

The logo for EIR OF NORWAY features the letters 'EIR' in a stylized, white, sans-serif font. The 'E' is composed of three horizontal bars, the 'I' is a single vertical bar, and the 'R' is a tall, thin vertical bar with a curved top. Below 'EIR' is the text 'OF NORWAY' in a smaller, white, sans-serif font.

EIR
OF NORWAY

The background of the image is a close-up, high-speed shot of water splashing, creating a dynamic and textured surface. The water is a deep teal color, and the lighting creates numerous bright, circular bokeh effects throughout the scene, giving it a sense of depth and movement.

WE PROVIDE A NEW SEAFOOD ADVENTURE
FROM THE OCEAN OF THE VIKINGS TO THE SEEKERS OF HIGH QUALITY AND HEALTH



ELR

OF NORWAY



VICKY GREEN SAMUELSEN
CEO & CO-FOUNDER



GUNNAR HØLLAND
SR BUSINESS DEVELOPMENT
MANAGER



CHRISTIANNE FENES
SUPPLY CHAIN MANAGER &
CO-FOUNDER



TORGEIR HAUSKEN
OPERATIONS ENGINEER &
CO-FOUNDER





**NORWEGIANS
DON'T EAT THIS,
BUT...**

THE CHINESE LOVE IT!

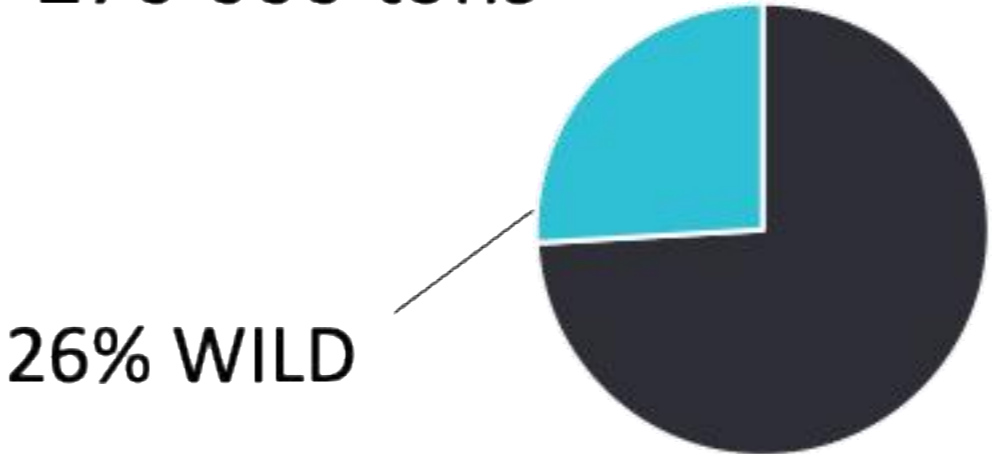


Market Size

SEA CUCUMBER

\$5.25B USD

270 000 tons



74% FARMED

China produced 200,000 tons via aquaculture in 2017

LOBSTER

\$3.3B USD

170 000 tons

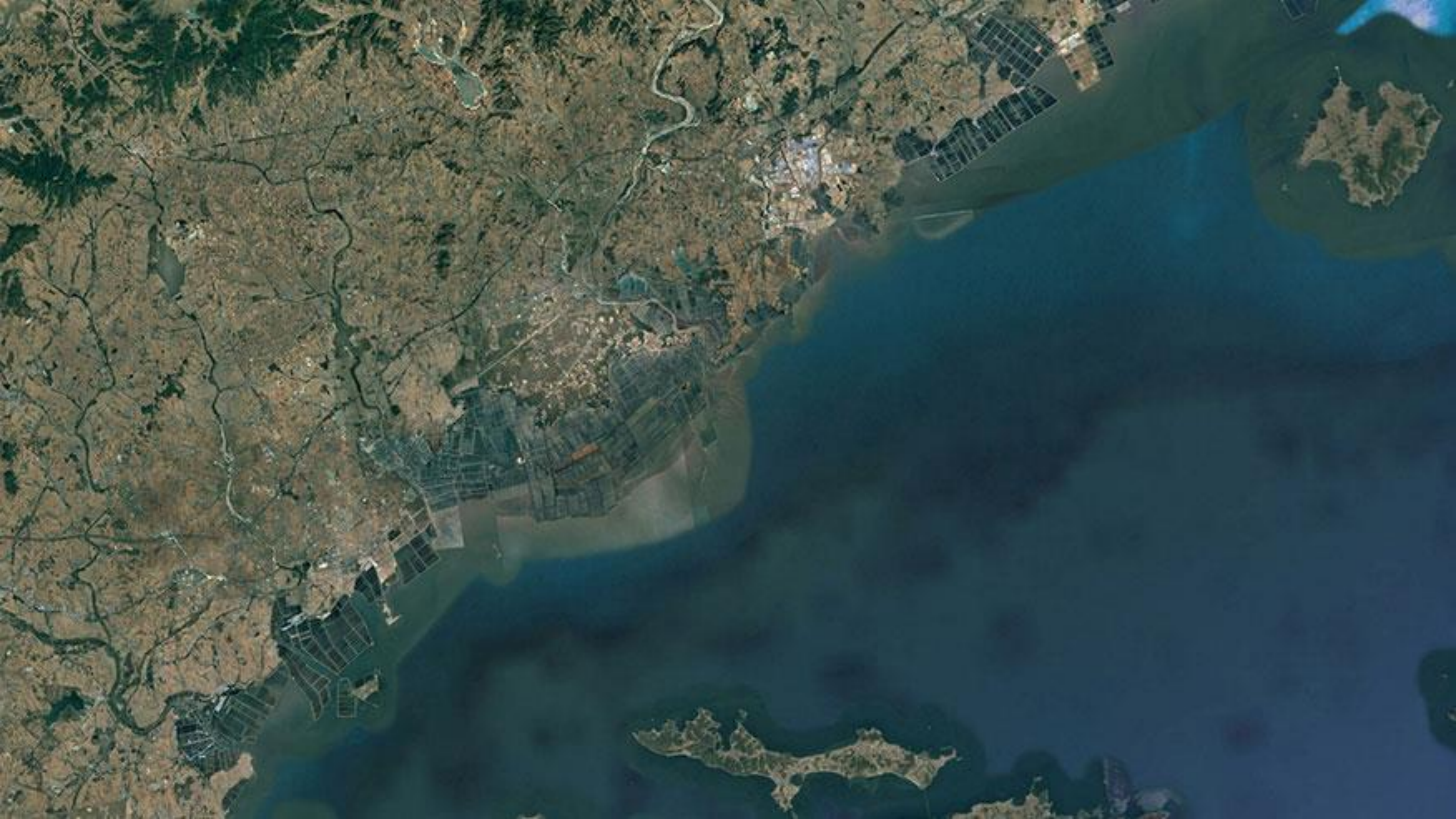


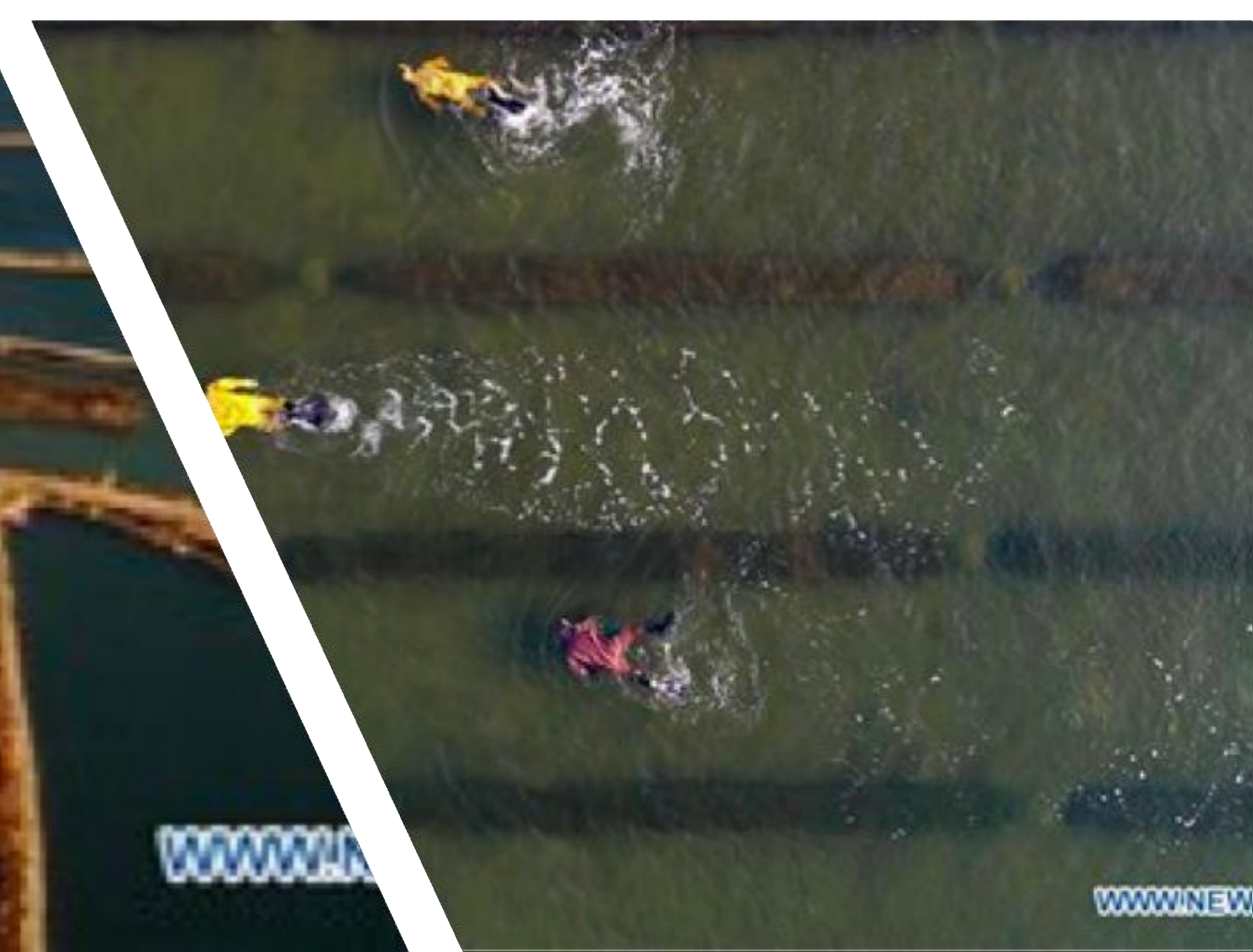
ABALONE

\$1.6B USD

150 000 tons







WWW.NEWS

WWW.NEWS

ABOUT OUR NAME

Eir

The ancient Nordic goddess of health and healer of the gods

The Vikings believed she could protect against sickness and injury and gave both physical and psychic means of healing.

Similarly, Norwegians today believe good health includes a diet rich with the nutrients found in the the seafood caught along their Arctic shores.

It is the combination of ancient and modern beliefs that make us proud to use the name Eir of Norway.



Premium Quality



Highest Level of Quality Throughout Our Supply Chain

Ensures we produce a Grade-A product.

Sales through select distributors customers trust in their home markets.



Quality Tested by Experts

- ✓ A Top 10 Master Chef from Beijing
- ✓ A Michelin star chef in Norway
- ✓ Dr. Matthew James Slater- international sea cucumber scientist
- ✓ Nofima quality testing



Wild, Red, Prickly

Important for Chinese customers because:

- Wild = Precious
- Red = Good Fortune, Happiness, Joy
- Prickly (Spiky) = Most expensive and appealing



Premium Branding

Via storytelling leveraging Norway's Viking heritage



The Challenge



“China is now the largest consumer of seafood products in the world, and by one estimate, in 2030 China will account for up to 38 percent of the consumption of global food fish”

A fisherman in a blue jacket and orange overalls is leaning over the side of a fishing boat, looking out at the ocean. The sun is setting in the background, creating a warm glow. The boat has a white cabin and a mast with lights. There are yellow buoys on the left side of the boat. The text "EIR OF NORWAY" is overlaid in the center of the image.

EIR
OF NORWAY

COME ONBOARD
AND LET US CREATE VALUE TOGETHER