



Reunion Island, 9 October 2012 – 8:30am (Paris Time)

## SAPMER CERTIFIED FRIEND OF THE SEA

SAPMER is the deep-sea fishing operator in the waters of the French Southern and Antarctic Territories (TAAF) based on the island of Reunion. Since 2009, it has been developing its tuna activity (fishing and value enhancing of Skipjack and Yellowfin tuna).

**Committed to a responsible corporate ethos involving all its subsidiaries, SAPMER strengthens its food safety with a FSSC 22000 certification currently under way and its participation in a sustainable and responsible fishing with the Friend of the Sea certification gained in September 2012**

### FRIEND OF THE SEA, AN INTERNATIONAL CERTIFICATION

Initiated early 2011, the Friend of the Sea certification process for SAPMER's tuna activity has come to a successful conclusion. The Group therefore has one of the main international certification given to products from fishing and aquaculture sustainable activities. Friend of the Sea is a non-governmental organization created in 2007, whose aim is the preservation of marine habitats and their resources.



To gain and maintain this certification, SAPMER must follow 8 criteria; which allow the Friend of the Sea organization to make sure that the company's tuna activities respect all its requirements in regards to sustainable development. This certification regroups all activities done on board the ships as well as on shore, in the value enhancing and processing factory Mer des Mascareignes based in Mauritius. The Friend of the Sea certification criteria follow all the FAO's instructions (*Food and Agriculture Organization of the United Nations which objective is to reach food safety for all*).

Gaining this Friend of the Sea certification is a perfect example of the company's "responsible" ethos in regards to its implication to marine resources preservation.

### CERTIFICATION FSSC 22000

Already certified ISO 22000 since 2010; Mer des Mascareignes Ltd in Mauritius is strengthening its criteria in regards to food safety by aiming for the FSSC 22000 certification.

Created in 2010 by the Global Food Safety Initiative (GFSI), this certification takes the ISO 22000 requirements and adds those of the PAS 220. The goal of this action is to combine both systems and specifically define the requirements and controls to be done. As opposed to the BRC or IFS certifications, this system oversees a global management organization and not just the products themselves. This system allows a simplified integration of a management system similar to ISO 9001 for quality management, ISO 14001 for the environment or even SA 8000 for societal responsibility.

Acquiring this certification will be another proof of SAPMER's commitment to a "sustainable" and "quality" oriented development for its tuna activity.



## A STRONG COMMITMENT TO SUSTAINABLE AND RESPONSIBLE FISHING

SAPMER's commitment to sustainable and responsible fishing can be illustrated by the two activities of the Group: Tuna fishing and Southern seas fishing.

**For tuna fishing**, SAPMER has had since April 2010 the recognition “responsible fishing” delivered by Bureau Veritas. It follows strict specifications to ensure the protection and continued existence of the resource.

In August 2011, SAPMER also joined the international program “Dolphin Safe” of the Earth Island Institute.

**For southern seas fishing**, SAPMER is a committed player alongside the TAAF administration (French Southern and Antarctic Territories) and the French National Natural Museum of Paris, in the handling of the halieutic resource in the southern seas waters.

In addition to a good management of the “toothfish” resource, the Group is currently engaged in a collective process for a MSC (Marine Stewardship Council) certification with the other French Ship-owners.



### Contacts

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### About SAPMER – [www.sapmer.com](http://www.sapmer.com)

SAPMER is the historical 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 five tuna purse seiners (deep freeze on board at -40°C) for its tuna fishing activity (Yellowfin and Skipjack) in the Indian Ocean.

Positioned on strong valued ‘niche’ activities, SAPMER is dividing its activities into two categories:

- A fishing activity which includes Toothfish and Rock Lobster sales fished in the Southern Seas (Economic Zones of the French Southern and Antarctic Territories - TAAF) and whole tuna sales (Yellowfin and Skipjack) fished in the Indian Ocean.
- A value-enhancing and processing activity (sashimi loins, steaks,...) of halieutic products.

SAPMER recorded in 2011 revenues of 77 M€ increased by 60% (more than 90% of which was done doing exportations outside of Europe, mainly to Asia).

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



### ● About Friend of the Sea

Friend of the Sea is a non-governmental organization created in 2007, whose aim is the preservation of marine habitats and their resources by promoting a sustainable implication and setting up specific protection and preservation projects.

Friend of the Sea created a certification program intended for sustainable fishing and aquaculture products. This certification was awarded after an audit was done by an independent body, which certified that the products followed all sustainable development requirements.