



31 July 2024

Tekcapital Plc  
("Tekcapital", the "Company" or "the Group")  
**MicroSalt® Portfolio Company Update**  
**Loblaws Supermarkets onboards MicroSalt® shakers**  
**& LeBeau Excel Appointed as Canadian Food Broker**

Tekcapital Plc (AIM: TEK) the UK intellectual property investment group focused on creating valuable products that can improve people's lives, is delighted to announce that MicroSalt® plc ("Microsalt") a leading provider of full-flavour, natural salt with approximately 50% less sodium, has announced the expansion of its retail distribution with the new placement of saltshakers in Loblaws, one of Canada's oldest and largest supermarket retailers which operates over 2,400 stores across Canada.

This new distribution is for both the 2oz and 6oz saltshakers. The product is expected in stores in September/October 2024.

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



Image courtesy of MicroSalt plc

**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. United Natural Foods will be the distribution partner to support the Loblaws placement. Additionally, we are enthusiastic to partner with LeBeau Excel to expand our business, across all customer channels in Canada."

**About Loblaws**

The company is known for its innovative private label products such as No Name® and President's Choice®, which offer high-quality goods at competitive prices. In addition to groceries, Loblaws' parent company also owns Shoppers Drug Mart, offering pharmaceuticals and health services, further cementing its position as a comprehensive retail giant in Canada. To learn more about Loblaws please visit <https://www.loblaws.ca/>.

**About MicroSalt plc**

MicroSalt®, is the developer and manufacturer of a leading proprietary low-sodium salt called MicroSalt®. We are passionate about improving peoples' lives with better-for-you seasonings and snacks by providing the best low-sodium salt solution, based on the mechanical transformation of the salt particle itself. MicroSalt® has patents issued in the U.S. and pending applications in China, Chile, Australia, Brazil, Europe, Canada, Japan, Russia, Mexico, India and Hong Kong. MicroSalt® and SaltMe® are registered trademarks of MicroSalt Inc. For more information, please visit [www.microsaltinc.co](http://www.microsaltinc.co).

**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](http://www.tekcapital.com).

Tekcapital owns 33,305,749 shares of MicroSalt plc.

LEI: 213800GOJTOV19FIFZ85

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