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15 February 2024

MicroSalt Plc
("MicroSalt" or the "Company")

MicroSalt® Announces Export Collaboration with American Trading International

MicroSalt plc, a company commercialising a patented technology to produce full-flavour, low-sodium salt for food manufacturers and consumers, is pleased to announce a marketing and export collaboration with American Trading International ("ATI"). This collaboration will help implement the Company's global low sodium strategic plan and in particular its direct-to-consumer strategy. ATI, a leading US food and beverage export company representing a multitude of worldwide brands and products, brings extensive global market knowledge to the collaboration.

Inclusion in the ATI portfolio has the potential to make MicroSalt's low sodium products available in up to 80 countries globally. Through this partnership, MicroSalt can now reach major new markets while facilitating achievable order minimums for all customers. ATI's presence at key international food trade shows will also enable MicroSalt to reach potential new customers while minimising trade show marketing expenses.

Rick Guiney, CEO of MicroSalt®, commented:

"This collaboration is vital in making MicroSalt® accessible to everyone. Excessive sodium intake is a major contributor to hypertension and heart disease both domestically and abroad. ATI will enable us to offer international consumers delicious, healthy products with reduced sodium levels without impacting product flavour."

Seth Merrick Wilen, President & CEO at ATI, commented:

"With a heavy focus on better-for-you US foods and beverages, we are thrilled to welcome MicroSalt® into our selective product portfolio. Their undeniable health benefits directly address global concerns about excessive sodium, aligning with various countries' initiatives to enforce lower sodium levels in the food industry, and live a healthy, balanced, lifestyle."

About ATI

www.american-trading.com

ATI is a California-based export trading company with 28 years of experience servicing the needs of importers and retailers in over 80 countries and markets worldwide. With a philosophy deeply rooted in extensive market knowledge and personal relationships, the objectives of all the business entities involved are always carefully evaluated in order to execute flawless and profitable transactions.

Through comprehensive business relationships worldwide, varying from shipping logistics to trade finance and marketing support, ATI has developed unparalleled networking capabilities for profitable international business. These established associations are invaluable assets for the promotion of trade and international business.

For more information, please visit [MicroSalt's website](#), follow on X [@MicroSaltPLC](#) or contact:

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Rick Guiney, CEO

Via Flagstaff PR

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Notes to Editors

MicroSalt® produces a patented full-flavour, low-sodium salt for food manufacturers and consumers.

MicroSalt is a major potential disruptor in the food market, thanks to its micron sized particles which deliver the same sense of saltiness to a wide range of foods but with approximately 50% less sodium. Excess sodium consumption is a significant contributor to cardiovascular disease and MicroSalt's solution meets the rising demand for healthier alternatives to traditional salt. The WHO has set a target for reducing global sodium intake by 30% by 2025, which it estimates will save 7 million lives by 2030.

Each year, cardiovascular disease costs the UK £19 billion - if the average salt intake was reduced by one gram per day, it has been estimated that 4,147 lives and £288 million would be saved each year in the UK. As a nation, the UK consumes 183 million kilograms of salt each year, and 70 per cent. of the typical person's sodium intake is hidden in processed foods.

Operational since 2018, MicroSalt uses a patent-protected technology which helps create high barriers to entry within the reduced-sodium salt market.

The Directors believe that MicroSalt is well positioned to capture growth in the low sodium market, which is expected to grow exponentially, and that there is also scope to enter the larger salt market.

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