

14 November 2025

MicroSalt Plc

("MicroSalt" or the "Company")

Trading Update

MicroSalt (AIM:SALT), a leading manufacturer of full-flavour natural salt with approximately 50% less sodium, is pleased to provide the following trading update and continuing advancement of its B2B bulk business.

Unaudited sales for the 10 months ended 31 October 2025 total 1.66 million and the Board is confident of exceeding its original expectation of full year revenue of 2.0 million.

In its H1 2025 Trading Update on 18 August 2025, the Company announced that it had received increased North America volume projections from whom it describes as Customer 3, one of the world's largest food, soft drink and snack manufacturers. Whilst non-contractual, MicroSalt is confident in these volume projections which included a single new item, representing an addition to the Company's existing sales pipeline with Customer 3 and its divisions. The volume projections for this product (in North America only) indicate commencing rollout in Q2 2026 and resultant sales exceeding 5.0 million in 2026, expanding to 11.0 million in 2027. Whilst the Company continues to expect full rollout in mid-2026, it is pleased to announce it has received a first bulk purchase order that will ultimately be delivered to a specific end retailer of Customer 3 and that it expects to receive similar orders on a broadly monthly basis going forward.

Importantly, the depth and breadth of MicroSalt's relationships with Customer 3 continue to expand, with the signing of a non-binding term sheet outlining a proposed four-year Joint Development Agreement ("JDA") between Customer 3 and MicroSalt to facilitate the global joint development of new solutions for reduction of sodium content in food products while delivering familiar salty taste.

On 12 November 2025, the Company announced a new strategic relationship with Daiya Foods, a global leader in dairy-free and plant-based innovation. MicroSalt has received an initial order of 50k to begin production and its projected 2026 volume to approximately 500k.

Accordingly, the Company is now projecting 2026 sales to total 7.0 million based on in-hand volume estimations and its current customer base, rising to more than 15.0 million in 2027.

Rick Guiney, CEO of MicroSalt, commented:

"Our success in 2025 stems from focused strategic efforts to build a long lived, sustainable organisation that not only delivers healthier foods, but that also delivers top line revenue and investor returns. The projections for 2026, 2027 are based upon our existing volume commitments and as we scale, we expect enhanced efficiencies and additional product development to support continued success. 2025 serves as a foundational building block by providing impeccable reference sales that will solidify our position in the market going forward."

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About MicroSalt

MicroSalt® is disrupting the global salt market with its patented, full-flavour, low-sodium salt designed for both food manufacturers and consumers. Using proprietary micron-sized particles, MicroSalt® delivers the same salty taste as traditional salt with approximately 50% less sodium, offering a scalable solution to one of the world's most pressing health challenges. Year to date through 2025, MicroSalt® has contributed to more than 634M servings made healthier.

Excess sodium consumption is a leading contributor to cardiovascular disease, the world's number one cause of death. The World Health Organisation has targeted a 30% reduction in global sodium intake by 2025, a shift projected to save seven million lives by 2030. The economic case is equally compelling: in the UK alone, cardiovascular disease costs £19 billion annually, and reducing average daily salt intake by just one gram could save over 4,000 lives and £288 million each year.

Operational since 2018, MicroSalt® has established a defensible IP portfolio, holding a granted US patent and 14 pending applications worldwide. These protections create significant barriers to entry in a market expected to grow exponentially as regulation and consumer demand accelerate.

MicroSalt® is ideally positioned for scale and market leadership, with clear pathways into food manufacturing, consumer channels, and ultimately the broader £10+ billion global salt market. MicroSalt® is more than a healthier alternative-it is a disruptive, category-defining solution poised to deliver significant commercial and societal impact.

For more information, please visit www.microsaltinc.co or follow on X @microSaltPLC.

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