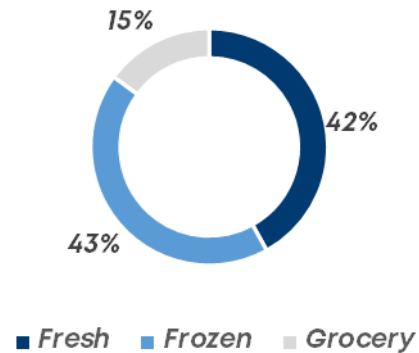
# USA Seafood Market

## Annual Sales by Department 2021



## Seafood Annual Sales by Category 2021

Category	Th. USD
Fresh	\$ 7.098
Frozen	\$ 7.302
Grocery	\$ 2.523
Total	\$ 16.923



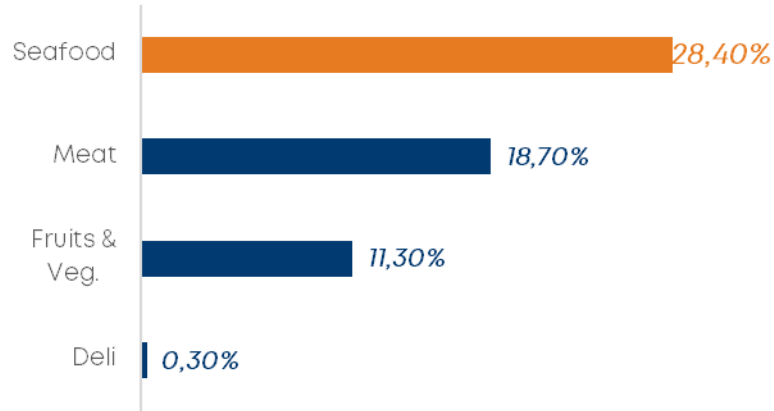
- 3 Billion pounds of Seafood sold in 2021
- Seafood is 1/5<sup>th</sup> of the meat Market
- About half of the household purchased fresh seafood in 2021 and 72% frozen

# USA Seafood Market

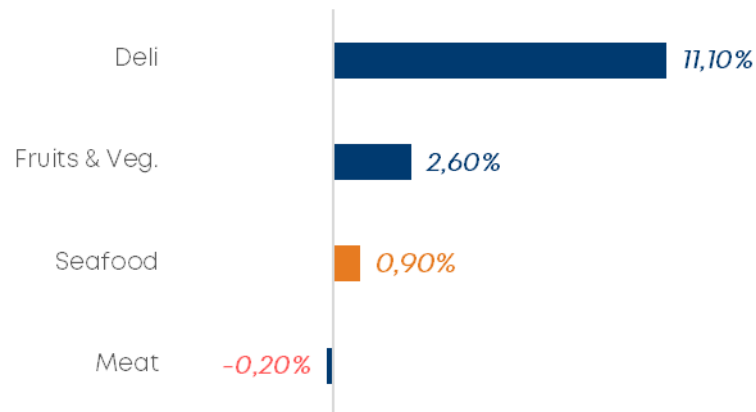


Consumers *have turned* to their own kitchens to prepare *the seafood*

## Growth in Sales 2020 YoY



## Growth in Sales 2021 YoY



## Growth in Sales 2019 to 2021

Seafood



30%

Meat



18%

Fruits & Veg.



14%

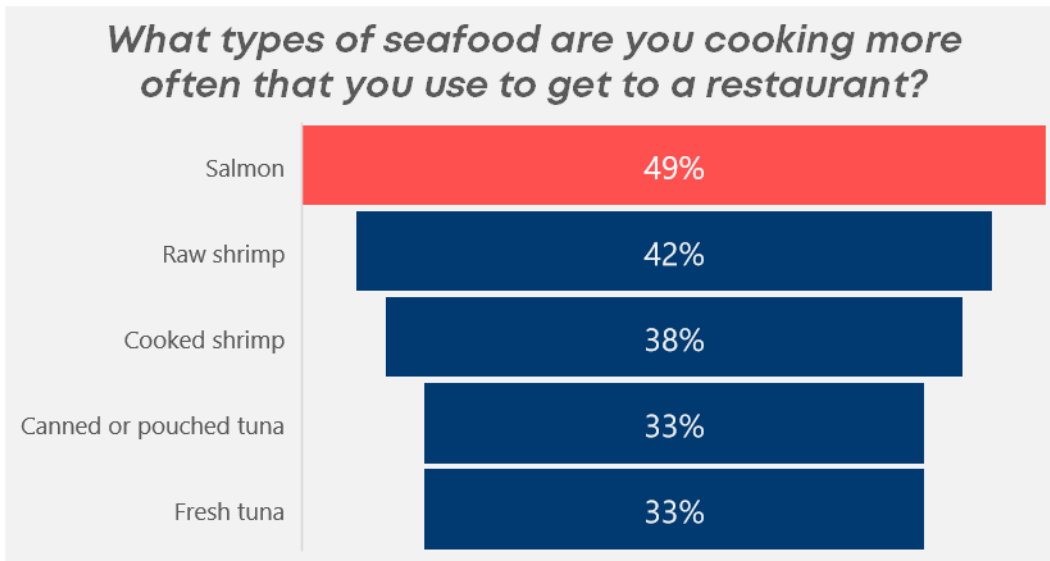
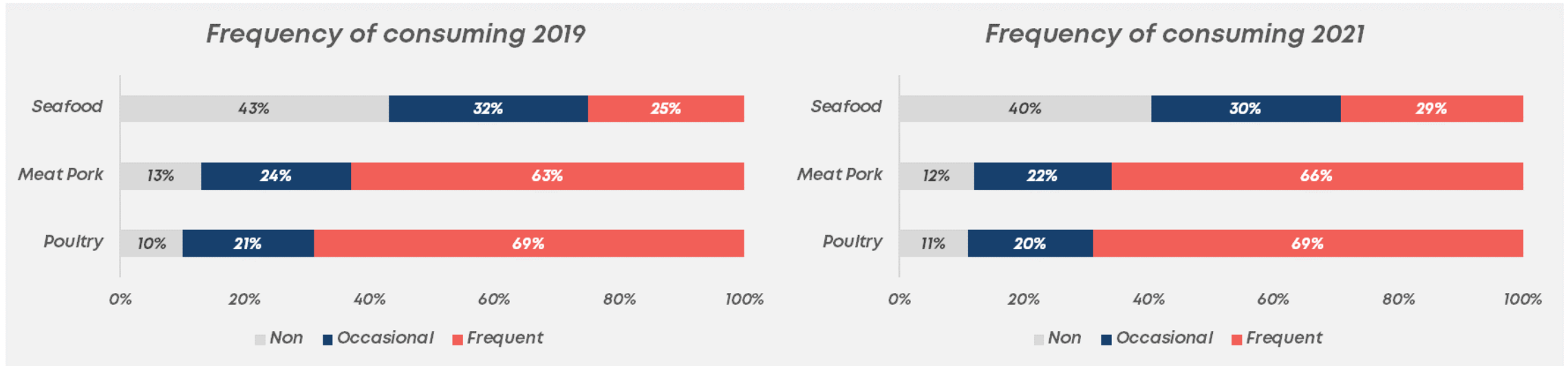
Deli



11%

- *Seafood* department was a leader in the growth of grocery sales
- *Frozen Seafood* was the Category that grew the most (39% 19' to 21'), followed by fresh (30% 19' to 21')
- Sales of seafood benefited from several factors, including restaurants closing, consumers seeking healthier and nutritious foods

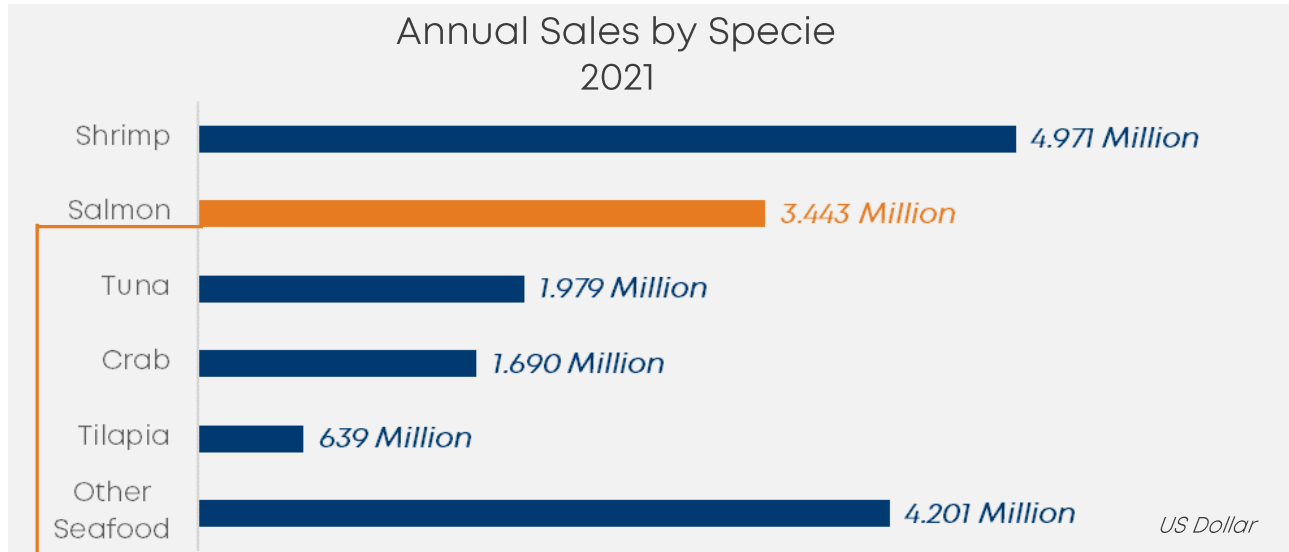
# Frequency on Seafood Demand



*The frequent consumer of seafood has increased by **4%** between 2019 and 2021*

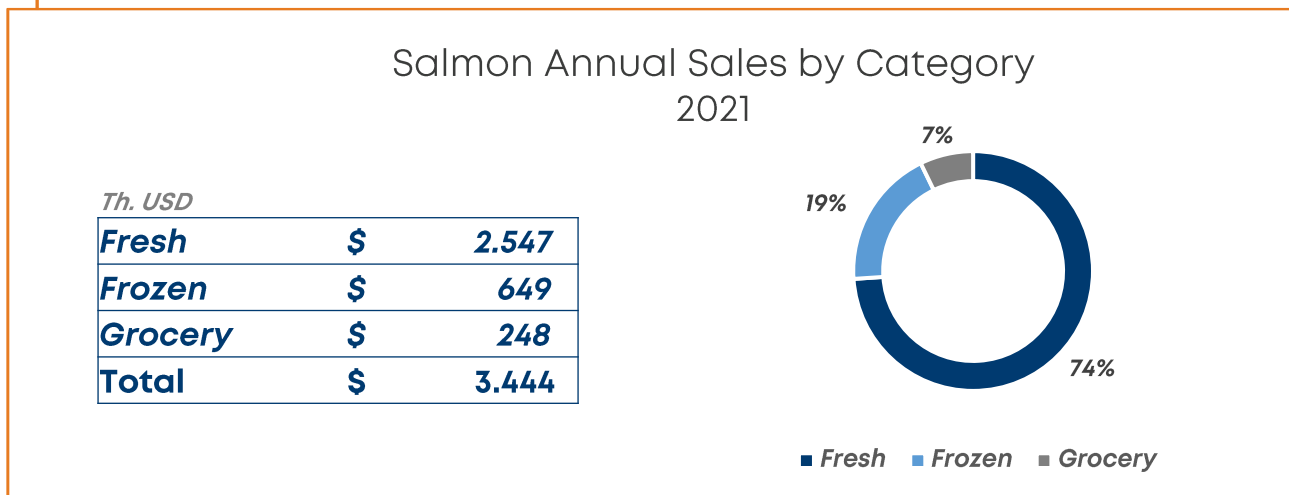
*Salmon is the **main** seafood protein that is currently cooked and was previously consumed in restaurants*

# USA Salmon Market



Salmon is the **second** highest Seafood protein in term of sales

Salmon accounts for **20%** of all Seafood revenues




**60%** of Seafood consumers buys Salmon at least once a month

# USA Salmon Market

## Growth in Sales 2020 YoY

Crab  +60.2%


Shrimp  +29.6%

 +24.7%

Tuna  +20.4%

Tilapia  +16.6%

## Growth in Sales 2021 YoY

 +7.5%

Shrimp  +3.3%

Crab  +0.5%

Tilapia  -3.0%

Tuna  -11.7%

**Salmon, Oysters and Crawfish** were the only products in the Seafood segments with growth in Sales and Units Sold

**Salmon, Shrimp and Tuna** are the most common species included in online basket



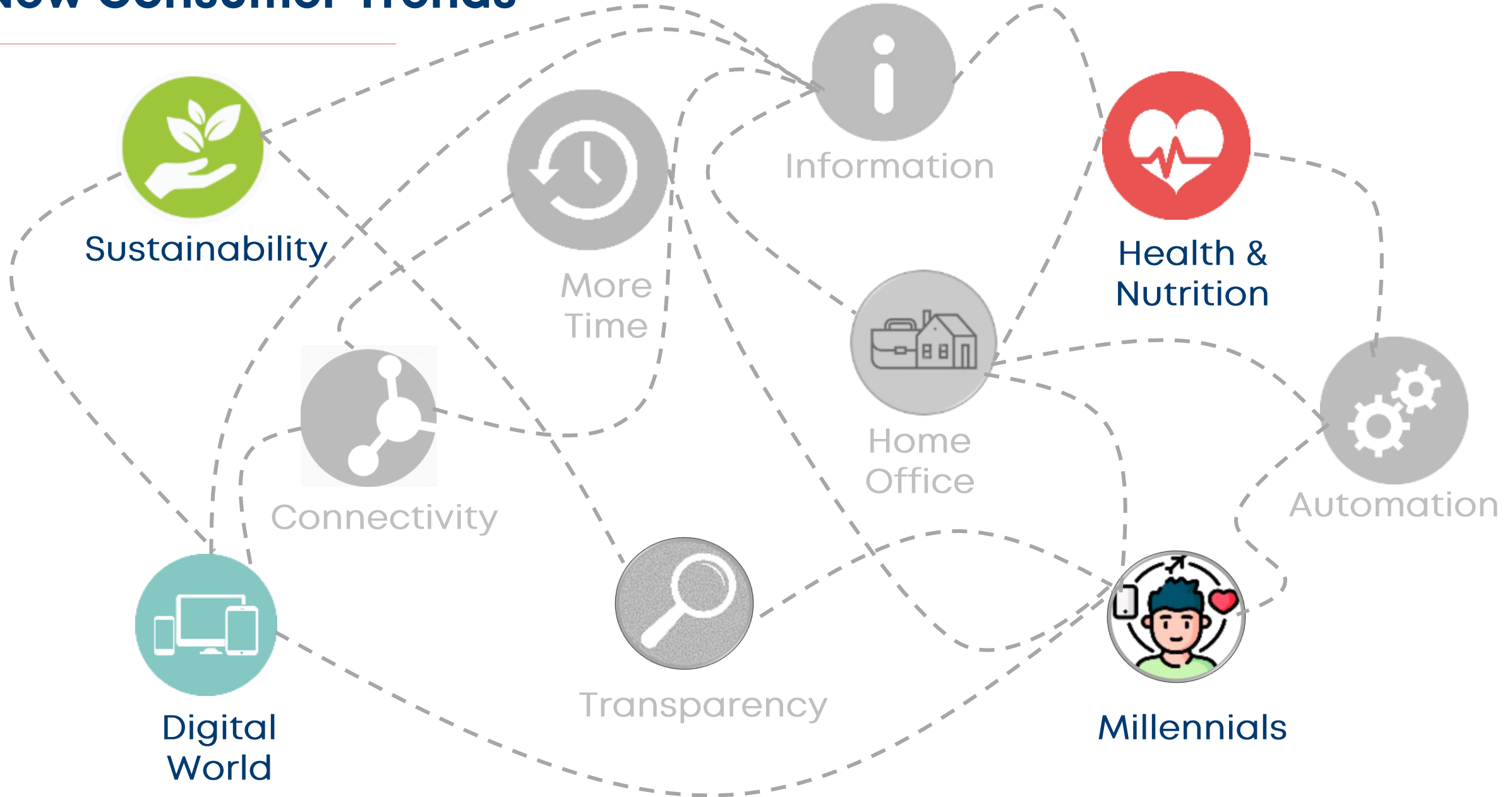
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# New Consumer Trends



# Sustainable Food

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**86%**

Of consumers want to see **more sustainability** in the post-pandemic market



**3 in 4**

Consumers say they **consider sustainability** when choosing between brands



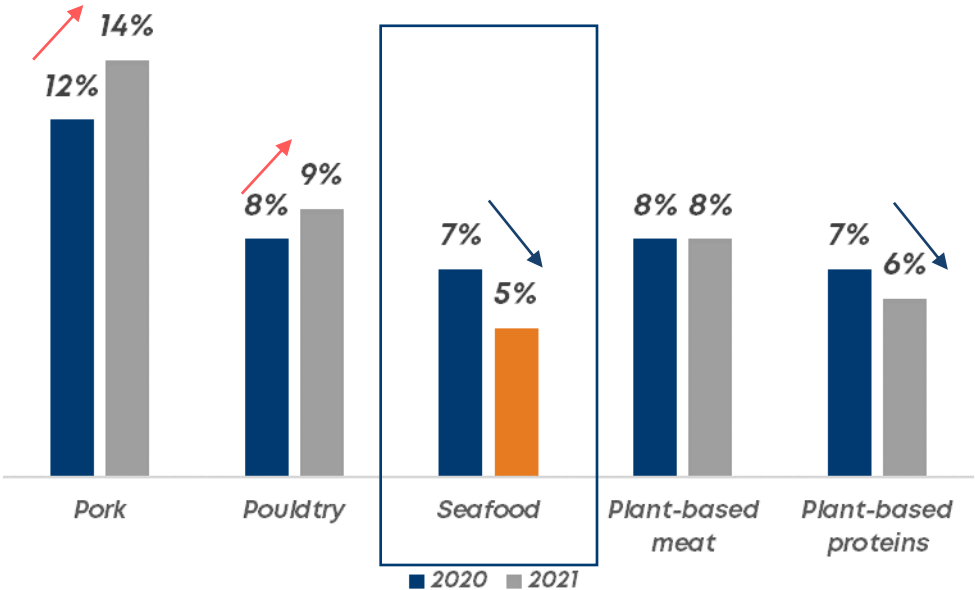
**42%**

Of consumers that preferred farmed salmon they chose it because it they considered **more sustainable**

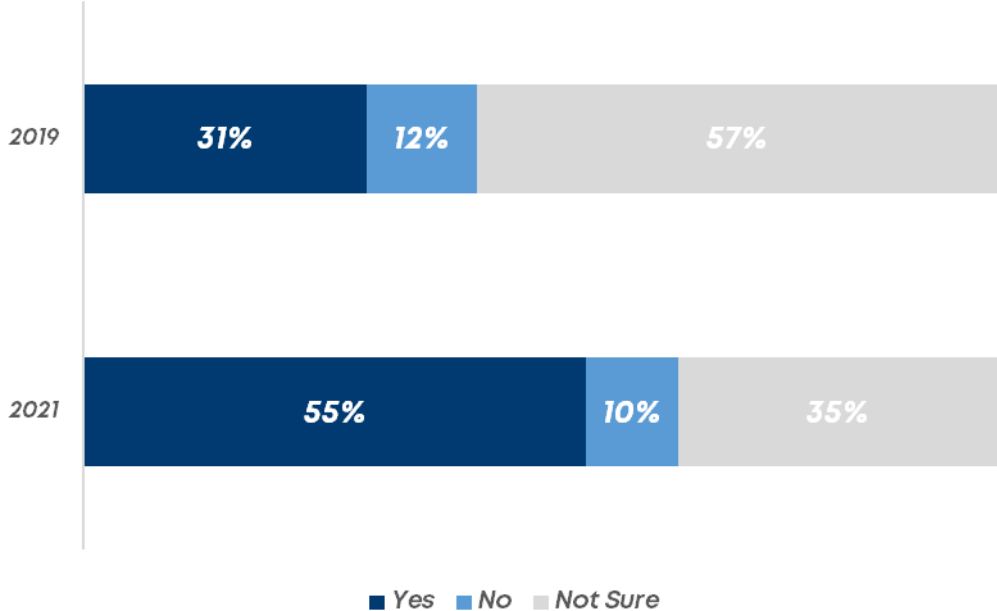
Sustainability

# Sustainable Food

How **people** see negative impact of different proteins in the planet



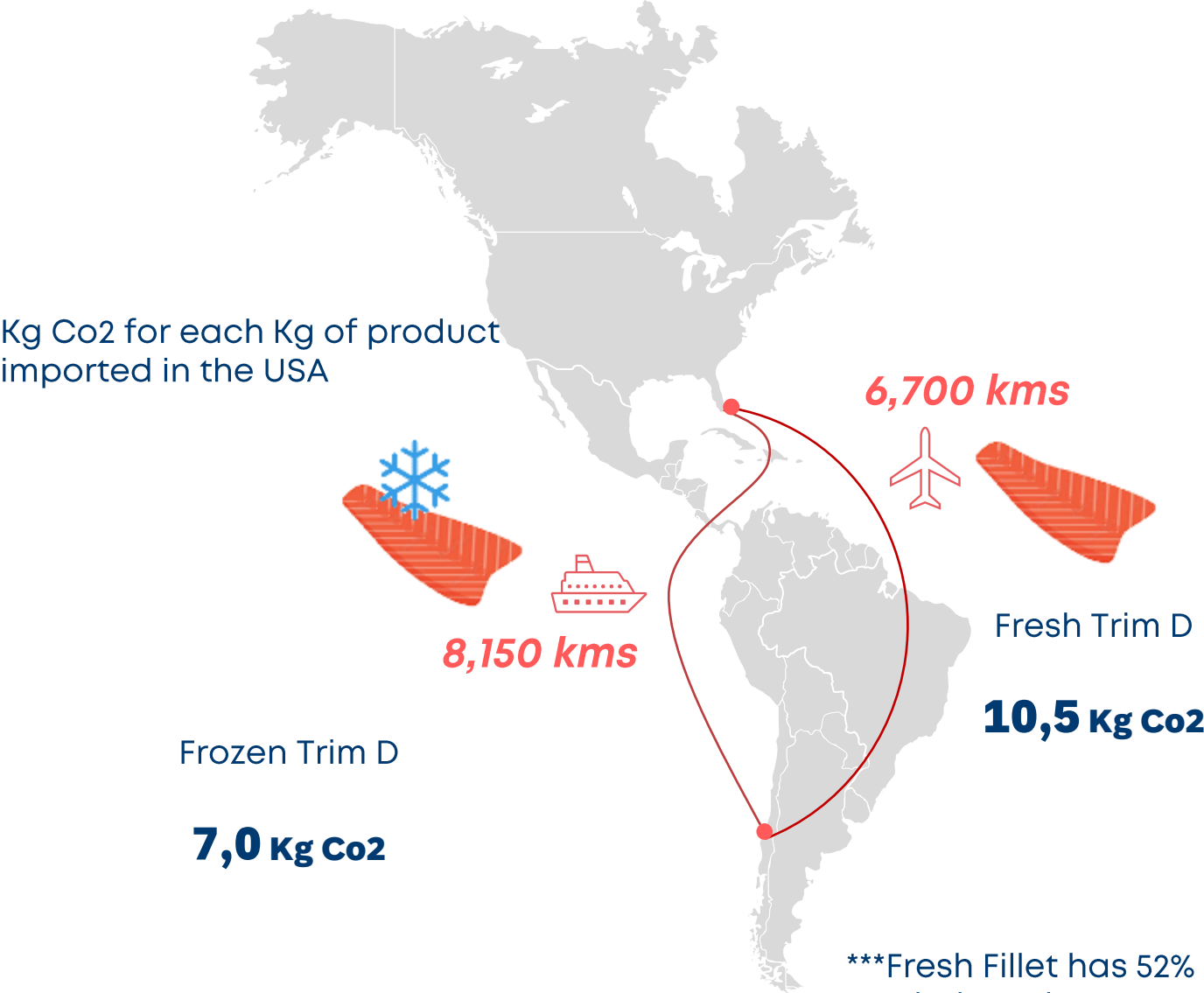
Does primary Seafood store identify if Seafood is **Certified Sustainable**



People are concerned about **sustainability** regarding what they eat...  
Seafood has a good reputation compared with other proteins

Source: The Power of Seafood, FMI

# Carbon Footprint Dilemma



\*\*\*Fresh Fillet has 52% more Co2 emissions that Frozen ones\*\*\*

Package is another important driver in the Carbon Footprint

Polystyrene package emissions are **14 times higher** than carton packages

	0,53 (x 72)	$\left[ \frac{kg CO_2e}{t \cdot km} \right]$
	0,15 (x 12)	
	0,01 (x 1)	

Source: DEFRA

# Millennials

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**Millennials** are taking **seafood** to greater numbers.



- Increased demand for products that are **easy to prepare** or consume, such as smoked fish or deli-prepared seafood.
- **Less planned purchase** process and **small packages** predominate
- Focus on **sustainability**, paying attention to the origin and the production process of the product.
- Growing interest and awareness around **healthy eating**.
- Convenient shopping experience, ideally by **ecommerce**.

**35%** of seafood consumers and **44%** of frequent seafood consumers are **Millennials**.

# Digital World

- Consumers **turned to digital** for more activities during the pandemic, including commerce. Virtual experiences are becoming more commonplace.
- Consumers have **more information** at hand and demand more of it.
- Consumer is **more aware of what he buys** and is more interested in the production process.



## **Information or assistance** **Shoppers need from seafood counter**



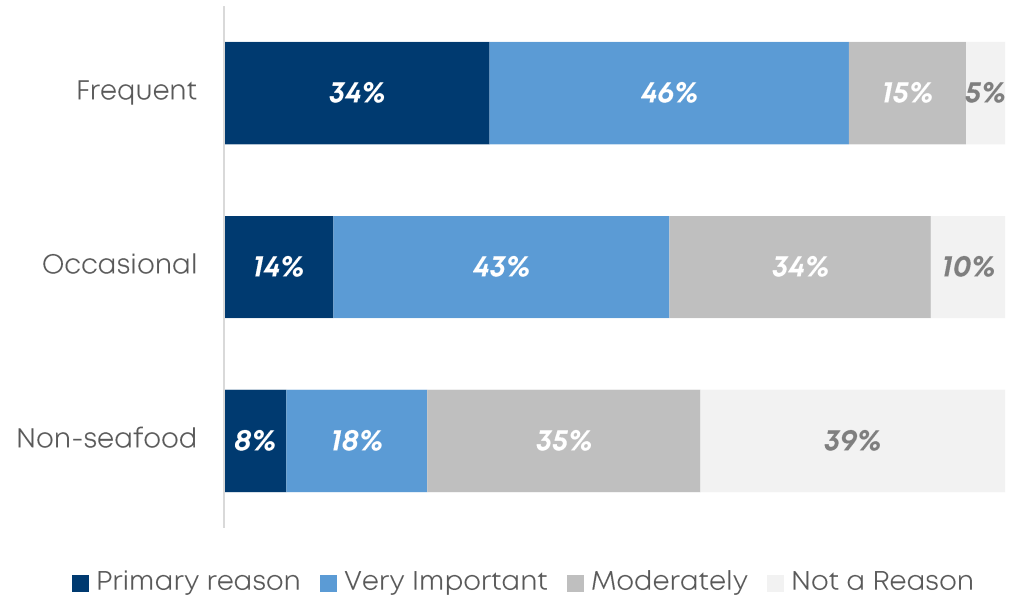
# Nutrition and Health

During the pandemic, there are **numerous drivers** of the increase in Seafood consumption.



The **biggest driver** being the desire to **eat healthier (54%)**

Importance of **Seafood** in eating for **nutrition and health**





# Agenda

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1 Multi X Overview

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4 New Trends

5 **Our Actions**

- ✓ *Sustainability*
- ✓ *Corporate brand identity*
- ✓ *Brand architecture*
- ✓ *Products*



# Sustainability Strategy

## Sustainable Development Goals (UN)



## Sustainability and Corporate Reputation

### Strategy



Sustainable Operations



High Performance Corporate Standards



Multiexport Society and Culture Model



Surveillance and Certification



Reportability and Transparency



Corporate Communication

# Our Sustainability Approach



## Certifications



4 Stars Certification  
(smolt – feed – sea  
water – process)



Social & environmental high  
standard certification



High Quality Products, Legal  
Commitment and Safety  
Standards Certification

Among Others



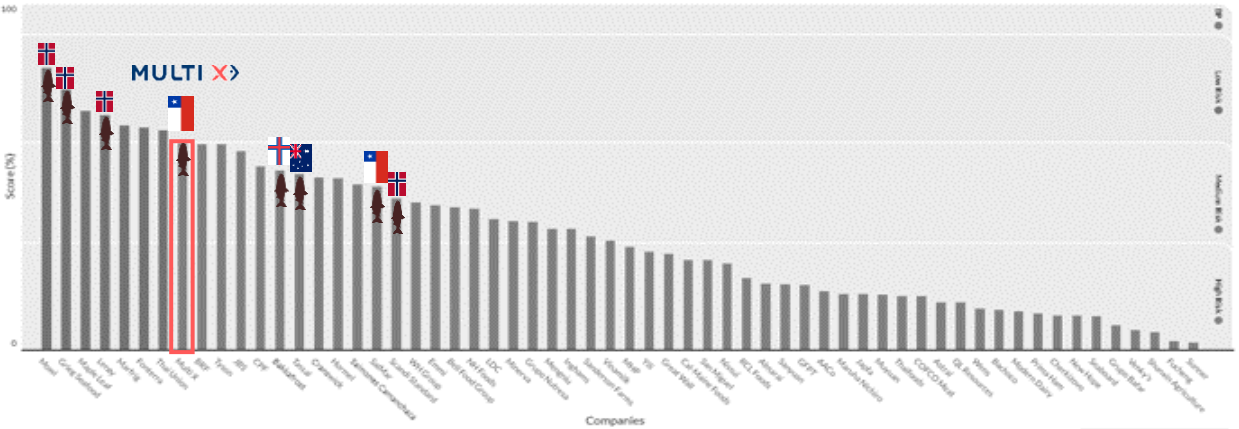
*ABF Products Certification*

# Sustainability at the heart of our business

## Ranking ESG

Member of  
**Dow Jones Sustainability Indices**

Powered by the S&P Global CSA



**10%**  
 top  
**20%**  
 top 2020

**#18**/<sub>115</sub>  
 Of the category  
 “Food Producers”

Part of the book  
 The Sustainability  
 Yearbook  
 del S&P Global

**8th**  
 Producer of  
 sustainable protein

**15th**  
 Year 2020







Multiexport Foods  *is now*

**MULTI X** 

# Our Brands

**Strong product brand architecture** according to consumers profile differentiating channels and positioning

<p>+</p> <p>Premium Ness / Value</p>		<p><b>Super Premium</b></p>	<p>Tier 1 &amp; 2 Grocery Stores</p>	<p><b>ABF</b> <b>ASC</b> <b>BAP</b></p>	<p>Skin Pack Smoked Frozen Portions</p>
		<p><b>Premium Superior</b></p>	<p>Tier 1 &amp; 2 Grocery Stores</p>	<p><b>ASC</b> <b>BAP</b></p>	<p>Skin Pack Smoked Frozen Portions</p>
		<p><b>Premium Convenience</b></p>	<p>Mass Retailers Club Stores Tier 3 Grocery Stores</p>	<p><b>BAP</b></p>	<p>Skin Pack Smoked Frozen Portions Burgers &amp; Others</p>
<p>-</p>		<p><b>Standard Convenience</b></p>	<p>Discount Stores</p>		<p>Frozen Portions – IQF Burgers &amp; Others Shelf Stable products</p>

# Closer to Our Clients and Consumers



MULTI X  
UNA SEMANA SANTA  
*Como ninguna otra.*



**30%**  
DE DESCUENTO CON EL  
CÓDIGO  
ELMEJORSALMON

*Pídelo hoy con envío gratis*  
Ingresa a [www.elmejorsalmon.cl](http://www.elmejorsalmon.cl)  
y vive una experiencia única con  
un salmón como ningún otro.

Descuento válido sólo para pedidos en las comunas de Puerto Montt, Puerto Varas y Frutillar.



# Our Products





***All these actions try to satisfy the new consumer  
fulfilling our mission***

***Nourishing the Future  
by Caring for the World***

**MULTI X** 

Nourishing the future

**MULTI X**

## **Seafood Expo Global**

Barcelona | April 2022

