



Responsible fishing And strong ambitions for the years to come

Reunion Island, 4 May 2012, 08:30am (Paris time)

The Annual General Meeting of 26 April 2012 and the evening event for the inauguration of "DOLOMIEU" which took place the following day, at the company's headquarters were 'reason enough' to get back to the group's development and its commitment to responsible fishing.

A modern fleet

Yannick Lauri, General Manager made a point of declaring in his speech that the tuna fleet (launched in August 2009) is today made of 4 tuna purse seiners of a new design with onboard deep freeze at -40°C that guarantees optimum conditions for the exploitation and the catch of fish. The fleet will be completed by the arrival of a fifth ship next September.

"These five ships, of a new design, built by the Piriou shipyards, represent for our group an investment of 135 M€. It includes of course the development of our new tuna activity but is only the first stepping stone of a new growth strategy with the geographic increase of our Indian Ocean fishing zone as well as other fishing zones where this fishing activity is done."

"Premium" products

Yannick Lauri came back to the technical qualities of the fishing technique being used as well as the preservation of the Yellowfin and Skipjack tunas, caught and deep frozen on board at -40°C as well as new techniques used by SAPMER's employees (processing and value enhancing without thawing) which guarantees the products top natural tastes (loins, sashimi, steaks,...), highly sought after, especially by Japanese consumers.

"Since the coming into operation of "BERNICA" in November 2010, we have been developing our sales network and increasing the quality of our products by selecting upstream, when the fish is caught, the quality of the fish rather than during its process in our MER DES MASCAREIGNES factory in Mauritius, which gained the certification ISO 22000 on top of its HACCP (Hazard Analysis Critical Control Point) and European certification. An IFS (International Food Standard) is also underway."

Responsible fishing

Highly committed to the respect of the environment and the preservation of the marine resources, SAPMER takes important actions and initiatives in this field.

In this regard, Yannick Lauri reminded all that *"SAPMER had always, by its history and the fishing zones in which it operates, wished to actively participate in the protection of the resource. On top of its "responsible fishing" recognition gained in April 2010 for its tuna activity, SAPMER joined the International program "Dolphin Safe" in August 2011 committing itself to a strong environmental protection ethos. 2012 will, after audit, present our "Friends of the Seas" recognition. This recognition will be gained thanks to great teamwork between our sea crews and our quality department. We also committed ourselves to 2 new projects in research and development which will soon be presented and which will demonstrate our implication in an activity we want to be exemplary"*.



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1st half 2012 revenues, on 30 July 2012

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A propos de SAPMER – www.sapmer.com

SAPMER is the deep-sea fishing operator in the waters of the French Southern and Antarctic Territories (TAAF) based on the island of Reunion. Having been created in 1947, SAPMER now operates a wholly-owned fleet of four freezer-longliners for Patagonian Toothfish and a Freezer pot Lobster vessel for Rock Lobster. And four tuna purse seiners (deep freeze on board at -40°C) for its tuna fishing activity (Yellowfin and Skipjack) in the Indian Ocean.

The company now has two complementary activities:

- Toothfish and Rock Lobster fishing in the Southern Seas (Economic Zones of the French Southern and Antarctic Territories - TAAF) and tuna fishing (Yellowfin and Skipjack) in the Indian Ocean.
- Value-enhancing and processing of halieutic products activity.

SAPMER realised in 2011 a revenues of 77 M€ increased by 60% compared to 2010 (80% of which was done doing exportations outside of Europe, mainly to Asia).

SAPMER is listed on Alternext Paris - ISIN code FR0010776617 – ALMER