

An aerial photograph of ocean waves, showing white foam and deep blue water, serving as the background for the text.

AquaBounty

AquAdvantage Salmon

What a Great New Product! Will Anybody Buy It?
A Fishy Tale

4th International Workshop – Regulatory Approaches for Agricultural
Applications of Animal Biotechnologies

Forward-Looking Statements

Safe Harbor Statement

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements other than statements of historical fact contained in this presentation are forward-looking statements, including, but not limited to, statements regarding the economic viability of land-based production facilities; the economic and operational benefits of AquaAdvantage salmon (“AAS”); projections for revenue, margin, and payback periods; the potential for increases in productivity, EBITDA, and the profitability of AquaBounty Technologies, Inc. (“AquaBounty”); the size and timing of future harvests; projected growth in seafood consumption and market size, expansion of the aquaculture industry, and increasing demand for salmon; continuing supply constraints and their impact on pricing; the impacts of future environmental conditions; market interest in land-based aquaculture; the anticipated benefits of AAS and land-based production to consumers and the environment; non-exposure to pathogens, parasites, or environmental contaminants; the use of antibiotics, chemicals, and medications; continued operational performance against targets; the potential for consumer acceptance of AAS; AquaBounty’s farm development and commercial strategy, including demonstration of commercial viability, successful positioning and messaging of AAS, the realization of particular marketing events and campaigns, the establishment and types of sales channels, agreements with distributors and industrial producers, joint-venture relationships, and progress against commercial launch timelines; the potential for the development of additional products, product traits, operational efficiencies and scale, nutritional enhancements, recirculating aquaculture system improvements, and production sites; potential siting and countries for expansion; and the completion of field trials, approval of AAS, and potential relationships with local partners in other markets. Although management believes that the plans, objectives, and expectations reflected in or suggested by these forward-looking statements are reasonable, all forward-looking statements involve risks and uncertainties, and actual future results may be materially different from the plans, objectives, and expectations expressed in this presentation. These risks and uncertainties include, but are not limited to: (i) our limited operating history and track record of operating losses; (ii) our cash position and ability to raise additional capital to finance our activities; (iii) the anticipated benefits and characteristics of AAS; (iv) the ability to secure any necessary regulatory approvals to commercialize any products; (v) our ability to adapt to changes in laws or regulations and policies; (vi) the uncertainty of achieving the business plan, future revenue, and operating results; (vii) the impact of business, political, legal, or economic disruptions or global health concerns, including the impact of the current global health pandemic; (viii) developments concerning our research projects; (ix) our ability to successfully enter new markets or develop additional products; (x) competition from existing technologies and products or new technologies and products that may emerge; (xi) actual or anticipated variations in our operating results; (xii) market conditions in our industry; (xiii) our ability to protect our intellectual property and other proprietary rights and technologies; (xiv) the rate and degree of market acceptance of any products developed through the application of bioengineering, including bioengineered fish; (xv) our ability to retain and recruit key personnel; (xvi) the success of any of our future joint ventures, acquisitions or investments; (xvii) international business risks and exchange rate fluctuations; (xviii) the possible volatility of our stock price; and (xix) our estimates regarding expenses, future revenue, capital requirements, and needs for additional financing. We caution you that the foregoing list may not contain all of the risks to which the forward-looking statements made in this presentation are subject. For a discussion of other risks and uncertainties, and other important factors, any of which could cause our actual results to differ from those contained in the forward-looking statements, see AquaBounty’s public filings with the Securities and Exchange Commission (“SEC”), available on the “Investors” section of our website at www.aquabounty.com and on the SEC’s website at www.sec.gov. Forward-looking statements are not promises or guarantees of future performance, and we may not actually achieve the plans, intentions, or expectations disclosed in our forward-looking statements. Actual results or events could differ materially from the plans, intentions, and expectations disclosed in the forward-looking statements we make, and you should not place undue reliance on our forward-looking statements. Our forward-looking statements do not reflect the potential impact of any future acquisitions, mergers, dispositions, joint ventures, or investments that we may make. All information in this presentation is as of the date of its release, and AquaBounty undertakes no duty to update or revise this information unless required by law.

A Long and Winding Road

2003

First regulatory study to the FDA for a New Animal Drug Application (NADA)

1995

FDA issues INAD # for AAS salmon

1989

First AquAdvantage® (AAS) line was created

2008

- FDA approves AquaBounty Canada's hatchery
- AquaBounty Technologies begins construction of a land-based aquaculture farm in Panama

2009

Submits final regulatory study to the FDA

2010/11

- FDA concludes AAS is indistinguishable from Atlantic salmon; safe to eat; and poses no threat to the environment

2016

- FDA Import Alert issued prohibiting importation of AAS into USA until labeling requirements announced by FDA
- Health Canada announces approval of AAS for production, sale and human consumption in Canada

2015

FDA approved AAS for consumption in USA

2021

- First harvest of AAS in the United States and Canada
- Brazil approves AAS for consumption

2019

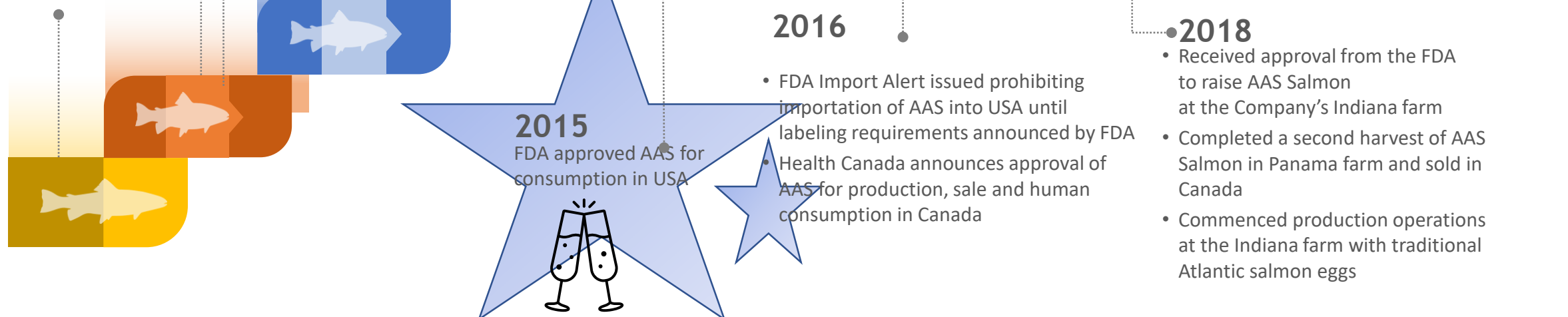
- FDA lifts the Import Alert allowing importation of AAS eggs into US
- Environment and Climate Change Canada (ECCC) approved the Rollo Bay production facility for the commercial production

2018

- Received approval from the FDA to raise AAS Salmon at the Company's Indiana farm
- Completed a second harvest of AAS Salmon in Panama farm and sold in Canada
- Commenced production operations at the Indiana farm with traditional Atlantic salmon eggs

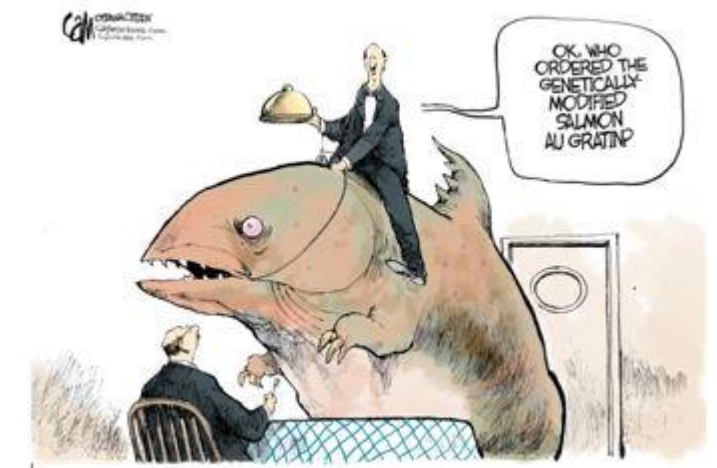
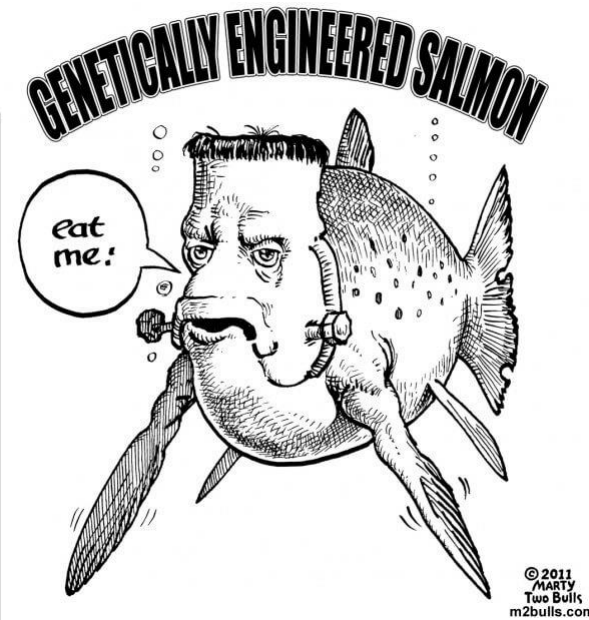
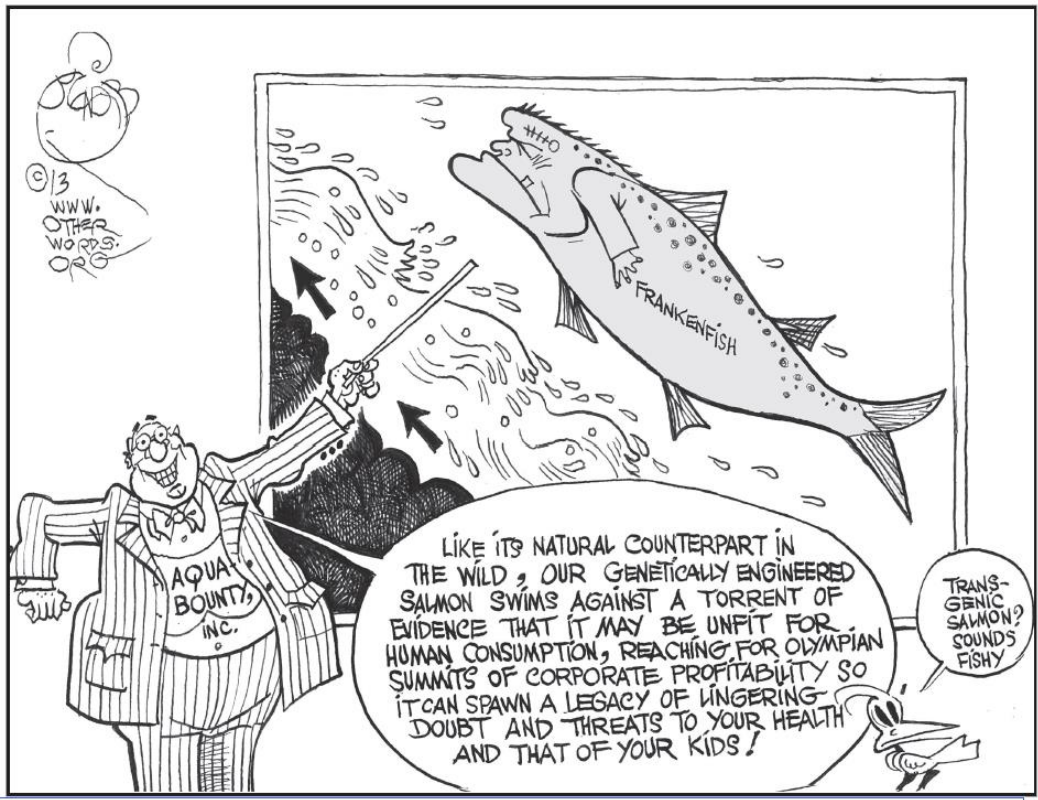
2022

- Ground-breaking for 10,000 MT farm in Ohio

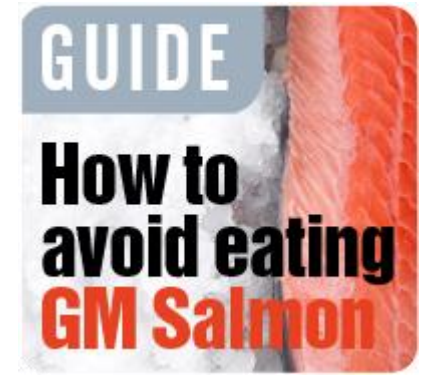


Our adversaries

Our adversaries were loud but did they really represent the general public?



[Frankenfish: Beyond the Myth \(uw.edu\)](http://www.uw.edu)

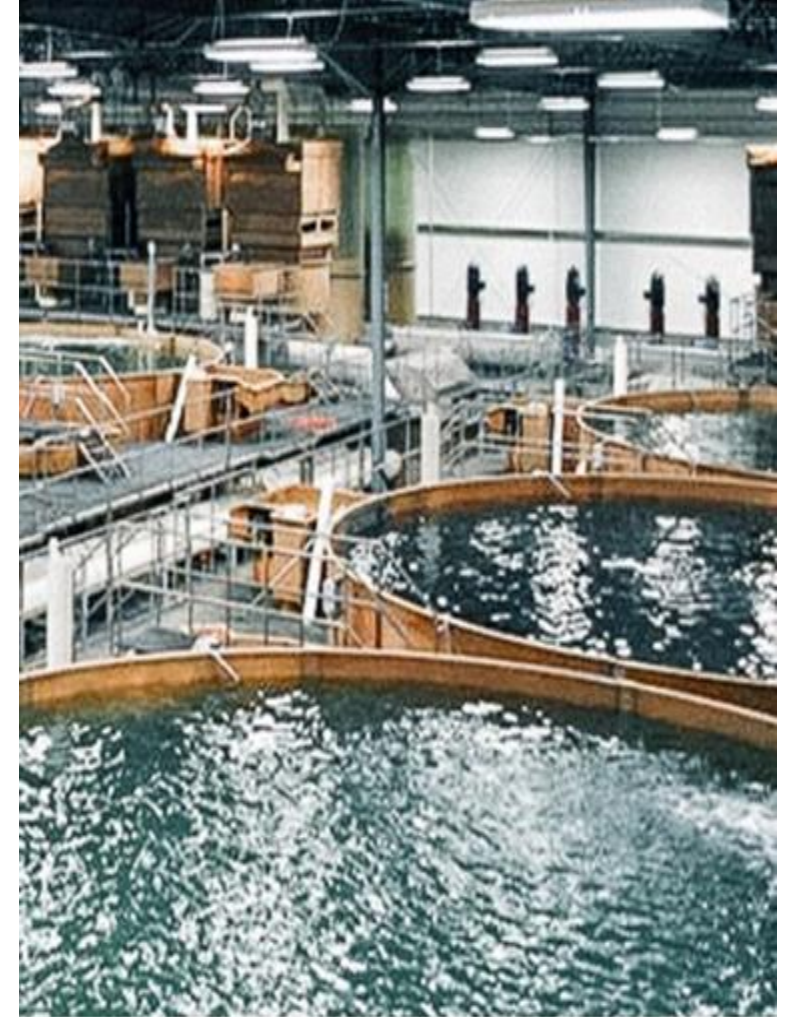


Building Public Trust

Who are the Stakeholders?

- Regulators
- Politicians
 - Local, State and National
- Investors
- Customers
- Local Communities
- NGOs & eNGOs
- Our Team
- Suppliers

How can we speak to such a Diverse Group?



Tell Our Story

- Clear and Simple
- Be transparent and authentic
- Why is it important?
- Remember your audience-Not everyone understands science, and they don't really care! Speak to what's important to them
- Active outreach to your stakeholders
- LISTEN!



Market Research: What We Learned

- 80% of respondents familiar with GMO/GE food, produce or protein
- 53% of initial impressions of GMO/GE are neutral to positive
- Consumer concerns of GMO/GE and food¹
 - Human Health (5.08²)
 - Environmental Impact (5.69)
 - Animal Health & Welfare (5.69)
 - Farming/Agriculture Impact (5.87)
- Neutral (5.08) about purchasing if labeled GMO/GE
- ~ 75% trust government to provide safety oversight/guidelines

¹ 1 to 10 w/ 1 “Very Negative”; 10 “Very Positive”

²Mean scores



Consumer Sentiment Is Evolving - Additional Research In Process

Insights From Our Proprietary Research Pave a Pathway To Achieve Consumer Acceptance

Top attributes for farm-raised salmon: Available – Affordable – Fresh – Safe to Eat – Taste

53% first impression of GMOs related to food are neutral to Very Positive

60% neutral to very likely to purchase products they buy regularly if labeled as GMO

70%+ neutral to very likely to purchase products they buy regularly if labeled with USDA Bioengineered Disclosure Symbol

81% reacted neutral to very positive to the AquaBounty and AquAdvantage story and product attributes/benefits

70% likely to purchase and try AquAdvantage salmon at least once

Lessons Learned

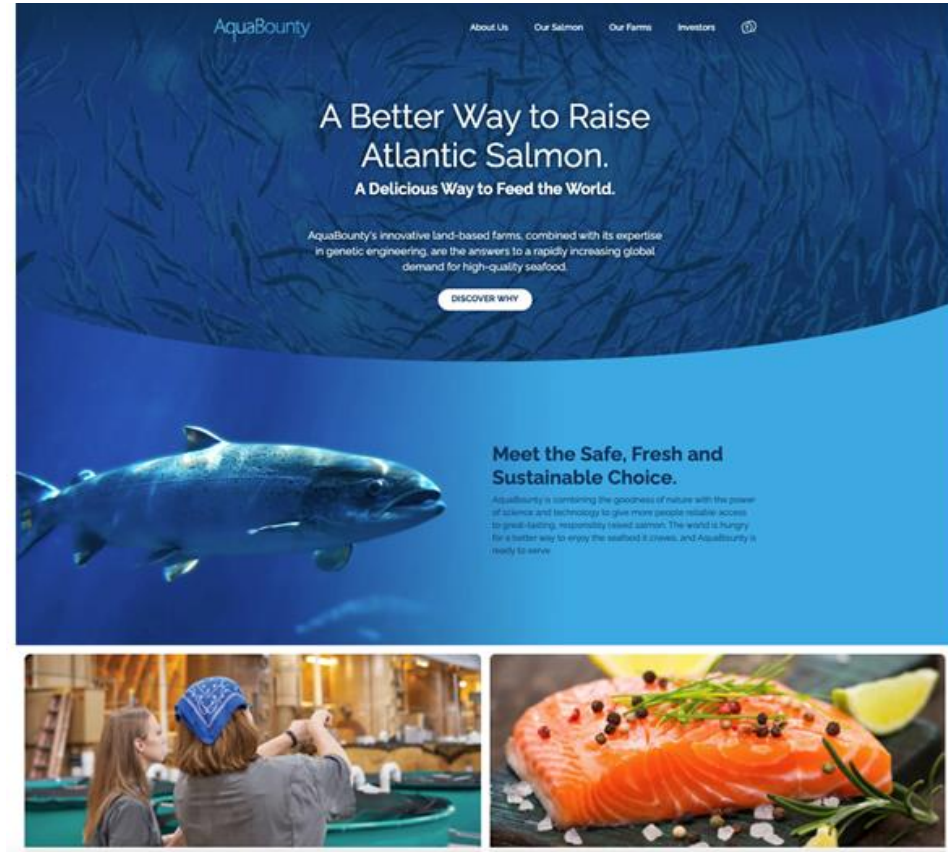
- Tell our story in non-technical language – the narrative should be transparent and simple
- Focus on critical messaging themes – establish a cadence of proactive messaging that is consistent and reinforces AquAdvantage as safe, secure and sustainable
- Leverage influencers and key opinion leaders to reinforce the AquaBounty story
- Build coalition of supporters



Source: AquaBounty Proprietary Consumer Research Q4 2019

Marketing & Communications

- Growing digital properties and engagement
 - Website
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
- Continual monitoring digital platforms
 - Impressions
 - Engagement Rate, etc.
- Media monitoring
 - Impressions
 - Coverage and quality of coverage

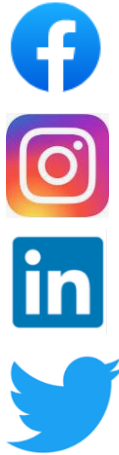


Video of Farms – Broodstock to Harvest

Digital Excellence - Leverage Owned & Paid Initiatives

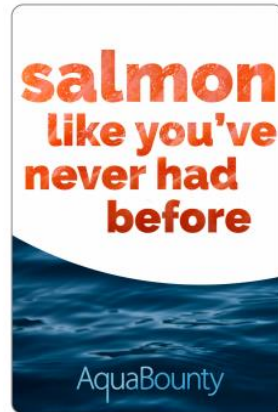
Owned/Organic

- Extensive content pushed out through AquaBounty Social Media Channels weekly
- Drive traffic to website and other owned & partner channels
- Generate targeted engagement with creative assets and messaging content



Paid Media/Paid Search/Paid Social

- Culinary Institute
- Facebook/Instagram
- Select Industry Trade Publications
- Native Ads
- Google Paid Search
- Pinterest



Discover the AquaBounty Difference

Genetically engineered and proud of it – now eating healthy and great-tasting salmon isn't just good for you; it's good for the planet, too. Discover how science and technology are making a safe, fresh and sustainable salmon choice possible at AquaBounty.com.



Apr-16	Facebook		Looking for something new to try in the air fryer? Look no further than @Dish on Fish's air fryer salmon recipe! This is the perfect tool to quickly cook a crispy salmon filet. Pair it with orzo, a Caesar salad, or veggies and voila! It's the perfect weeknight meal.
	Twitter	Recipe: NFI	The air fryer is the perfect tool to quickly cook a crispy salmon filet. Pair it with orzo, a Caesar salad, or veggies and voila! It's the perfect weeknight meal from @dishonfish.
	Instagram		Looking for something new to try in the air fryer? Look no further than @dishonfish's air fryer salmon recipe! This is the perfect tool to quickly cook a crispy salmon filet. Pair it with orzo, a Caesar salad, or veggies and voila! It's the perfect weeknight meal.
Apr-19	Facebook		The answer to an increasingly unpredictable supply of fresh salmon? AquaBounty Atlantic salmon. We've built our top-of-the-line land-based fish farms near key markets to eliminate air travel, reduce our carbon footprint and deliver a fresher, top-quality product. Visit our website to learn more. [link]
	LinkedIn	Testimonial	The answer to an increasingly unpredictable supply of fresh salmon? #AquaBounty Atlantic salmon. We've built our top-of-the-line land-based fish farms near key markets to eliminate air travel, reduce our carbon footprint and deliver a fresher, top-quality product. Visit our website to learn more. [link]
	Twitter		#AquaBounty #AtlanticSalmon is the answer to an increasingly unpredictable supply of fresh salmon. Our land-based #fishfarms are located near key markets, eliminating air travel, reducing our carbon footprint and delivering a fresher product. More info: [link]
	Instagram		#AquaBounty #AtlanticSalmon is the answer to an increasingly unpredictable supply of fresh salmon. Plus it's raised responsibly right here in the U.S., eliminating air travel, reducing our carbon footprint and allowing us to deliver a fresher, top-quality product. #seafood #fishfarm #aquaculture
Apr-20	Facebook		We're looking forward to the #WallStreetGreenSummit next week on April 26-30. Our very own President and CEO Sylvia Wulf is speaking about #AgTech and the Regenerative Economy. Other topics include #AI, #OceanTech and much more. Join us virtually and register here: [link]
	LinkedIn	Wall Street Green Summit Registration	We're looking forward to the #WallStreetGreenSummit next week on April 26-30. Our very own President and CEO Sylvia Wulf is speaking about #AgTech and the Regenerative Economy. Other topics include #AI, #OceanTech and much more. Join us virtually and register here: [link]
	Twitter		We're looking forward to @fusarotweets' #WallStreetGreenSummit next week on 4/26-4/30. Our very own President and CEO Sylvia Wulf will speak about #AgTech and the Regenerative Economy. Join us virtually and register here: [link]

Media & Stakeholder Outreach and Engagement



- Leverage position as Thought Leader in:
 - Aquaculture
 - Biotechnology
 - Land-based RAS
 - GE Salmon
- Proactive engagement with:
 - Key national media
 - Targeted consumer, culinary and trade media
- Monthly Editorial Calendar targeting:
 - Key sales periods
 - Events
 - Holidays
- Address misinformation and mischaracterizations
- Generate credibility and drive acceptance
 - Relationships with key partners and influencers

Protecting Our Customers and Brand

We closely monitor for backlash from the NGO community and the Hill. We must protect our customers and are working closely with them to provide required support

Big Food Service Giant Aramark Permanently Rejects Genetically Engineered Salmon Ahead of First U.S. Sales by AquaBounty

FOR IMMEDIATE RELEASE: February 3, 2021
FOR MORE INFORMATION: estefania@realfoodgen.org

NATION WIDE, February 3, 2021 – After pressure from the Block Corporate Salmon campaign and advocates for wild salmon, top food service company Aramark has made a public commitment to reject Genetically Engineered Salmon in compliance with demands from American Indian communities.

"Thanks to the efforts of countless Salmon Peoples and the BlockCorporateSalmon Campaign today we make a stand for natural and wild salmon ecosystems. All around the country organizers are working with food sovereignty advocates to stop this fake salmon and biotech companies' stealing from sustainable salmon communities and wild salmon markets." Card Wassilie, Yup'ik biologist and organizer with the #BlockCorporateSalmon campaign

Aramark joins two other major food service companies, Compass Group (OTC:SSO) and Sodexo (SDXAY), as well as the largest U.S. grocery retailers, seafood companies and restaurants that have stated that they will not sell GE salmon. This widespread rejection comes ahead of AquaBounty Technologies' plans to sell the first GE animal approved for human consumption in the U.S., and a disagreement between the USDA and the FDA regarding whether the agency should be regulating future GE animals.

GE salmon introduces a new threat to Salmon People and salmon populations, and the decline from human interference. Organizers with the #BlockCorporateSalmon campaign, Uprooted and Rising are calling for a boycott of all GE salmon.



BlockCorporateSalmon @blockcorpsalmon · Jul 8

@SamuelsSeafood just finding out salmon is not native to Indiana and breaking down @AquaBountyFarms's "containment plan" that's all about #female and #sterile. Talk about some #colonial #bullshit @goldblumlook saying it on TV a long time ago 🤔 bit.ly/boycottGMOsalm...

A video thumbnail showing two men in dark polo shirts standing in a kitchen. One man is looking at the other. The video has 7 views.

0:09 7 views



We continue to push back in a professional manner; holding adversaries accountable for misinformation & mischaracterizations

Change the Conversation and the Landscape

Proactive and positive messaging thru media and social media in a strong and effective cadence

Our Approach

Engage experts in a comprehensive campaign targeting adversaries

▪ **Taking Control of the Narrative**

- Open Declaration
- Messaging Binder
- Initial Anchor Content
- Media Criticism Adversary Exposé
- Customer Relations
- Social & Digital Media Activation

▪ **Third Party Coalition** – Highly Supportive stakeholders

▪ **Rapid Response** – Research & Reconnaissance

Our Plan

- Strong, public, and principled stance
- Directly counter misinformation and attacks
- First-person posture is highly credible
- Moves control of messaging to AquaBounty



Everything Salmon Should Be and More

Product of U.S.A.



Better for the Environment. More for Consumers.

CONSISTENT: Domestic Salmon Supply

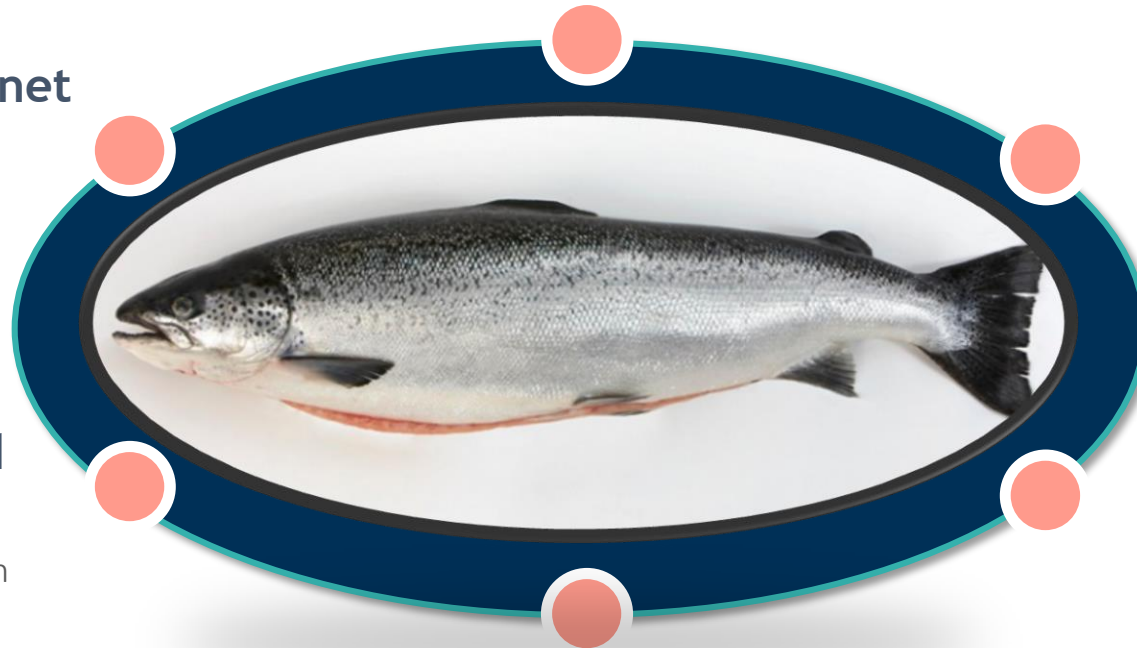
Optimized conditions and carefully monitored, land-based fish farms provide a consistent supply of salmon raised in the U.S.

SUSTAINABLE: Good For Planet

Greater than 95% water recycled.
Reduced transportation to consumption results in lower carbon footprint compared to other farming practices

EFFICIENT: Less Feed Used

Improvement in Feed Conversion Rate (FCR)¹ compared to conventional salmon reared in similar conditions



FRESH: Close Key Markets

Atlantic salmon raised near consumer consumption and delivered fresh

SECURE: Biosecurity

Designed to prevent escapement and impacts on broader ecosystem and protects against exposure to disease and parasites.

SAFE: No Antibiotics or Contaminants

Disease-free environment reduces the risk of infections commonly seen in sea-cage farming

1) Effects of combined 'all-fish' growth hormone transgenics and triploidy on growth and nutrient utilization of Atlantic salmon (*Salmo salar* L.) fed a practical grower diet of known composition – Elsevier, May 24, 2013

And ...

- All of our weekly harvests are being sold to customers
 - Quality of product
 - Sustainable production
 - Believe in the AquaBounty vision
- We continue to onboard new customers as our weekly harvest capacity is ramped up. We have a list of customers waiting to place their first order once required product volume is available
- No GMO pushback on our customers from their direct customers. Keep in mind:
 - Food service does not require BE disclosure or GE labeling
 - Not yet being sold at retail where BE disclosure and GE labeling are required



What to consider as an Early Developer

- Focus on the Regulators and Politicians
 - Build relationships
 - Provide perspectives
- Your data is important
 - It should support the regulators and help explain their decisions
- Be proactive within your communities. As you listen, be prepared to speak to what matters with them. What are their needs?
- Leverage relationships with industry organizations





Thank you!

Shout outs

- David Melbourne, CCO
- Mark Walton CTO
- AquaBounty Team

AquaBounty

Chantal March

Director, Quality & Regulatory
Compliance

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AquaBounty uses next-generation land-based aquaculture technology that supports ocean conservation and provides consumers with regional access to nutritious, fresh and affordable salmon with no added chemicals or antibiotics.