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9 December 2024

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

**MicroSalt and Hippy Snacks**

MicroSalt plc (AIM: SALT), a leading provider of full-flavour, natural salt with approximately 50% less sodium is pleased to announce a supply agreement, along with an initial order, with Hippy Snacks, a Canadian company focusing on minimally processed, clean label food products.

Rick Guiney, CEO of MicroSalt, said: *"We are very excited about the partnership with Hippy Snacks. They are a well-regarded, widely distributed family of products that has a mission that resonates with ours - to provide healthier food for everyone. Their distribution encompasses an active ecommerce business including Amazon and Thrive as well as brick & mortar Tier-1 locations such as Target stores across numerous markets. We are rolling out with an initial item in Q1 of 2025 and expect to expand to as many as 8 different SKU's during the next 12-24 months in both Canada and the US."*



Almond Crisps, one of the many varieties of Hippy snacks.

Photo courtesy of Hippy Snacks.

**About Hippy Snacks**

Hippy Snacks is a better-for-you snack brand which started business selling organic tortilla chips, before expanding across a number of popular plant-based crisps. Based in Burnaby, British Columbia, Hippy Snacks is more than just

a plant-based snack company - it is one of Canada's founding Certified B corporations. This vegan-friendly company is committed to selecting high-quality, non-GMO, and whole-food ingredients from local farmers and growers who support sustainable business practices. Hippy Snacks is known for creating ethical and responsible snacks through thoughtful ingredient sourcing and mindful waste reduction. For more information, please visit <https://www.hippiesnacks.com/>.

**For more information about MicroSalt, please visit [www.microsaltinc.com](http://www.microsaltinc.com), follow on X @MicroSaltPLC or contact:**

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#### **About MicroSalt®**

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.

MicroSalt uses its patented technology to help create a high barrier to entry within the reduced-sodium salt market. The group has two US patents plus patents in China, Mexico, and Australia along with multiple patent applications pending in other jurisdictions globally.

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.

MicroSalt has a three-pronged marketing strategy, targeting large B2B food manufacturers, the B2C market and e-commerce customers. 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.

**ENDS**

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