

# PRESS KIT



## COMPANY PROFILE

We are a leading multinational company specialized in the **fishing, farming, processing** and **commercialization** of seafood products that was created to revolutionize the fishing industry and bring the freshness of the sea to the customer's table.

We have **17 processing plants** throughout the world and more than **7,000 hectares of farms**, where we process the products that we sell in 80 countries of 5 continents. This has made us one of the few multinationals of seafood products that integrate all the activities of the value chain, from source to sale.

**The Nueva Pescanova Group was born in 2015**, after a corporate restructuring of the old Pescanova. The company was created with a new business model based on value creation, constant innovation and a strong commitment to sustainability and the local communities where the Group is present.

With **more than 10,000 employees** in Europe, America, Africa and Asia, we closed the year 2019 with consolidated sales figure that amounted to 1,057 million euros.



Selling in  
**80 Countries**  
in 5 continents



**1,057M €**  
Turnover  
(in 2019)



**+10,000**  
**employees**  
in 4 continents



**55,000 Tm.**  
One of the world's largest  
producers of shrimp



**668 CSR**  
**actions**  
in 8 countries

\*December 31st, 2019

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## OUR ADN

**We work** to be the **best food company in the market** by bringing the freshness of the sea to the consumer's table.

**We rely** on our brand and innovation to fish, farm, select and process the **best product** wherever it may be.

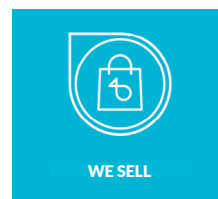
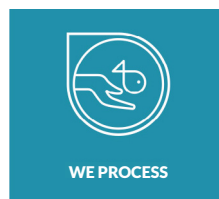
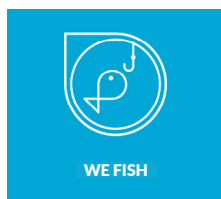
**We believe** our first responsibility is **the sustainability of natural resources** and of our partner communities, whose trust we build and maintain by acting ethically and creating value.



## WHAT WE DO

### VERTICAL INTEGRATION

In the Nueva Pescanova Group we have a **unique model in the world** that allows us to guarantee maximum control and traceability of the product:

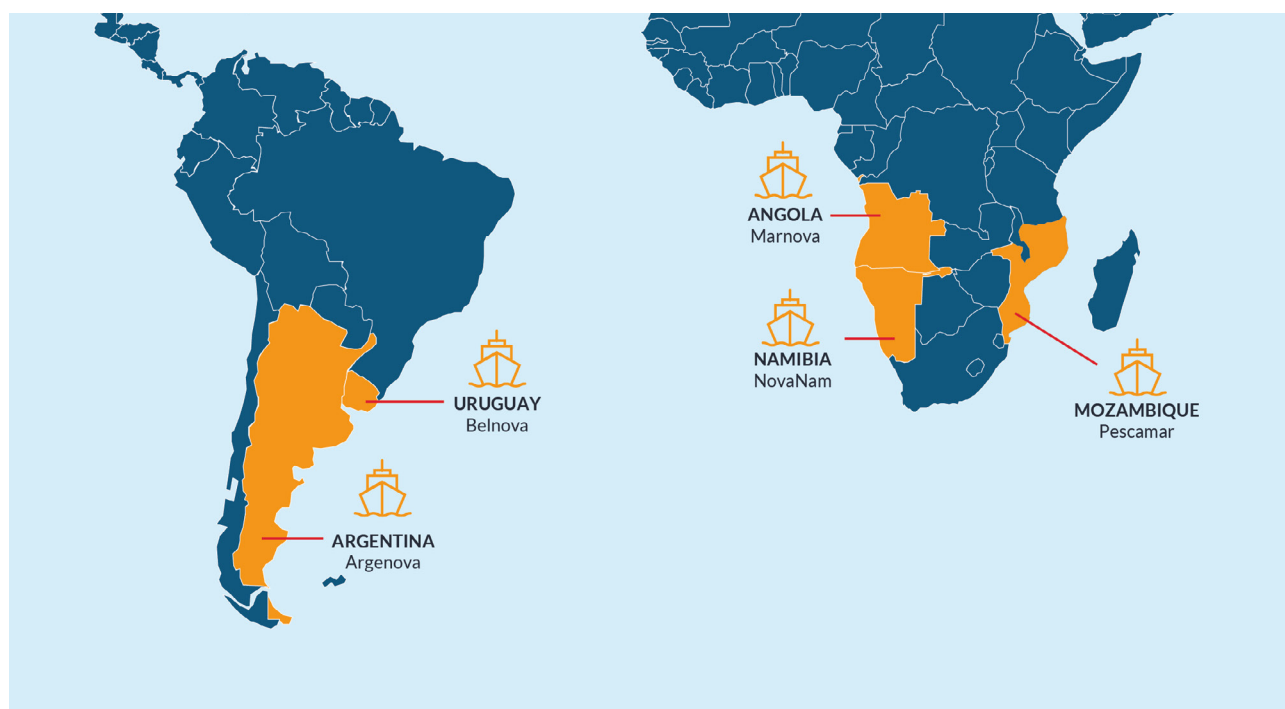


### WE FISH

We have been sailing around the world in search of the best fishing grounds since 1961. We were **pioneers in the construction of the first vessel with on-board freezing technology**. Other vessels followed, which at the time were the largest freezer vessels in the world and the first to process fish offshore.

We operate in the main fishing grounds of the southern hemisphere, fishing and selecting the best marine species: hake, kingklip and monkfish fishing in Namibia, shrimp fishing in Mozambique, red shrimp fishing in Angola, Argentine red shrimp, black hake (also known as toothfish), squid and gurnard fishing in Argentina and Uruguay, among others. Our fleet is currently made up of **over 60 own vessels**.

Our commitment to innovation and continuous improvement in all our areas of activity has led to the **renewal of part of the fleet** with the construction of seven new vessels: three 50-metre-long fresh trawlers for hake processing in Namibia and four 32-metre-long freezers for shrimp fishing in Mozambique. The project represents an **investment of 42,5 million euros** and the creation of 200 jobs in Galicia. The first three vessels of the new fleet: the Lalandii 1, the Ponta Matirre and the NovaNam One have already been delivered.





## WE FARM

Aquaculture is our complementary venture to fishing to ensure the sustainability of marine resources, thus relieving the pressure on wild fisheries. We have more than **7,000 hectares of pond area** with the capacity to produce **62,000 tons of species** such as turbot and shrimp.



## WE PROCESS

Our **17 processing plants**, specialized and with a high degree of innovation, are distributed over 10 countries in Africa, America, Asia and Europe.



## WE SELL

We work to **bring the best seafood products to the consumer's table**. We innovate in our day to day to adapt to new consumer trends, offering frozen, fresh and chilled seafood products.

**We sell in 80 countries of 5 continents**, leading the market of the seafood products in Spain and Portugal. In addition, we are one of the world's leading shrimp producers.

We sell more than **70 species of fish and shellfish** in different formats, both natural and processed products, in order to offer a healthy diet based on fish consumption (rich in Omega 3) quickly and easily.



The latest innovations:



It is the fourth food brand with the highest market penetration in Spain and the eighth among the most popular consumer brands in Spain, according to the Brand Footprint 2020 ranking prepared by the consulting firm Kantar.



### HEALTH

Natural products with healthy ingredients



### PLEASURE

Tasty recipes and suggestive flavors



### CONVENIENCE

Easy and quick preparations



### ETHICAL

Products with the highest certifications

## QUALITY AND INNOVATION

### QUALITY

The **culture of quality and food excellence** is in our origins. Our quality and food security policy governs all processes and areas of the company with a single objective: to bring the best seafood products to millions of households, regardless of where they were fished or farmed, preserving their freshness and guaranteeing all their qualities for a tasty and healthy diet.

**We comply with the best practices** in all the countries in which we are present, trying to improve ourselves every day.



**GLOBALG.A.P.**

### INNOVATION

In the Nueva Pescanova Group we constantly innovate, improving all our processes, making them more competitive and sustainable and, more importantly, developing new technologies, production methods and products.

In 1961 **Pescanova invented the on-board freezing technology**, used for the first time on the vessel “Lemos”. It was the world’s first transoceanic freezer vessel, a technological revolution that allowed to fish in the rich and distant fishing grounds of the Southern Hemisphere, freezing the catch on board for proper conservation, which meant a 180-degree turn in the global fishing industry.

Since we started working on aquaculture in the 80s to increase our productivity while ensuring the rationalization of marine resources, we have not stopped innovating in this field. Proof of this has been the worldwide milestone achieved by Pescanova’s researchers in 2019 after decades of research from different centres and companies around the world: **succeeding in closing the octopus reproduction cycle in aquaculture**. We have been the first to achieve that the octopus born in aquaculture not only reaches adulthood but also begins to reproduce in an environment outside its natural habitat.

Octopus farming, among others, will be one of the main lines of research at the **Pescanova Biomarine Center, an aquaculture R&D&I center** that will open its doors at the beginning of 2020 in O Grove (Pontevedra) and will become a reference center in aquaculture at an international level. Its 4,000 square meters will be focused on new research techniques on genetics, nutrition and health, as well as on sustainability and new crop species.



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## PESCANOVA COMMITMENT

### CORPORATE SOCIAL RESPONSIBILITY

We are committed to the sustainability of natural resources and the communities where we operate, acting in an ethical manner, preserving their trust and creating value.

Our Corporate Social Responsibility strategy consists of the respect for the **Planet** and the **Communities** where we operate, for the **People** that integrate the Nueva Pescanova Group and for the commitment to the markets through our **Products**.

In line with the Corporate Sustainability Policy of the Group, the '**Pescanova Blue**' **Sustainability Program** is the operational response to our CSR program (Planet, People, Product and Communities) and it includes five principles:

- Responsible supply: we fish, farm and process in a sustainable way respecting the Planet.
- Labor responsibility: we support the diversity, safety and personal and professional growth of the People.
- Responsible operations: we make sure that our Products contribute positively to the health and well-being of our consumers.
- Responsible relationships: we contribute positively to the quality of life of the Communities in which we live and work.
- Ethical behavior and compliance: we guarantee compliance with all ethical and legal requirements.



In the Nueva Pescanova Group we are committed to promoting a positive **impact on the environment in which we operate** and, under this premise, we recognize the relevance of the UN's Sustainable Development Goals as a guide to help meet the challenges of sustainable development. In this sense, we work to align our business strategy with the 2030 Agenda and measure **our contribution to the SDGs with a total of 668 actions in 8 countries**. Our commitment to sustainability has earned us recognition as the world's leading fishing company for our contribution to SDGs.



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## PLANET

The rationalization of the fishing industry and the commitment to the environment are strategic pillars for us.

**We operate in an ethical manner**, complying with the FAO principles for responsible fisheries, the legal requirements and international measures to guarantee the preservation of the fishing grounds. Moreover, we actively collaborate with the governments of the countries where we carry out our fishing activities to improve their legal system and environmental regulations concerning their marine resources. We also collaborate with NGOs and other organizations within the sector, including Sustainable Fisheries Partnership (SFP) and Global Sustainable Seafood Initiative (GSSI).

Our commitment to **environmental care and sustainable management of natural resources** is unwavering. Among the most recent examples in this regard, we adhered to the United Nations Global Compact's Principles for Sustainable Oceans to ensure responsible ocean practices and we are incorporating photovoltaic solar energy in our factories around the world.

## PEOPLE

We acknowledge that our people are the main asset of our company. With **over 10,000 employees distributed over four continents**, we are committed to teamwork and flexible talent management. The respect for diversity, safety, professional growth and the pride of feeling part of the Group are the foundation of our success along with the trust relationships with suppliers, clients, customers and communities.

## PRODUCTS

We are committed to **providing innovative and healthy seafood products**, guaranteeing food safety and respecting the highest quality standards. The culture of quality and food excellence is in the foundation of the Nueva Pescanova Group. The monitoring of the value chain of seafood products, from source to sale, allows us to guarantee the maximum control and traceability of our product.



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## COMUNITIES

We are **committed to the communities in which we are present**. From our origins, we are committed to local integration and implementation generating jobs, facilitating the transfer of knowledge through training plans and promoting the professional development of employees.

A good example of this commitment is the **documentary film “The City Born from the Sea”** ([www.thecitybornfromthesea.com](http://www.thecitybornfromthesea.com)), which shows the transformation of Lüderitz, a small town in Namibia, which has been reborn thanks to the boost of the fishing industry after the arrival of Grupo Nueva Pescanova almost 30 years ago. Based on real characters and stories, it shows how its citizens enjoy opportunities that have made this city a reference in terms of equality, sustainability and prosperity.



## OUR HISTORY

Our history is the history of the global fishing industry.

### ○ The 60s, the start of a new era in the fishing industry

- Pescanova **was created in 1960** in Vigo by José Fernández López, an entrepreneur in the search of an answer to the following question: could fish be caught and transported from distant locations without being damaged in the long months of travel?
- In 1961 it built the “Lemos”, **the world’s first freezer vessel**, which started sailing the oceans and revolutionizing the global fishing industry.
- The “Villalba” is built, the first Spanish vessel that fished over the stern, rather than over the side. A new revolution that increased Pescanova’s fishing capacity.
- We **set up our headquarters in Chapela** (Pontevedra) after buying the COPIBA company. Today it remains as the headquarters of the company and where one of our most innovative processing factories is located.
- We are already one of the largest Spanish companies and **the first fishing company in Europe**.

### ○ The 70s, the consolidation and development in other countries

- Pescanova developed the largest logistics network of frozen products in Spain with 60 refrigerated trucks and 100 insulated trucks, which allowed us to **distribute our products all over Spain**.
- Years of **international growth** during which we entered various markets, investing and creating in them companies that fostered the development of local communities.
- We became the largest ship owner in the western countries, placing Galicia and Spain at the top of the global fishing industry.
- The logo and trademark of the company, **Rodolfo Langostino**, was created.
- The claim that identified the Pescanova brand was created: **“Lo bueno sale bien”**.

### ○ The 80s, legislative development and local contribution

- **Access to new waters**, expanding the fishing activity through the creation of companies in Chile, Argentina, Australia, etc.
- Active involvement in the creation of a legal framework for the fishing industry in Spain with the mixed company formula.
- Our products started **conquering the French and Portuguese markets**, where subsidiaries were created.
- **Two factories were built** for the processing of fish and prepared and precooked food products in Pontevedra and A Coruña.
- First steps in aquaculture.

### ○ The 90s, commitment to sustainability and aquaculture

- **Strong commitment to aquaculture** with salmon farming in Chile, shrimp farming in the south and turbot farming in the north of Spain..
- Creation of NovaNam Ltd. in Namibia, the largest hake processing factory in Africa and the best example of support and development of local communities.
- We start operating in Italy and the US.
- The advertising icon **Capitán Pescanova** (Captain Pescanova) entered homes as the face of the brand.
- Creation of another advertising icon, **Grumete Pescanova** (cabin boy Pescanova).

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## From 2000 to 2013

- Strengthening of aquaculture with the development and processing of vannamei shrimp in Nicaragua, Honduras, Guatemala and Ecuador through the acquisition of various fish farming companies.
- Consolidation of the **company's vertical integration model**: we fish, farm, process and commercialize.
- 2013: Pescanova crisis.

## 2015: Creation of the Nueva Pescanova Group

### 2016

- Creation of the Board of Directors and recruitment of the **new CEO** of the company.
- Implementation of the 2016-2020 Strategic Plan.
- Approval of the Ethical Code of the company.

### 2017

- Capital increase.
- 42.5-million-euro investment for the **construction of new vessels** for Namibia and Mozambique.
- Approval of the project to **build the Pescanova Biomarine Center** with a budget of 4.5 million euros.
- Implementation of the LegoNova project and SAP with a budget of 9 million euros.
- Launching of new packs and products.

### 2018

- Capital increase from 15% to 45% in the Abad Overseas company with three shrimp processing plants in southeast India.
- Purchase of the Unickfish company in South Africa for retail sales.
- **Relaunch of the icon Rodolfo Langostino** with a new range of frozen and refrigerated prawns.

### 2019

- Delivery of the first of seven new vessels of the new fleet, the Lalandii 1, intended for hake fishing in Namibia.
- Closure, for the first time in history, of **the octopus reproduction cycle in aquaculture** by researchers from the Nueva Pescanova Group.
- Energy transition begins in the Group's factories with the installation of the **first solar photovoltaic plant** in Namibia.
- Premiere of **the documentary "The City Born from the Sea"**, which gives visibility to the company's CSR work through the development example of the city of Lüderitz (Namibia).
- The company is recognized as **the world's leading fishing company for its contribution to SDGs**.

## CONTACT

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