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25 February 2025

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

Low Sodium Salt Technology of the Year 2025 Award



MicroSalt plc (AIM: SALT), a leader in full-flavor natural salt with approximately 50% less sodium, is pleased to announce it has received the **Low Sodium Salt Technology of the Year 2025** award from Food Business Review. *"This award is recognition of MicroSalts' stellar reputation and trust among customers and industry peers. MicroSalt emerged as the **Low Sodium Salt Technology of the Year 2025** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders and the editorial board."* Said Jaime Edwards, Food Business Review.

Rick Guiney, CEO of MicroSalt, commented: *"We take great pride in this achievement and are committed to our leadership role in reducing excessive sodium consumption across the globe. Our ongoing emphasis on promoting low-sodium options in the food industry will yield health benefits for years to come and to countless consumers."*

For more information, please visit www.microsaltinc.com, follow on X @MicroSaltPLC or contact:

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Via Flagstaff PR

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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 micro-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 could save the UK £1.4 billion in 2025. 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.

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.

About Food Business Review:

Food Business Review is at the forefront of the global food industry, serving as the definitive resource for executives shaping its future. With a growing subscriber base across multiple countries, we connect a powerful network of industry leaders driving innovation in how the world produces, consumes, and reimagines food.

The annual recognition as the Low Sodium Salt Technology of the Year is a prestigious honor presented by our panel of industry experts and the Food Business Review editorial board. This award is designed to highlight outstanding achievements in sodium reduction technology, celebrating companies that demonstrate excellence in delivering innovative, low-sodium solutions for the food industry. Our selection process involves a rigorous evaluation of innovation, service quality, reliability, and overall impact on the food sector.

<https://www.foodbusinessreview.com/about-us/>

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