

ICE
FRE
SH^o

**Icefresh
Company presentation**





*Quality nutritious seafood.
Available to benefit everyone, everyday.
icefresh.com.cn*

DISRUPTING A HUGE MARKET WORLD WIDE

THE USUAL 10 DAY FRESH SEAFOOD HANDLING



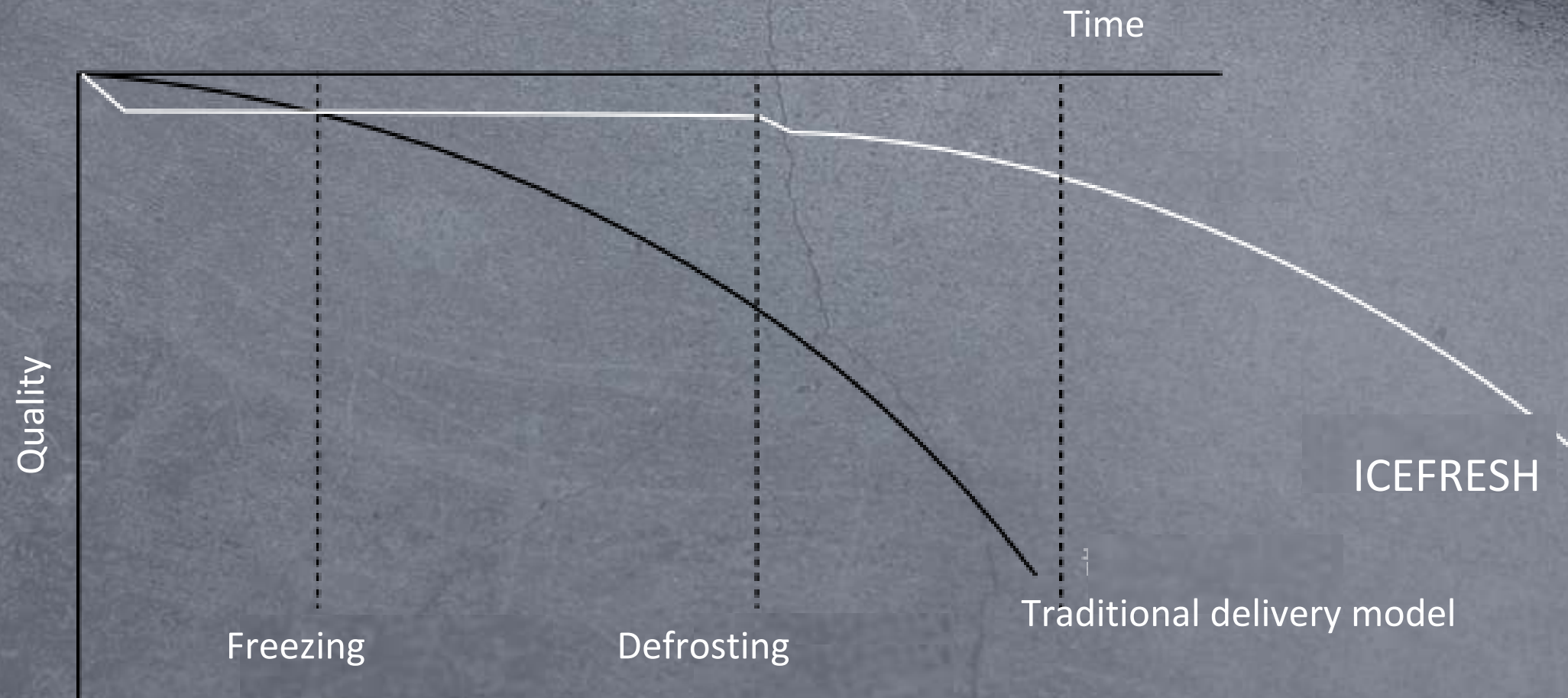
THE DISRUPTIVE ICEFRESH SEAFOOD SOLUTION



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ICEFRESH Defrosting Tech

ICEFRESH focus on the benefit from our innovative defrosting technology. With our defrosting technology, we can defrost seafood quickly and accurately, The seafood will have less water losses, higher food safety standard and freshness is sustained after defrosting.



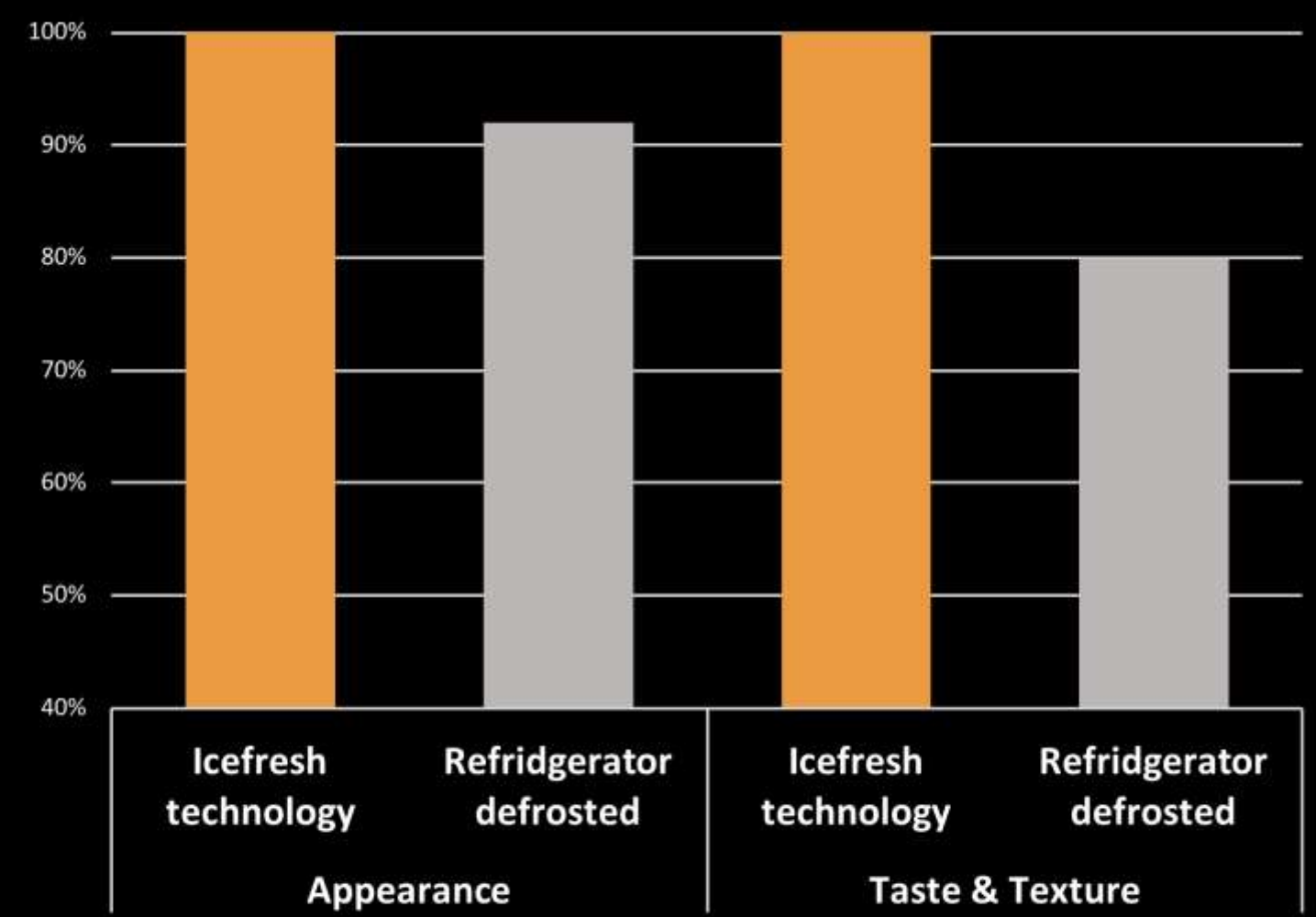
IS IT REALLY THIS GOOD?

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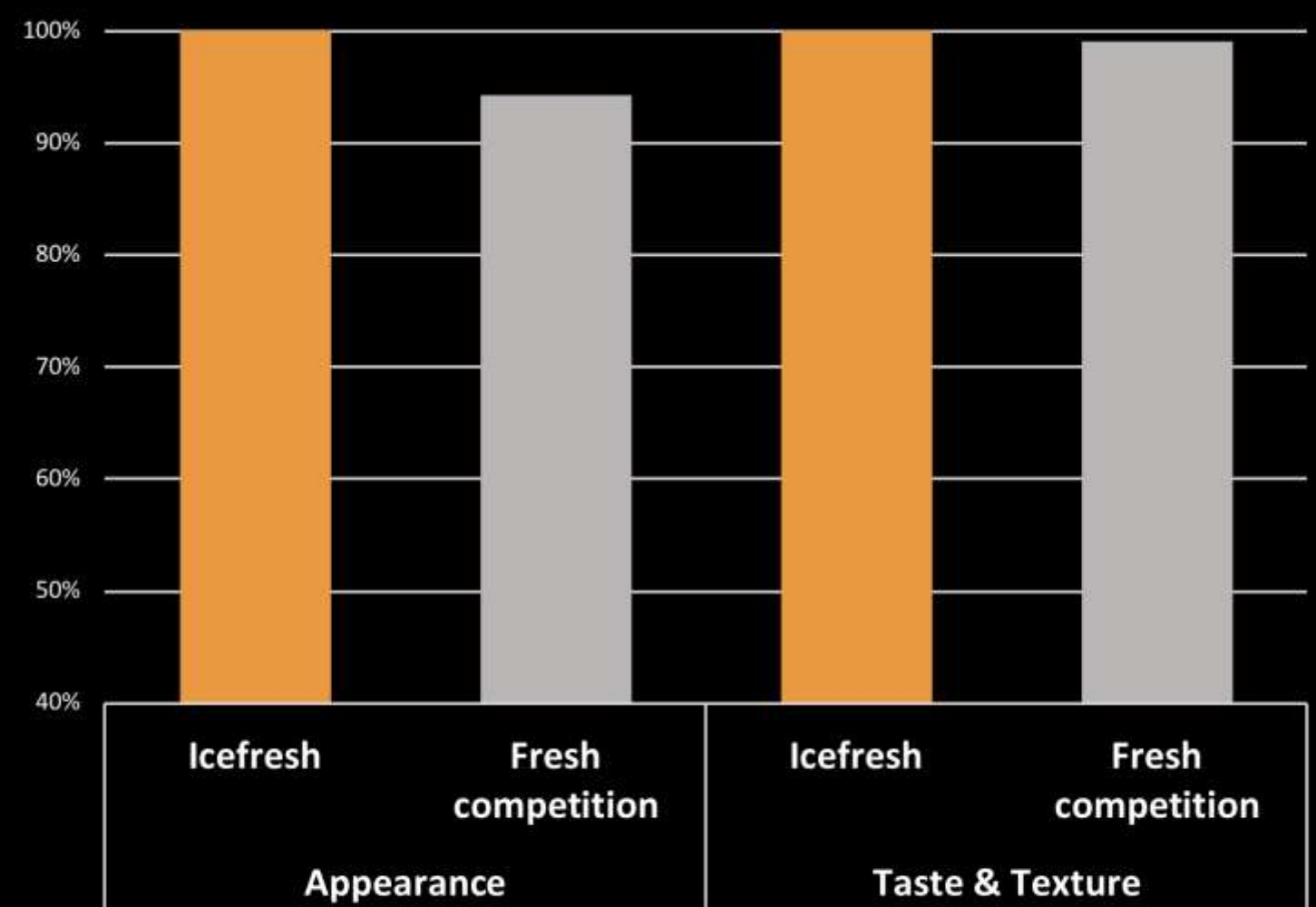


Taste test results proves Icefresh defrosting technology both compared to traditional defrosting and fresh competition.

**Taste test
Icerefresh defrosting vs. Refridgerator
defrosting**



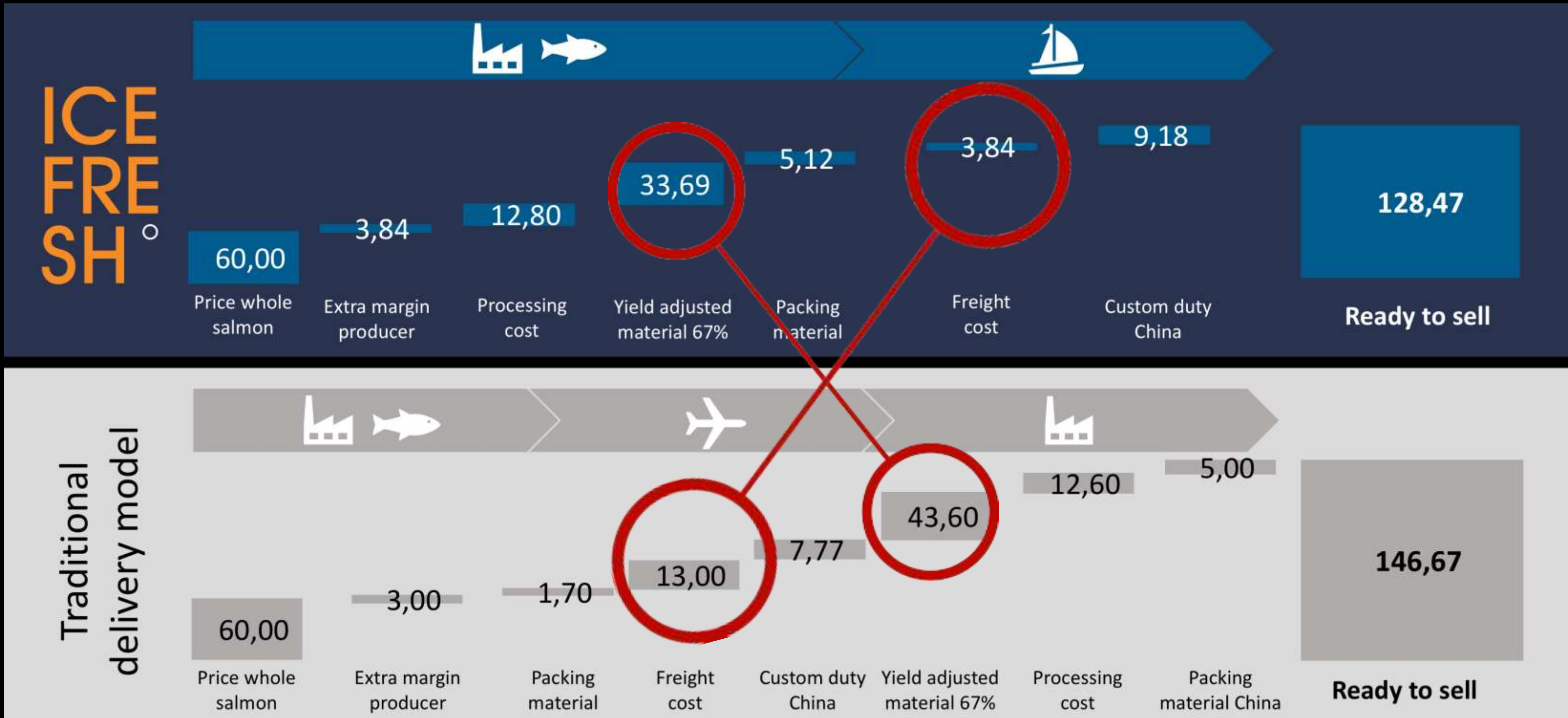
**Taste test
Icerefresh vs. Fresh competition**



Taste test conducted in Shanghai September 2018.

Icefresh business model provides clear cost benefits

(Costs in NOK per kg)



Defrosting hubs and warehouses:



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Well established in leading e-commerce channels,
started expansion in retail:

E-commerce channels:



Retail:

