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24 April 2025

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

Q1 2025 Business Update

MicroSalt plc (AIM: SALT), a leading manufacturer of full-flavor natural salt with approximately 50% less sodium, is pleased to announce noteworthy advancement in its B2B bulk business during Q1 2025. Total bulk sales in Q1 2025 reached 98mT (216,190 lbs.) setting a new **Company record** and establishing **three** consecutive quarters of sales growth. Importantly, bulk revenue in Q1 2025 represents **142%** of the total bulk revenue for all of 2024. This includes shipments to existing markets of Canada, Mexico, United States and newly opened markets in Great Britain and Belgium.

Bulk sales in Q1 2025 were dominated by different entities and geographies of what we have historically described as Customer 3, one of the world's largest food, soft drink and snack manufacturers.

- **Customer 1** (Mexican division of Customer 3) purchased in excess of **66mT** (146,483 lbs.) for use in 3 mainstream items with 2 more planned to begin in Q3 2025.
- **Customer 2** (North American division of Customer 3...Canada, US) purchased **22mT** (40,148 lbs.) for 1 full brand (multiple items) with two more planned for Q4 2025.
- **Customer 3** (HQ International division...GB, Belgium), both **new** locations for 2025, has begun work with approximately **6mT** (12,434 lbs.) as initial orders ahead of commencement of commercial production in Q3 2025.

The launch of our Microsalt Premium product line in January targeting the quick service and fast service restaurant (QSR/FSR) market with a focus on French fries, has been very well received and is already in final consideration for rollout with a top international brand Q3 of this year. This further demonstrates the expanding footprint of MicroSalt's functionality beyond just topical applications and into new markets such as cheese, peanut butter, chicken breading and coatings.

The pipeline of pending new bulk business is robust and expected to have a significant impact in Q4 and into 2026. The sales team has been expanded with the addition of US-based foodservice sales specialist in QSR/FSR/foodservice channels to focus on Microsalt Premium. All told, revenue for 2025 without any QSR/FSR contribution is anticipated to exceed **2,500,000 (USD)** with a continuing acceleration through 2026. We further expect a customer specific press release in tandem with a major new line item sometime this year.

Rick Guiney, CEO of MicroSalt, said: We are very excited about the growth of our MicroSalt products and its ever-widening acceptance within the food manufacturing community. Our growth story is now evidenced by growing sales volume, number of topical applications, and countries served. Continued regulatory support for lower sodium food products acts as a catalyst to our growth both in the US and across the globe in short and long term."

MicroSalt will provide further updates in due course.

For more information, please visit www.microsaltinc.co, 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.

Operational since 2018, MicroSalt uses patent-protected technology which helps create high barriers to entry within the reduced-sodium salt market. The group has a US patent and 14 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 potential to enter the larger salt market.

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