

S Group's Commitment to Sustainable Salmon

ASC Salmon in Own Brand's fish and fish products

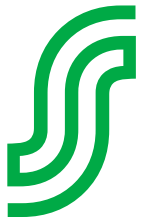
Category Manager Jukka-Pekka Lehtinen & Product Quality Manager Katja Pasila

9.10.2025



Introduction

Together we will make a
better place to live



Overview of S Group's Sustainability Initiative

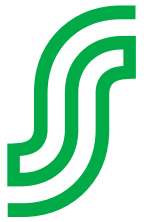
- All fish procurement within the cooperative group is guided by S Group's fish policy
- S Group's fish policy is primarily based on the seafood guides of WWF Finland and Sweden
- The policy supports more sustainable fishing practices, promoting the responsible use of natural resources and the preservation of biodiversity
- We aim to increase the share of domestic fish and verified responsibly sourced fish in our assortment.
- According to S Group's fish policy, ASC or MSC certified products are always considered responsible choices.

Species specific classification

Green = Allowed to purchase, a good choice

Yellow = Allowed to purchase, purchase with consideration

Red = Not approved (except MSC or ASC, or in certain cases KRAV)



Initial status in Own Brands fresh salmon and salmon products 2024

- Fresh salmon and salmon products represents the highest annual volume in fish category
- 8 Own Brand products of S groups national procurement
 - of which 1 product ASC-certified
 - ➡ 87,5 % of products SOK purchased with consideration
- It is our responsibility to make the consumers choice as easy as possible

“We need to consider differently so the consumer doesn’t have to consider at all.”

Atlantic salmon, <i>Salmo salar</i>	ASC and organic salmon	Salmon farmed in Norway and elsewhere in Europe	Salmon farmed in Chile
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Towards a new normal of sustainable fish assortment – together, one step at a time

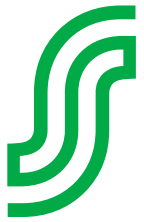


Why ASC?

- ASC certification guarantees that salmon is farmed responsibly, meeting strict environmental and social standards.
- It empowers consumers to make informed, sustainable seafood choices with confidence.
- The certification is clear, consumer-friendly, internationally recognized, and transparent—no complex interpretation needed.

The Challenges

- Consistent year-round availability of large volumes is essential to meet demand.
- Acceptance of frozen raw materials in some of the fish products

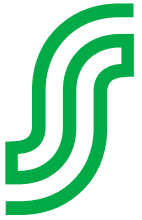


100 % ASC-certification level in Own Brand salmon products



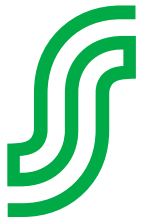
- Today, all our Own brand fresh salmon and salmon products carry the ASC certification, reflecting our strong commitment to responsible fish sourcing.
- Full ASC certification demonstrates our dedication to high environmental and social standards in aquacultural practices
- Permanent product quality requirement for our own brands including novelties
- Improved consumer experience
- A broad impact through large product volumes





Summary

- ✓ S Group integrates sustainability into retail operations through clear goals and collaborative partnerships.
- ✓ S Group's full certification commitment highlights dedication to environmental stewardship and responsible sourcing.
- ✓ Certification empowers consumers to choose sustainable seafood confidently and responsibly.
- ✓ Long-term partnerships with suppliers are key to achieving sustainability milestones and continuous improvement.
- ✓ This is just a beginning, we will continue to actively seek ways to further increase the number of sustainability-certified products in our fish selection



THANK YOU!

**Jukka-Pekka Lehtinen, Tuoteryhmäpäällikkö
ja
Katja Pasila, Tuotelaatupäällikkö**