Norway Royal Salmon ASA

Norway Royal Salmon ASA ("NRS") is a public limited liability company incorporated under the laws of Norway. NRS was founded in 1992 by 34 salmon farming companies to manage sales and marketing of farmed salmon. Since its incorporation, NRS has developed from being a sales and marketing company for farmed salmon to becoming an attractively positioned aquaculture company.

NRS is a fish farming company operating within two main segments; fish farming and sales. The fish farming segment includes salmon farming and harvesting activities. The sales segment includes the buying and selling of salmon and trout, as well as the Company’s chain management activities.

NRS has invested heavily the recent years to acquire its own fish farming facilities, and it currently operates 25 majority-owned production licenses divided between four subsidiaries. Total harvested volume in 2010 was approximately 10,700 tons, representing an increase of around 57% compared to 2009. Expected harvest volume for 2011 is 21,500 tons, while the Company anticipates a production capacity of almost 30,000 tons per year from the 25 production licenses. NRS also owns minority stakes in four fish farming companies with a total of 9 fish farming licenses as well as minority interests in two slaughterhouses and two smolt producers.

NRS’ sales organisation offers salmon and trout to the world market from the Company’s own farms and from its extensive network of partners. In 2010, the Company sold approximately 50,000 tons of salmon to 49 different countries. More than 80% of the fish is purchased from affiliated producers and subsidiaries that have entered into chain agreements with the Company. A steadily increasing portion of the fish being sold now comes from the Company’s own fish farming subsidiaries.

NRS delivered operating revenues of approximately NOK 2 billion and an operating income of NOK 123 million in 2010 following several years of strong growth. The average annual growth in revenues from 2007 to 2010 was approximately 20%, while the average annual growth in operating income was more than 100% in the same period. NRS delivered margins among the top performers in their operating regions in 2010. The Company has a solid financial position, with a 40% equity ratio in 2010 and unused credit facilities supporting future growth.

NRS intends to enhance shareholder returns by utilizing the remaining capacity of its existing licenses. In addition, the Company plans to grow inorganically and has a track record of successful acquisitions. Finally, NRS aims to continue to deliver attractive margins in a historically strong salmon market.