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24 March 2025

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

MicroSalt Recognised by IFE London for Innovation in Nutritious Foods

MicroSalt plc (AIM: SALT), a pioneer in full-flavor, low-sodium salt technology, is honored to be recognised by IFE: The International Food & Drink Event in London for its groundbreaking contributions to the food industry. This prestigious acknowledgment highlights MicroSalt's commitment to reducing sodium intake without compromising taste, making it a leader in the movement for healthier food solutions.

Innovation in Food for a Healthier Future

As consumer demand for nutritious, functional foods grows, MicroSalt® is at the forefront of providing solutions that support public health initiatives worldwide. With its patented technology, MicroSalt delivers the same salty taste with 50% less sodium, addressing global health concerns such as hypertension and cardiovascular disease.

IFE is renowned for bringing together industry leaders, brands, and food-tech pioneers to showcase cutting-edge solutions that shape the future of food. MicroSalt's participation highlights the importance of sodium reduction innovation in creating healthier food choices for consumers.

Rick Guiney, CEO of MicroSalt, commented: *"This recognition by IFE is another step toward expanding access to healthier food solutions. The food industry is at a critical juncture, and our low-sodium technology provides an actionable solution to reduce sodium intake on a mass scale. We are committed to leading this change and making nutritious eating more accessible to all."*

"MicroSalt's continued innovation aligns with IFE's mission of fostering advancements in food science, sustainability, and health-conscious solutions. Both organizations seek to inspire manufacturers, retailers, and foodservice providers to embrace the next generation of better-for-you food products."

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

MicroSalt plc

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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

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.

About IFE

With over four decades of excellence, IFE serves as a cornerstone event for food and drink professionals, connecting buyers from retail, hospitality, and wholesale with innovative suppliers. From the Startup Market-a showcase of entrepreneurial brands-to the lively New Products Tasting Theatre, the show highlights the future of food through interactive content and live pitches.

IFE Ambassador Kerri Fidler, Head of Portfolio - Food for Later at Greencore, emphasises the show's significance: "IFE is one of the key events in the food industry calendar-not only to bring together conversations but share learning and new innovation. It's great to be part of this and make a difference across the food industry."

With exhibitors representing over 50 countries, IFE provides unparalleled opportunities to discover the best UK brands and global suppliers, alongside expert insights on the Future Food Stage.

IFE 2025 will also see the return of the World Food Innovation Awards, in partnership with FoodBev Media, where brands are recognized in diverse range of categories including Artisan Product, Drink Innovation, and New/Start-up Business.

<https://www.ife.co.uk/>

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