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Tekcapital Plc
("Tekcapital" or the "Group")

**MicroSalt® announces that U.K. Celebrity Chef Jack Stein
has been appointed as Brand Ambassador**

Tekcapital Plc (AIM: TEK), (OTCQB: TEKCF) the UK intellectual property investment group focused on creating valuable products that can improve people's lives, is pleased to announce that Microsalt Ltd has executed an endorsement partnership with U.K. Celebrity Chef Jack Stein for its low- sodium MicroSalt products.



[Chef Stein](#) is a well-respected and high-profile chef, restaurateur, entrepreneur, TV personality, [author](#), and educator and we are proud to work with him as our brand ambassador. Jack is the Chef Director for [Rick Stein](#) overseeing their restaurant menus and Stein's at Home ecommerce store. Jack Stein will be returning to ITV's hit cookery show, *Cooking with the Stars*, for a third series and has just received the 'Best Chef' accolade from [Food Magazine Reader Awards for 2023](#). We believe that Jack has the culinary experience and background to help us address the problem of excess sodium consumption in the U.K. and across the globe.

"Excess sodium consumption is one of the world's greatest insults to health, and partnerships like this are the best way to make a difference in our efforts to address hypertension and cardiovascular disease," said Rick Guiney, CEO of MicroSalt.

"I am absolutely delighted to be working with MicroSalt to show how a true low-sodium salt can produce the same taste while providing significant benefits to health. As a chef, salt is the most important ingredient, and this product is game changing, said Jack Stein, Chef Director for Rick Stein.

This partnership is expected to have a significant impact including:

- Expanded exposure of MicroSalt products to the culinary audience of Chef Stein.
- Educating consumers about their day-to-day low sodium options that will improve health and longevity.
- Provide culinary guidance and credibility to the use of MicroSalt in both everyday and commercial food preparation.
- Expansion of Chef Steins brand and appeal across other markets where MicroSalt is present.

About MicroSalt

MicroSalt is dedicated to innovating food technology solutions that enable people to live longer, healthier and happier lives. Its patented low-sodium salt delivers natural salt with approximately 50% less sodium and may be used by both consumers and food manufacturers who wish to decrease the amount of sodium in their food. MicroSalt is 100% natural, non-GMO, gluten free, Kosher and contains no potassium chloride. To learn more about MicroSalt and MicroSalt® products, please visit www.microsalt.co.

Tekcapital owns 97% of the share capital of MicroSalt Ltd. and 6,034,683 shares (78%) of MicroSalt Inc., its U.S. subsidiary.

About Tekcapital plc

Tekcapital creates value from investing in new, university-developed discoveries that can enhance people's lives and provides a range of technology transfer services to help organisations evaluate and commercialise new technologies. Tekcapital is quoted on the AIM market of the London Stock Exchange (AIM: symbol TEK) and is headquartered in the UK. For more information, please

visit www.tekcapital.com.

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