



Amazing Purity. ● Amazing Taste.
Knead pouch, tear here

Just Pure Tuna | Sustainably Caught | 21 Grams Protein

Safe Catch.
Elite | Wild Tuna

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women



Safe Catch

LOWEST MERCURY

Safe Catch
Elite

EVERY SINGLE

Safe Catch
Wild Albacore

Lowest Mercury Limit of

Safe Catch
Elite



The Founding Story



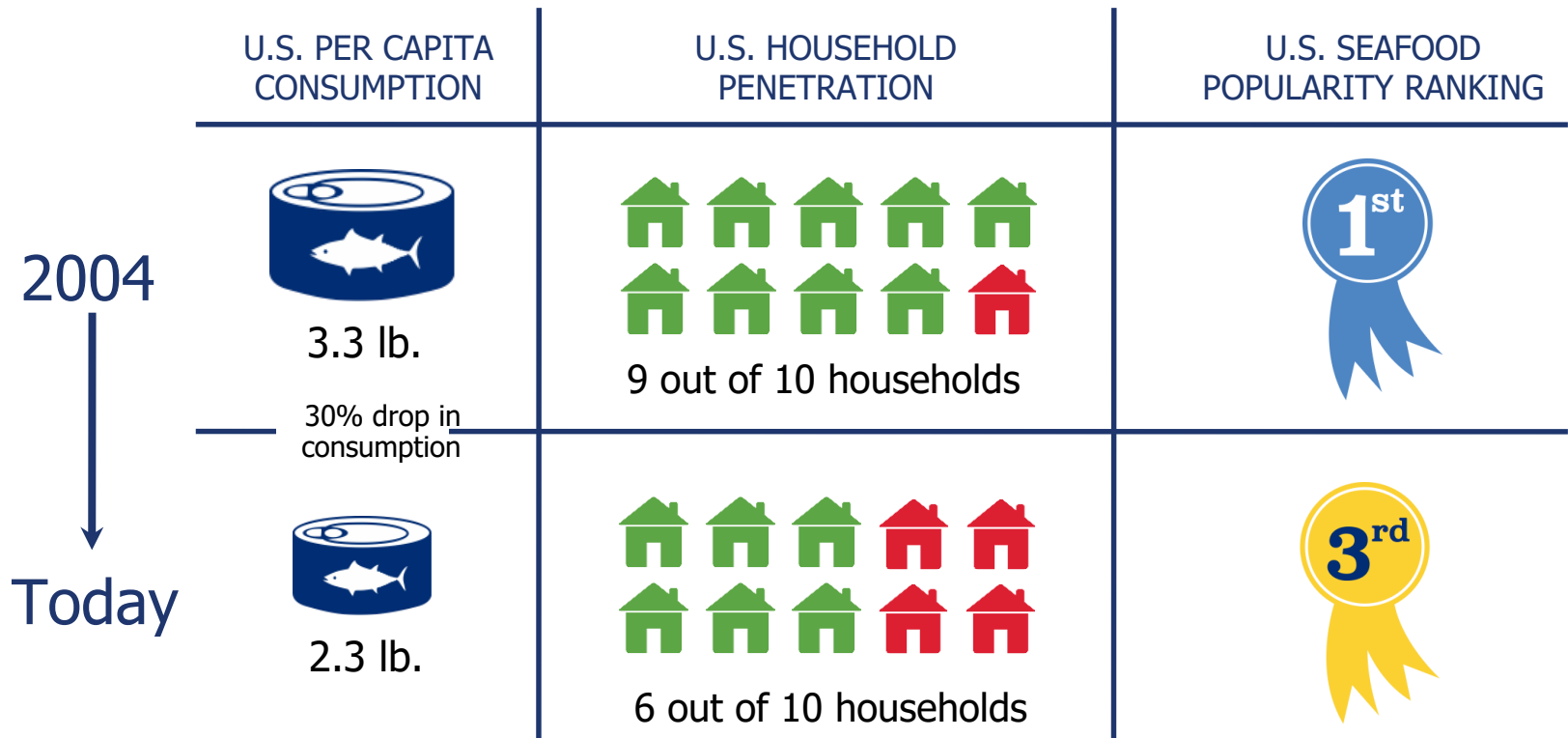
↪ Tuna is Dylan's favorite food!
(Dylan is our co-founder's son)

We wanted pregnant women, kids and health conscious consumers to feel great about tuna.

So, we invented a new technology that can test every fish for mercury.

Then, we figured out a healthier and better tasting way to make tuna.

WHAT'S HAPPENED TO THE CANNED TUNA CATEGORY?



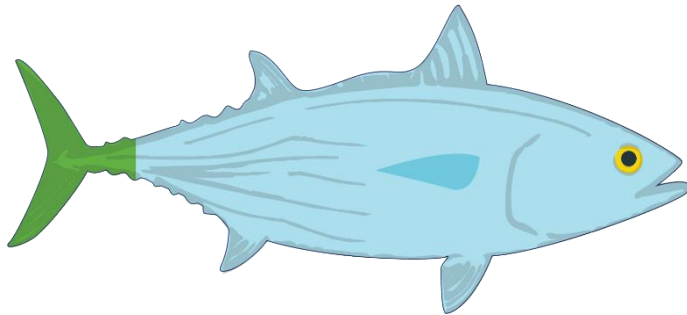
Why? In 2004, EPA/FDA Issued Mercury Warnings for Canned Tuna

- >4 million new moms are warned each year, that's 50 million in total
- There's \$750 million in tuna sales to bring back

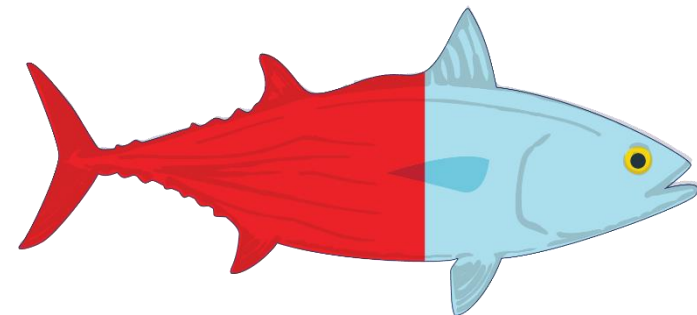
WHY TEST EVERY FISH? (EVEN THE SMALL ONES)



These two fish look identical:
Same size. Same species. Same school.



This fish has very safe
mercury levels.



This fish has 20 times
more mercury.

That's why Safe Catch tests every fish.
And we're the only brand that does.

TECHNOLOGY BREAKTHROUGH



Real IP.
Integrated tech team.



It works!
1,300,000+ fish tested.



Validated by EU/US,
retailers & labs.

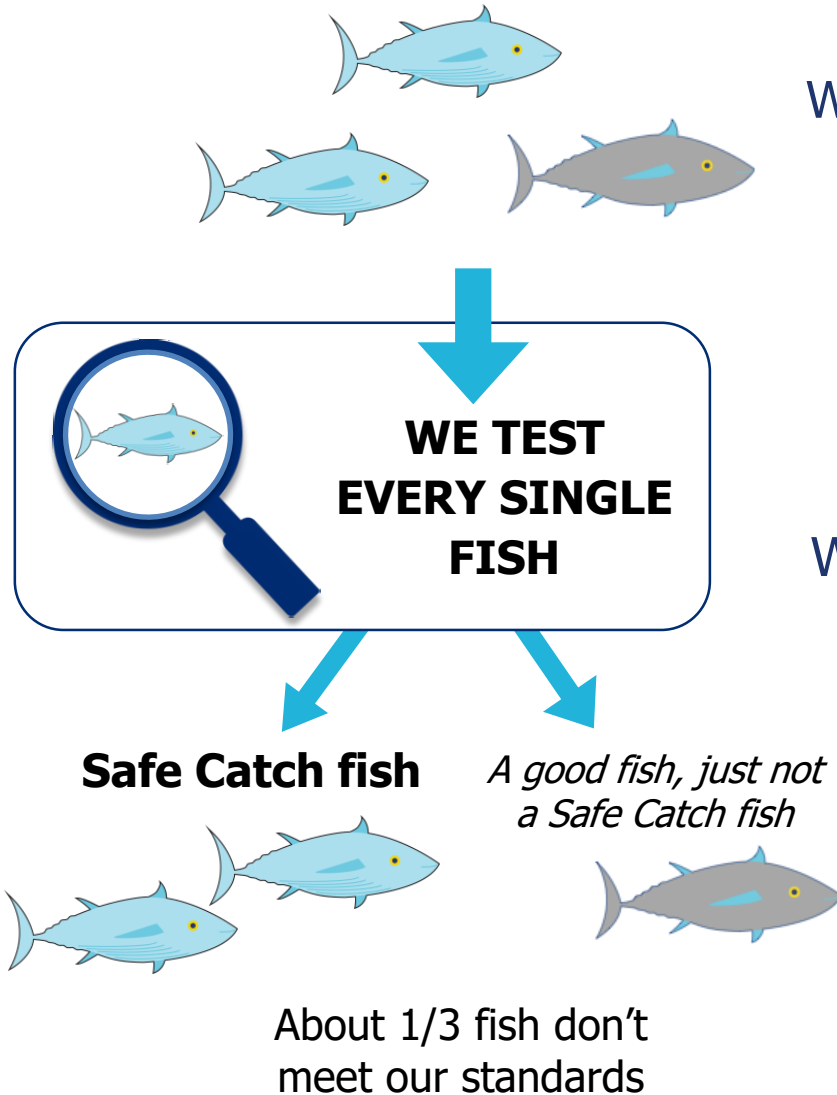
	Safe Catch	Private Labs
Operating Principal	Proprietary	CVAA & ICP-MS
Results	Seconds	Days
Cost Per Test	----	\$80 - \$100
Mobile	Yes	No
Automation Software	Yes	No
Sampling System	Yes	No
Extreme Environments	Yes	No

UNIQUE TESTING PROCESS



We screen every fish before purchasing:

- ☑ **Inspect for Quality**
- ☑ **Verify Sustainability** (Monterey Bay Aquarium Seafood Watch)
- ☑ **Test for Purity (mercury)**



We don't throw away any fish:

- Like restaurants, we buy fish that meet our specifications
- Fish that don't pass are still good fish — They just aren't Safe Catch fish and we don't buy them
- *Next up → Making tuna!*

BETTER TASTE & MORE NUTRIENTS



CONVENTIONAL BRANDS LOSE MAJORITY OF OMEGA 3S



- Tuna fish is precooked. Loses integrity, flavor & nutrients
- Machine pack & rehydrate impairs texture
- Potentially GMO Soy Broth & pyrophosphates

Even brands like Tonnino, Crown Prince, Trader Joe's and Whole Foods precook and machine process their tuna.

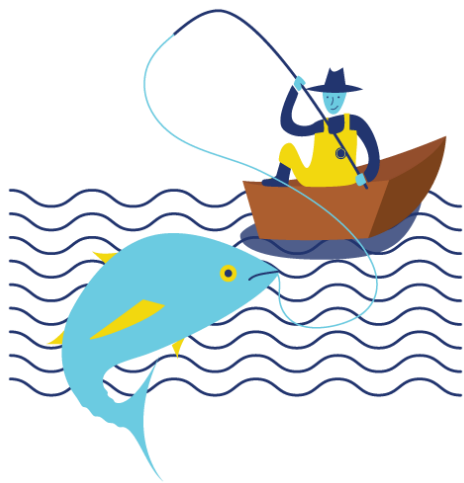
SAFE CATCH ALL NUTRIENTS RETAINED



- Hand cut. Hand packed raw
- Solid premium tuna steak
- Unique artisanal cook process
- Fresh taste & superior texture



There's no catch, this is Safe Catch!



Sustainably
Caught



Individually
Tested



Prepared by
Hand



Healthy &
Delicious

Eat Pure. Live Pure.



Safe Catch Elite | solid wild tuna steak



- 🐟 Mercury limit is 10x stricter than the FDA
- 🐟 The only brand of tuna to meet 'Low Mercury' criteria set by Consumer Reports for pregnant women and children
- 🐟 The only brand of tuna as pure as wild salmon and wild sardines (*EHP Karimi database)
- 🐟 The healthiest tuna on the market



Mercury Tested



Sustainably Caught



Dolphin Safe



More Omega 3s



Additive Free
BPA Free



Non
GMO



35g Protein
5 Blocks



Certified
Paleo



Gluten
Free

SEASONED ELITE WILD TUNA



Seasoned Elite Tuna with ingredients you can recognize and trust



SEASONED ELITE POUCHES



Only Safe Catch Tests Every Fish for Mercury
Knead pouch to mix. Tear here!

Sustainably Wild Caught	Real Ingredients Pure Tuna	18 Grams Protein
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Safe Catch Elite
CITRUS PEPPER Wild Tuna

Pure wild tuna seasoned with black pepper, celery seed, lemon peel, garlic, onion, parsley, lemon, and a touch of avocado oil

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women

PALEO CERTIFIED NON-GMO VERIFIED OIL & Fat Omega 3s American Seafood Certified OFFICIAL TUNA WHOLE 30 SEASONING

Net Wt. 2.6oz (74 g)

Only Safe Catch Tests Every Fish for Mercury
Knead pouch to mix. Tear here!

Sustainably Wild Caught	Real Ingredients Pure Tuna	18 Grams Protein
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Safe Catch Elite
CAJUN Wild Tuna

Pure wild tuna seasoned with paprika, garlic, cayenne, black pepper, thyme, oregano, onion and a touch of avocado oil

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women

PALEO CERTIFIED NON-GMO VERIFIED OIL & Fat Omega 3s American Seafood Certified OFFICIAL TUNA WHOLE 30 SEASONING

Net Wt. 2.6oz (74 g)

Only Safe Catch Tests Every Fish for Mercury
Knead pouch to mix. Tear here!

Sustainably Wild Caught	Real Ingredients Pure Tuna	18 Grams Protein
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Safe Catch Elite
TANDOORI Wild Tuna

Pure wild tuna seasoned with coriander, cumin, black pepper, ginger, cinnamon, cayenne, paprika, and a touch of avocado oil

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women

PALEO CERTIFIED NON-GMO VERIFIED OIL & Fat Omega 3s American Seafood Certified OFFICIAL TUNA WHOLE 30 SEASONING

Net Wt. 2.6oz (74 g)

Only Safe Catch Tests Every Fish for Mercury
Knead pouch, tear here

Sustainably Wild Caught	Real Ingredients Pure Tuna	21 Grams Protein
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Safe Catch Elite
CHILI LIME Wild Tuna

Pure wild tuna seasoned with chili pepper, lime, organic coconut palm sugar, cumin, orange peel, and a touch of avocado oil

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women

PALEO CERTIFIED NON-GMO VERIFIED OIL & Fat Omega 3s American Seafood Certified OFFICIAL TUNA WHOLE 30 SEASONING

Net Wt. 3oz (85 g)

Only Safe Catch Tests Every Fish for Mercury
Knead pouch, tear here

Sustainably Wild Caught	Real Ingredients Pure Tuna	21 Grams Protein
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Safe Catch Elite
GARLIC HERB Wild Tuna

Pure wild tuna seasoned with black pepper, oregano, basil, rosemary, garlic, onion, orange peel, chili pepper, and a touch of avocado oil

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women

PALEO CERTIFIED NON-GMO VERIFIED OIL & Fat Omega 3s American Seafood Certified OFFICIAL TUNA WHOLE 30 SEASONING

Net Wt. 3oz (85 g)

Only Safe Catch Tests Every Fish for Mercury
Knead pouch, tear here

Sustainably Wild Caught	Real Ingredients Pure Tuna	21 Grams Protein
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Safe Catch Elite
HABANERO MINT Wild Tuna

Pure wild tuna seasoned with paprika, ancho chili, habanero, coconut palm sugar, cayenne, onion, garlic, spearmint, and a touch of avocado oil

Lowest Mercury of Any Brand
Great for Athletes, Kids & Pregnant Women

PALEO CERTIFIED NON-GMO VERIFIED OIL & Fat Omega 3s American Seafood Certified OFFICIAL TUNA WHOLE 30 SEASONING

Net Wt. 3oz (85 g)



Safe Catch Ahi | wild yellowfin tuna steak



- 🐟 Mercury limit is 10x stricter than the FDA
- 🐟 The only brand of tuna to meet 'Low Mercury' criteria set by Consumer Reports for pregnant women and children
- 🐟 The only brand of tuna as pure as wild salmon and wild sardines (*EHP Karimi database)
- 🐟 The healthiest tuna on the market



Mercury Tested



Sustainably Caught



Dolphin Safe



More Omega 3s



Additive Free
BPA Free



Non
GMO



35g Protein
5 Blocks



Certified
Paleo



Gluten
Free

SAFE CATCH WILD ALASKAN PINK SALMON



Pink Salmon



Pink Salmon NO SALT ADDED

- Mercury limit over 30x stricter than the FDA
- Meets 'Low Mercury' criteria set by Consumer Reports for pregnant women and children
- The healthiest salmon on the market



Mercury Tested



Sustainably Caught



Dolphin Safe



More Omega 3s



Additive Free
BPA Free



Non GMO



35g Protein
5 Blocks



Certified Paleo



Gluten Free

SAFE CATCH WILD ALBACORE TUNA



Albacore



Albacore NO SALT ADDED



- The only brand to test every albacore tuna
- The lowest mercury limit of any albacore brand
- All Omega 3 oils retained — No precook processing of tuna
- The healthiest albacore brand of tuna on the market



Mercury Tested



Sustainably Caught



Dolphin Safe



More Omega 3s



Additive Free
BPA Free



Non GMO



35g Protein
5 Blocks



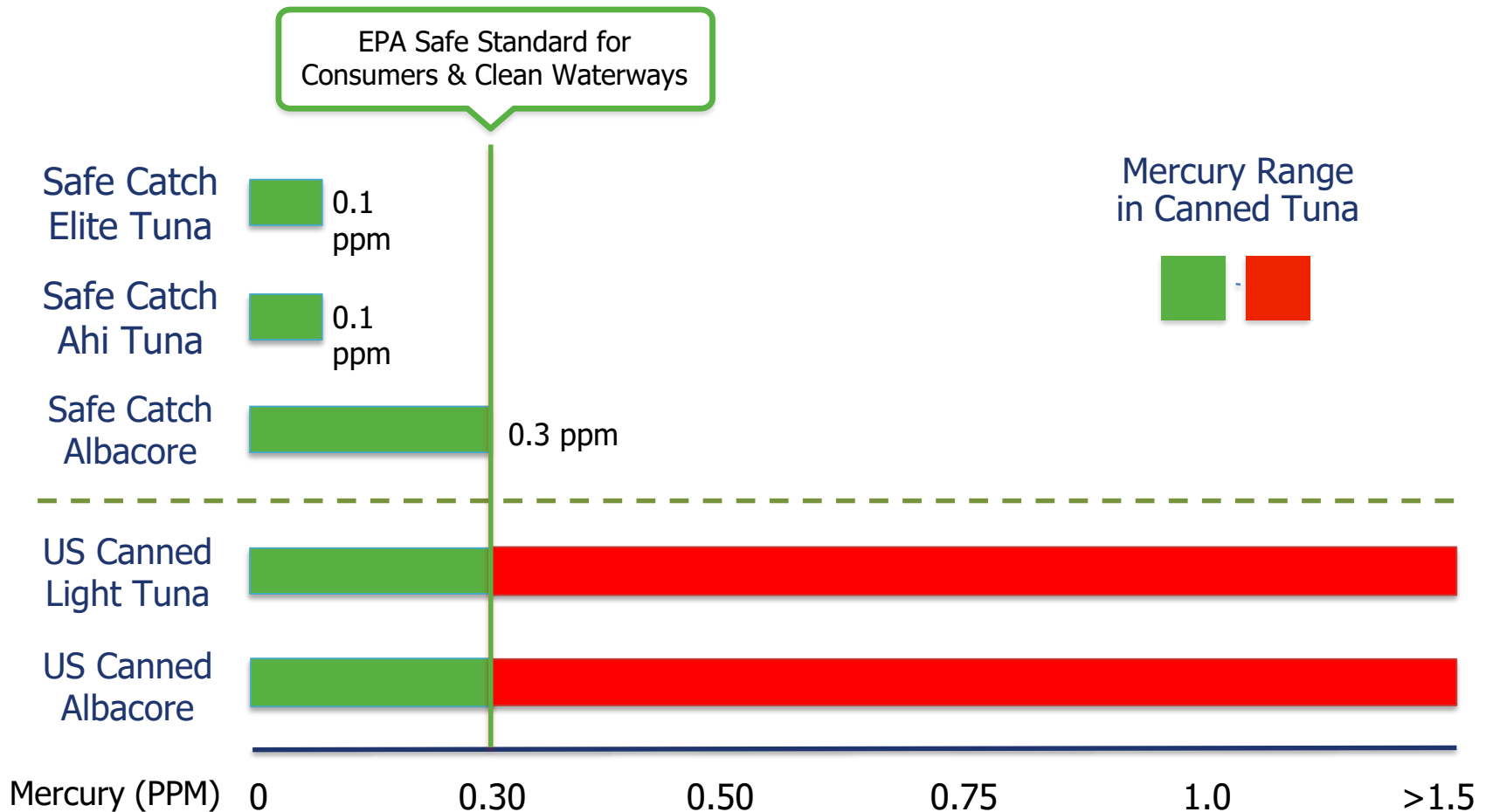
Certified Paleo



Gluten Free



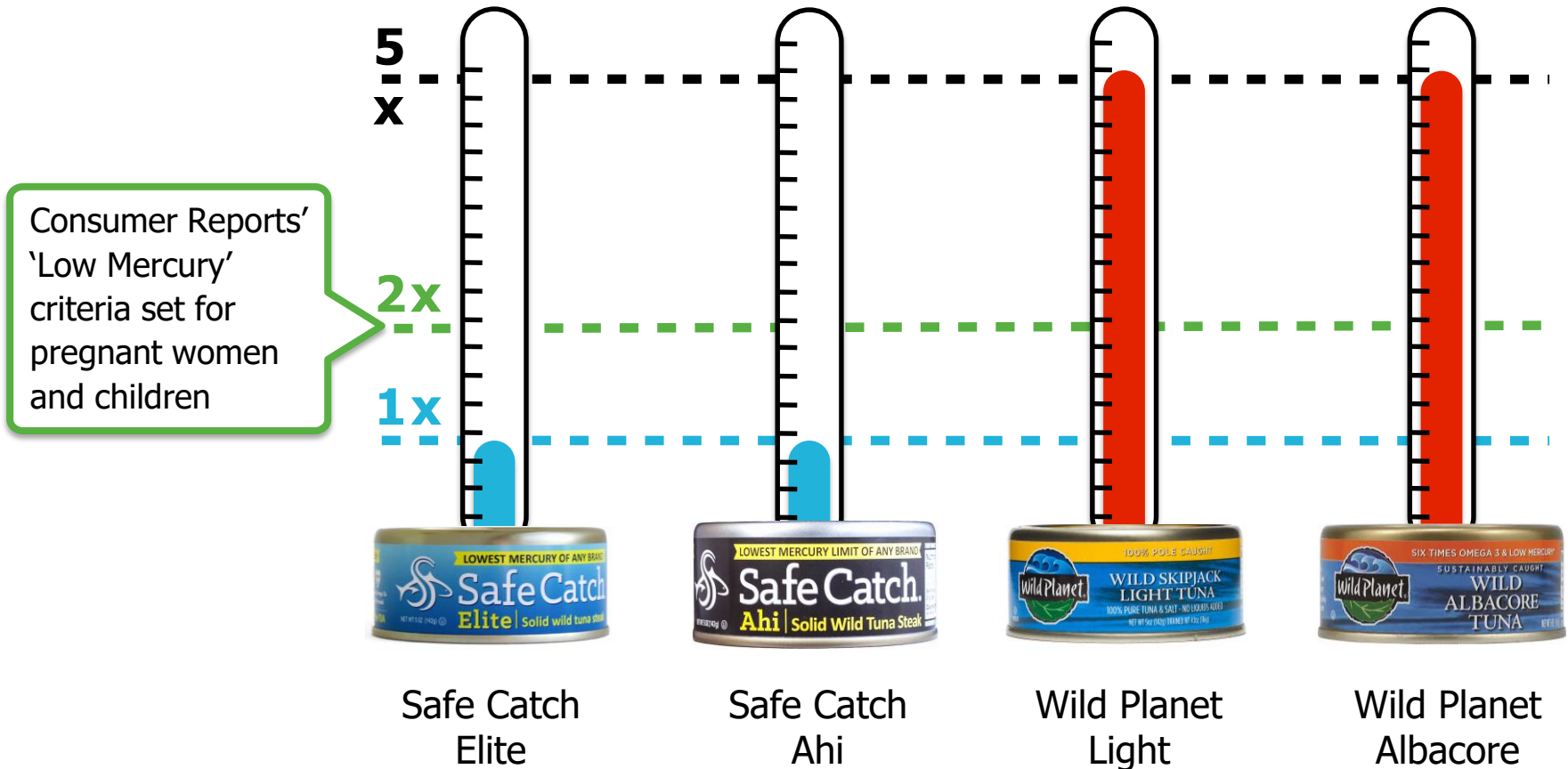
Other tuna brands vary widely in mercury content



Source: Independent canned tuna testing shows canned light tuna as high as 1.5ppm Hg. (Malsch and Muffet 2006)
Independent can tuna testing shows albacore results as high as 1.7ppm Hg (Gerstenberger et al.- UNLV 2010).



How do other premium brands stack up to Safe Catch?



Sources

1. Safe Catch Elite – Over 100,000 tuna tested.
2. Karimi 2012, the largest peer reviewed mercury database for seafood, includes all FDA data. 2,094 salmon samples. King: .07, Atlantic: 0.06, Chum: 0.05, Sockeye 0.04
3. Wild Planet Skipjack and Albacore both with same mercury levels of 0.22ppm. Self reported by Wild Planet President Bill Carvalho on 100 samples of each. July 2015
4. American Tuna reported average of 0.231ppm mercury level. American Tuna claims "Tested Low Mercury" on the label but only sample tests <0.5% of fish.
5. Consumer Reports set strict "Low Mercury" criteria of 0.082 PPM average for pregnancy and kids



The FDA recommends limiting tuna consumption for certain groups...



... but you can feel great eating Safe Catch everyday!





At New Hope's Expo West 2017, Next Trend Concept Lab presented a multi-faceted view of the market's reaction to new product concepts.

After a full review of all new products across all categories:
Safe Catch was identified as #1

Trend Score:

Above 75%=High Probability of Success

Safe Catch Score=88%

Intent to Purchase:

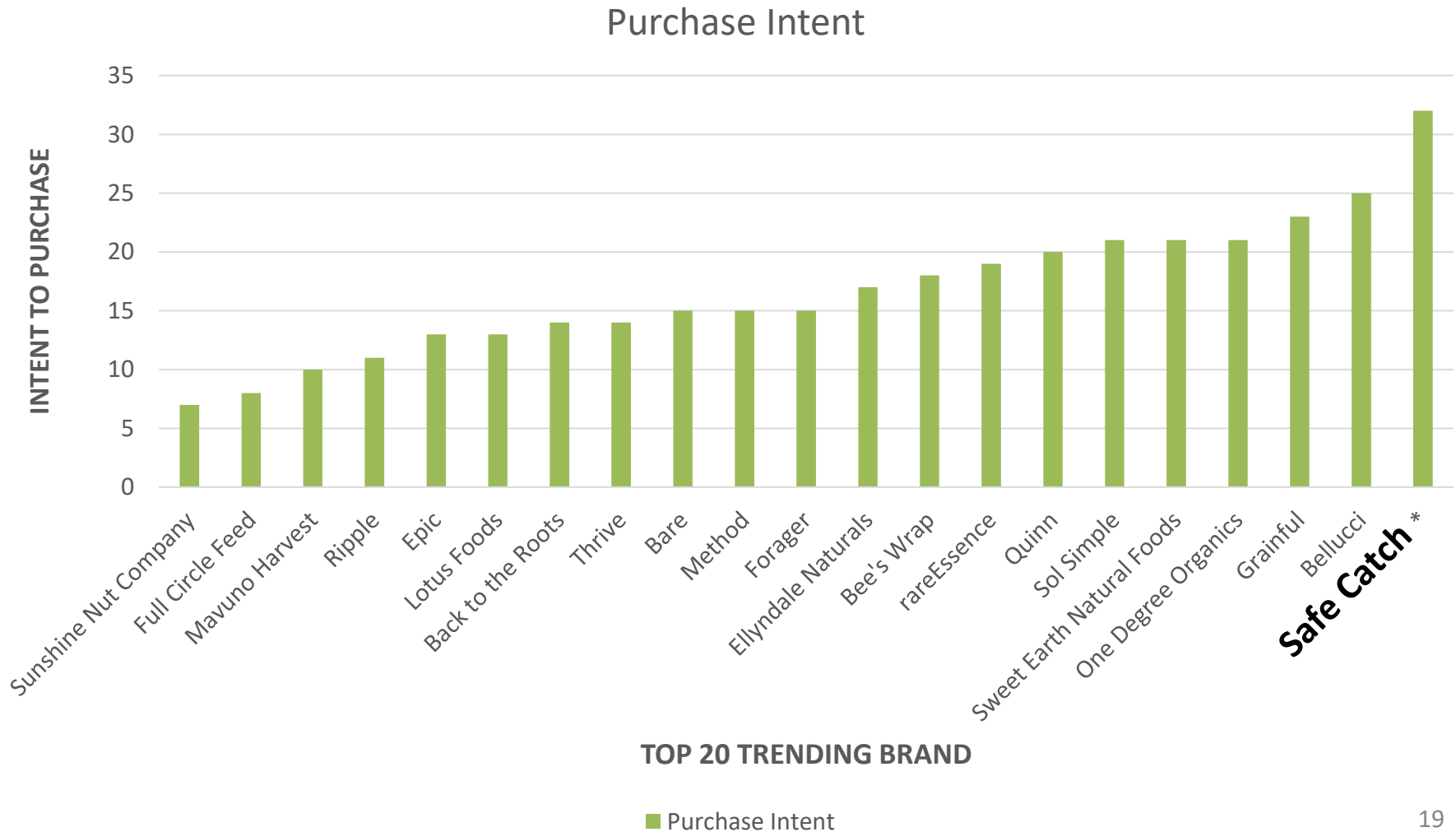
16% and Up= Top 20% of Concepts

Safe Catch Score=32% (*highest of all brands in all categories*)

NOTE: Safe Catch had no relation or contact with Next Trend Concept Lab



Safe Catch shows the highest Intent to Purchase of all top trending brands in all categories



SAFE CATCH GROWS THE WHOLE CATEGORY



Sprouts Farmers Market, our first retail chain, Shelf-Stable Tuna Category grew 19.5% YoY and Safe Catch YoY growth represented 50.7% of overall growth with the same initial 3 Safe Catch products.

Brand	# of Products	Dollar Change (YoY)	Dollar % Change
Safe Catch	3	\$267,420	101.7%
Wild Planet	7	\$179,475	14.4%
Crown Prince	6	(\$40,938)	-9.6%
Tonnino	8	(\$35,861)	-10.3%
All Other Products	19	\$ 156,885	38.5%
Grand Total	43	\$526,981	19.5%

 **SPINS**® Sprouts Farmers Market, 52 weeks ending 1/28/2018.

HOW FAST HAS SAFE CATCH GROWN?



Safe Catch is the fastest growing shelf stable tuna company in the U.S.

	Unit Sales/Store/Week		
	Q3 2016	Q3 2017	% Increase
Giant Eagle	3.0	8.1	169%
Sprouts	7.3	12.6	72%
Wegmans	9.6	15.8	64%
Thrive Online Market	1376	2022	47%

We grew 396% in Natural/Specialty and 896% in Conventional in 2016

(November 27th, 2016 52 wk SPINS report)



“Since we started using Safe Catch in our deli, the tuna salad is now the number 1 top selling item- even surpassing our famous chicken salad!”

Bob Linville, FS Director



New Leaf Deli saw a 46% increase in tuna sales over 3 months. Same price. Same recipe.



Valerie
VanderLaan
FS, Co- Director





“Safe Catch tuna is a delicious, inexpensive option that I personally feel good about feeding my family and recommending to my pregnant clients.”

Stephanie Greunke

Co-creator of Whole30's
Healthy Mama, Happy Baby
Program



“Safe Catch is the best tasting and most nutritious tuna I have ever eaten since it is cooked in a way that seals in the rich flavor and nutrients.”

Jared Shoemaker

Professional Triathlete



“We believe in eating pure, nutrient rich foods. We look for clean labels when developing our meal plans and recipes to share with our community. Safe Catch is the only canned tuna we trust and eat!”

Tone It Up

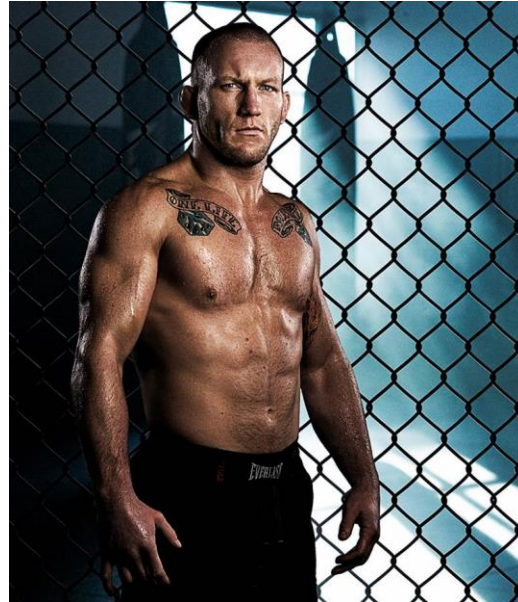
Female Lifestyle &
Fitness Community



"The Whole30 community loves Safe Catch tuna for their commitment to sustainability and low mercury content. I feel confident recommending Safe Catch Elite to our pregnant mamas as a healthy, portable protein option."

Melissa Hartwig

New York Times best-selling author & Whole30 co-founder



"It's the only tuna I eat."

Gray Maynard

Mixed Martial Arts Fighter



"We're into Safe Catch, because they support our on the go, active lifestyle and are taking a stand to help protect the oceans that we love to play in."

Wanderlove

Travel Bloggers

SAFE CATCH IS BRINGING PEOPLE BACK TO TUNA



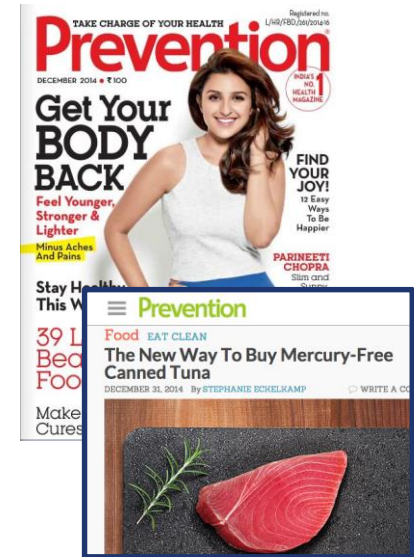
“Low-Mercury Tuna”



“Best Choice for Clean Eating & Muscle Building”



“How Safe Catch is Building a Better Can of Tuna”



“The New Way to Buy Canned Tuna”

AND AS SEEN ON:



The Dr. Oz Show

'Mercury In Fish'

≈7.8 million viewers

1500th Episode, 2/2/2018



Shark Tank

Season 8

≈ 13.5 million viewers live/rerun

11/4/2016



Press

<u>Publication</u>	<u>UVM</u>
Tech Crunch:	16M
NY Times:	30M
LA Times:	24M
Chicago Trib.:	27M



Awards

Prevention

2017 Cleanest Packaged Food Award

Parents

Tuna Pick for Kids!

FAST COMPANY

THE WORLD'S 50
MOST INNOVATIVE
COMPANIES 2018



2015 Expo West NEXTY Award
"Editor's Choice" Winner

Partners

Monterey Bay Aquarium
Seafood Watch



American
Pregnancy
ASSOCIATION
OFFICIAL TUNA



WHOLE
30
approved



10,000+ STORES SINCE JUNE 2015 LAUNCH





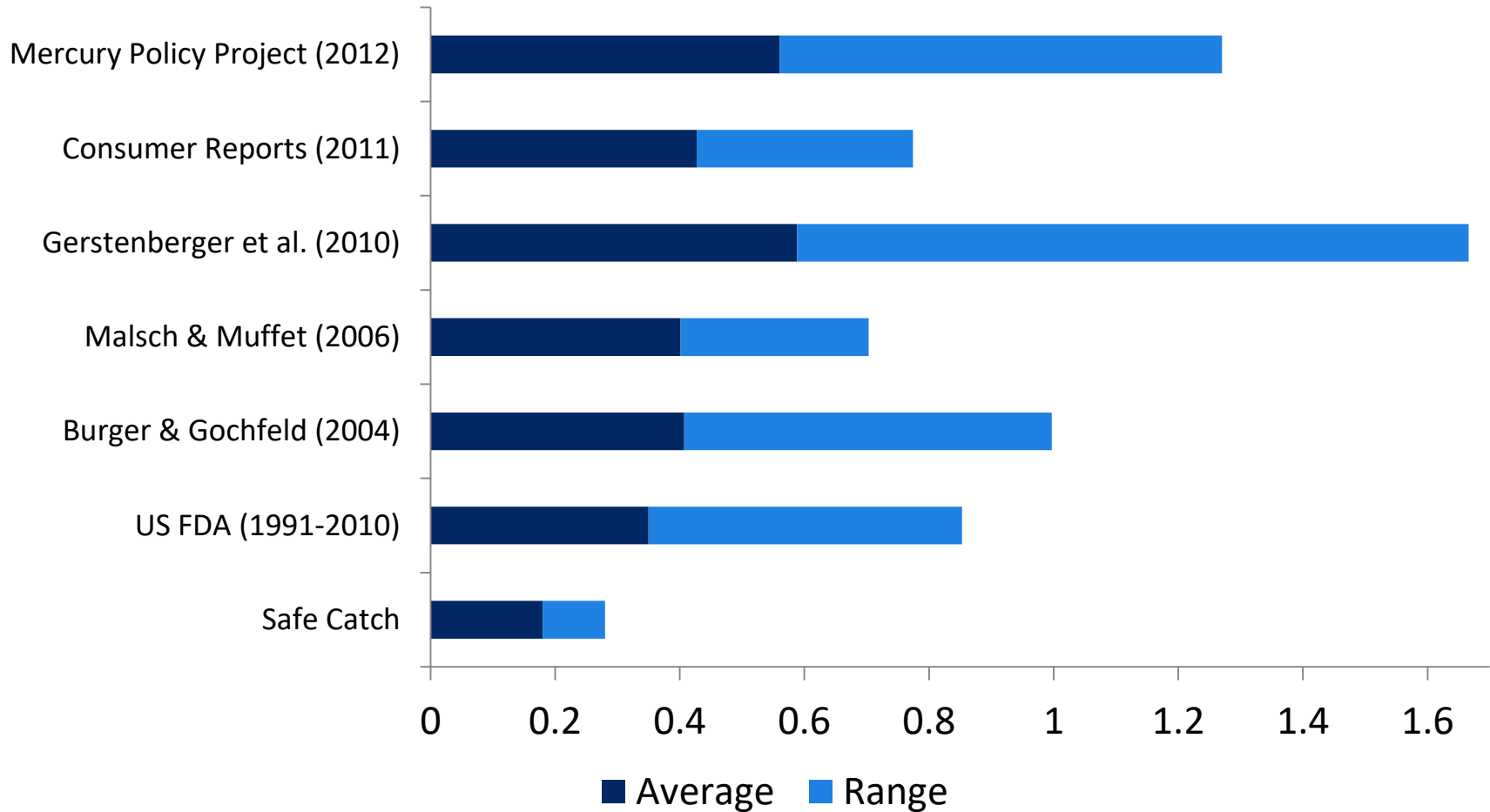
Our mission is to provide consumers with pure and delicious seafood, while also protecting purity in our oceans, lakes, and rivers.



We believe consumers are the answer to creating immediate and real change.

APPENDIX

Independent Albacore Canned Tuna Studies Show Wide Range of Mercury Levels (Hg PPM)



Independent Light Canned Tuna Studies Show Wide Range of Mercury Levels (Hg PPM)

