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31 July 2024

**MicroSalt plc**  
**("MicroSalt" or the "Company")**

**Loblaws Supermarkets onboards MicroSalt® shakers**  
**& LeBeau Excel Appointed as Canadian Food Broker**

MicroSalt plc (AIM: SALT), a leading provider of full-flavour, natural salt with approximately 50% less sodium is excited to announce the expansion of its retail distribution of its domestic-use saltshakers with a new placement in Loblaws, one of Canada's largest supermarket retailers.

The new distribution is for both the 2oz and 6oz saltshakers which are expected to be available in stores by October 2024. United Natural Foods will be the distribution partner to support the Loblaws placement.

MicroSalt is also pleased to announce it has retained LeBeau Excel sales and marketing brokerage, a leading food broker in the Canadian natural and organic industry, to support and expand sales within the Canadian market.

**Rick Guiney, CEO of MicroSalt, said:**

"We are extremely excited about the placement of MicroSalt® shakers in Loblaws. Loblaws is one of the largest supermarket chains in Canada and a prominent fixture in the Canadian food landscape. Additionally, we are enthusiastic to partner with LeBeau Excel to expand our business, across all customer channels in Canada."



**About Loblaws**

Loblaws is well known for its innovative private label products such as No Name® and President's Choice®, which offer high-quality goods at competitive prices. Loblaws operates over 2,400 stores across Canada, many of which are run by independent owners, providing a full range of shopping experiences, from discount outlets like No Frills® to more upscale options like Loblaws CityMarket. In addition to groceries, Loblaws also owns Shoppers Drug Mart, offering pharmaceuticals and health services, further cementing its position as a significant retailer in Canada. For further information about Loblaws, see <https://www.loblaws.ca/>.

**About MicroSalt®**

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

Microsalt's all natural, low-sodium solution is well positioned to take advantage of the fast-growing market for a healthier alternative to traditional salt. To learn more about MicroSalt Inc. and MicroSalt® products, please visit <https://microsalt.co>.

**MicroSalt plc**  
Rick Guiney, CEO

Via Flagstaff PR

**Flagstaff PR** (Financial PR)  
Tim Thompson / Alison Allfrey / Anna Probert  
[microsalt@flagstaffcomms.com](mailto:microsalt@flagstaffcomms.com)

+44 (0)20 7129 1474

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