

## Company Overview

MicroSalt® is a disruptor to the food market which produces a patented full-flavour, low sodium salt for food manufacturers and consumers.

Since 2018, MicroSalt® has utilised patent-protected technology to outmanoeuvre the reduced-sodium salt market and create significant barriers to entry by developing micron sized particles that deliver the same saltiness while using approximately 40% less sodium.

With a valuable US patent and 14 more pending applications globally, MicroSalt® is well positioned to drive meaningful change with a profitable offering with numerous unexplored applications.

## Strategy

Advancing larger volume B2B opportunities with multinational FMCGs and food manufacturers

Focus on bulk ingredient sales to deliver economies of scale and ensure appropriate positioning to capitalise on increased market demand

Geographic expansion into developed markets where sodium reduction is on the agenda

Marketing Strategy targeting large b2b food manufacturers and e-commerce platforms

Active investment in brand awareness and social media campaigns to increase visibility to customers

Continue new product development for future growth and revenue opportunities

## Investment Case

Low-cost ingredient and capex-light model creates opportunities for economies of scale

Strong IP protection with patent covering particle size, application and production process - high barriers to entry and a 1st mover advantage

Strong possibility for cross-category adoption in the pipeline

Successful commercial traction during 2025, with aggressive sales projection for 2026 and 2027

\$36.7bn annual salt market facing government crackdown with FSA, FDA and WHO all introducing sodium reduction targets to counter global health issues sodium causes

Strategic relationship with one of the largest food manufacturing companies in the world

MicroSalt premium has launched in the B2C offering higher margins and greater brand building potential



# Recent Updates

## Half-year Unaudited Results

Record revenue driven by bulk sales dominated by repeat orders from FMCGs from a range of geographies

*"Our strategic focus on bulk ingredient sales has proven successful, delivering economies of scale across operations and positioning us for sustained improvements in financial performance...we are confident in delivering impactful results that underpin both the strength of our business model and the growing demand for healthier, low-sodium alternatives globally"*

## H1 2025 Trading Update

Continuing advancement of B2B bulk business in H1 has led to company record sales at 121% of sales for the entirety of 2024

*"We are pleased with our H1 2025 sales results and continued scale up of our deployment with Customer 3 and its group. The robust sales pipeline and our ability to deliver consistent functionality across varied reformulation platforms underpins our confidence of future success"*

# Management

## Rick Guiney – CEO




Rick Guiney has been CEO since December 2021 bringing 35 years' worth of experience in the food industry along with him. Alongside leading positions at the popular meat-free alternative Quorn Foods and Anheuser-Busch, Rick was also CEO of Classic Snacks Inc which he developed into one of the US' 500 fastest growing companies. Wherever he has operated, Rick's mission has stayed the same, to make the world a safer, healthier place by eliminating harmful ingredients and embracing technologies that facilitate sustainable products.

## Gary Urmston - CFO



Gary has recently taken over the role of Interim CFO whilst the Board searches for a new external appointment. Gary joined the board of MicroSalt® having spent more than 17 years in the food industry, notably as CFO of Produce Investments Ltd and William Jackson Food Group Ltd. He has broad experience in the UK food sector, having worked with listed companies and in M&A, governance and internal control for UK manufacturing company, Northern Foods PLC.



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**So far, in 2025: 634,493,542  
servings were made healthier  
with MicroSalt®**

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