

GREETINGS FROM

NICE LAND



ABOUT US

OLIVER LUCKETT

Oliver is a technology entrepreneur and currently Chairman of EFNI, Niceland Seafood and co-CEO of HausMart. He has served as Head of Innovation at the Walt Disney Company and was the co-founder of video sharing platform Revver. As CEO of theAudience, Oliver has worked with clients such as Obama for America, Coachella, Calvin Klein, Dove, Ford Motor Company, Purina, Pixar, and American Express.

HEIÐA KRISTÍN HELGADÓTTIR

Heiða is a political entrepreneur from Reykjavík and currently the CEO of EFNI and Niceland Seafood. Prior to partnering up with Mr. Lockett to found EFNI, Heiða was a Parliamentarian who held various board member seats. She was the political advisor and campaign manager to Mayor of Reykjavik Jón Gnarr and vice chairman for the Welfare Committee of Reykjavík. She also has a background in media and PR.



A NATIONAL MOMENT

A massive tourism boom has exposed millions of millennial consumers to Iceland and the values of its nature, purity, humanism, and sustainability that define the nation.

NICELAND SEAFOOD IS INTRODUCING ICELANDIC SEAFOOD TO THE WORLD

In the past 90 days over 42 million people have expressed an interest in Iceland, related artists etc.

Over 9.4M images with the #Iceland have been created on Instagram in the past 5 years.



New Transport Infrastructure

Massive investment in tourism, transportation networks and the centralized geography of Iceland have resulted in hundreds of new daily, direct airline routes from North America and Europe.



UNIQUELY ICELANDIC

Although a small nation, Iceland leads the world in sustainable fisheries, mandated data systems, and cutting edge processing technologies that minimize time and waste.

Fisheries management in Icelandic waters is primarily based on catch limitation through individual transferable quotas (ITQs).

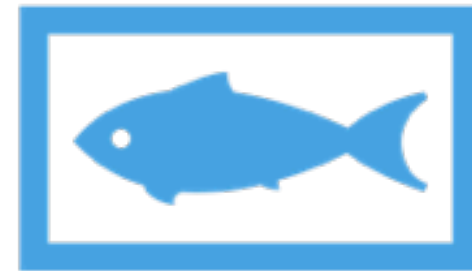
Using a research-based management approach, carried out by Iceland's Marine and Freshwater Research Institute, the Icelandic fishing industry is a global leader in sustainability, and as such receives no government subsidies.



KEY PLAYERS IN THE CURRENT VALUE CHAIN



Fishery



Producer



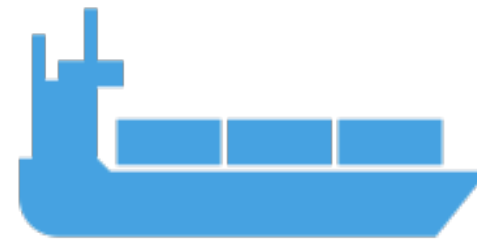
**Broker/
exporter**



Wholeseller



End seller



**Freight
Shipping**



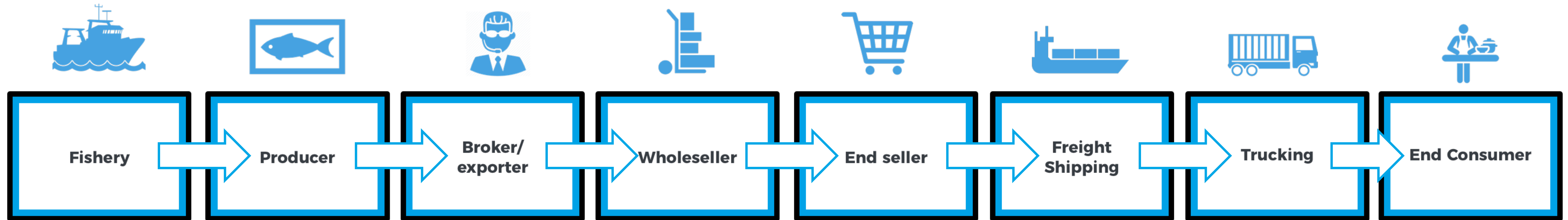
Trucking



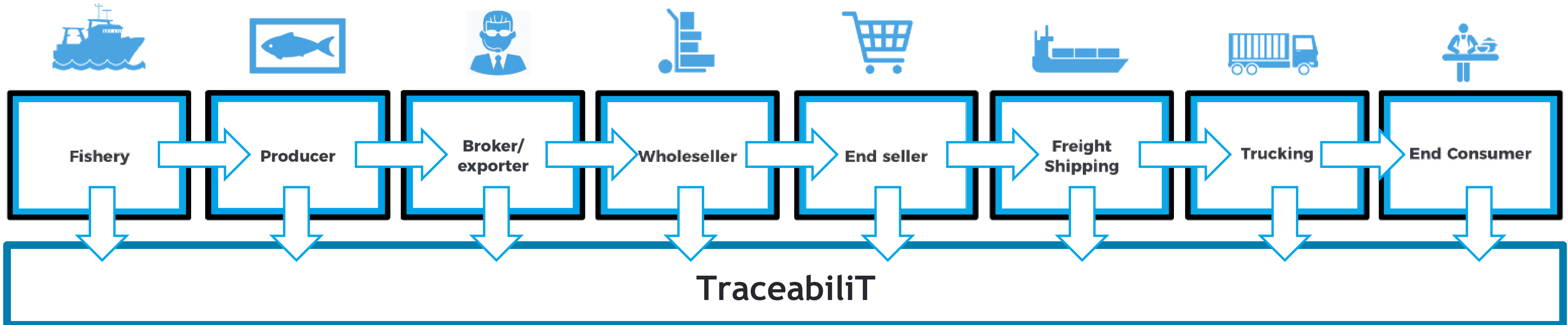
End Consumer

THE VALUE CHAIN

Current value chain



The Niceland Seafood value chain



FULL TRACEABILITY

With seafood, in particular, food fraud has been rampant. Consumer awareness is growing along with demand for information about the supply chain of their food. It is one thing to claim that your product is sourced from a clean and sustainable resource, another to be able to trace and visualize the supply chain for every single order on a mobile device.

Within seconds of scanning a QR code, the Niceland Seafood customer is able to see where in the North Atlantic Ocean his or her fish was caught or farmed sustainably, by whom and The consumer has access to information about the fishing vessel, its owners and crew, and the harbor where the fish was landed—including a survey of local sustainability practices—all laid out on an attractive dynamic timeline.



FOOD FRAUD IN THE US



Think that fish you just bought for dinner is Snapper? It could be a fake

The Washington Post
Democracy Dies in Darkness

Public Safety

An unsavory scam? Company accused of diluting Chesapeake blue crab meat with imported crab



Fish traceability systems needed to fight fraud

BBC

Restaurant fish fraud not being caught, experts warn

NATIONAL POST

Do you actually know what's for dinner tonight? We are all victims of food fraud

THE WALL STREET JOURNAL.

THE FUTURE OF EVERYTHING

‘Fish Fraud’ Is Rampant. Here’s How to Fix It

A New York seafood distributor is using computerized tracking to ensure that the fish on your plate is the one that you ordered

TIME

HEALTH • DIET/NUTRITION

Sushi in L.A. Is Mislabeled Nearly 50% of the Time, Says Study



QR + TRACEABILITY

The way the Niceland Seafood QR codes are set up is twofold:

Customer QR code

- Unique QR code for every product from Niceland Seafood within a specific retailer.
- QR code is updated every time a new shipment has arrived from Iceland.
- This QR code shows location of catch, boat, processor, shipping and store information as well as recipes

Shipping QR code

- Shipping QR code is placed on all shipping boxes
- Contains more accurate data such as AWB numbers.
- Intended for distributors and retailers to gather more information about a specific shipment.



NICELAND SEAFOOD CUSTOMER

Traceability, sustainability and innovation are values Niceland Seafood shares with millennial consumers, modern retailers and distributors.

Niceland Seafood offers traceability instantly online, from the moment the fish is caught, to the moment it reaches the customer.



THE BRAND

Niceland Seafood combines high quality sustainable seafood and a high-end customer experience that are founded on the values that built Iceland and are highly prized along millennials around the world: *sustainability and innovation*.

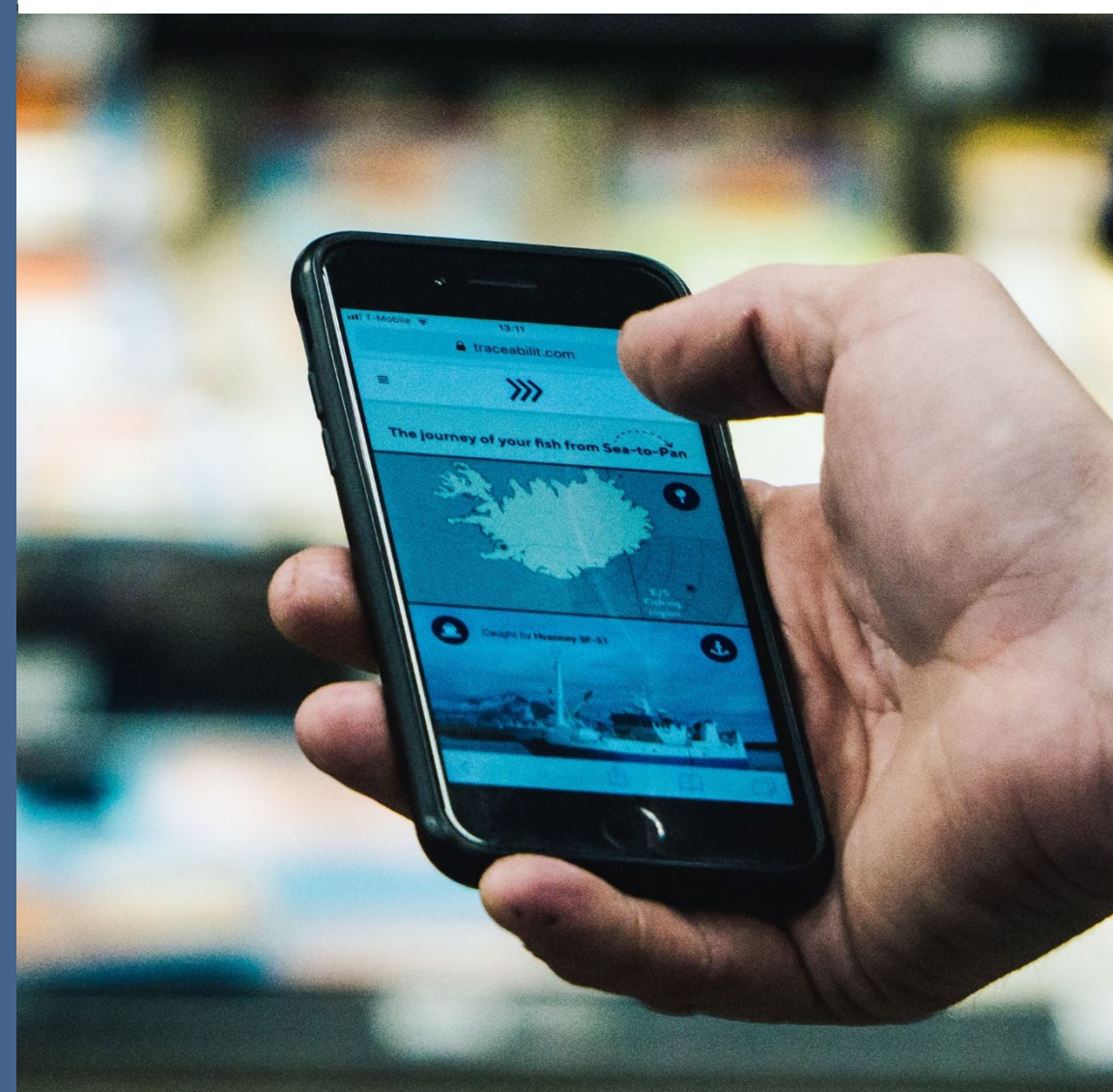
Top quality content reinforces the links between product, community and consumer at every step along the way.

Furthermore, Niceland Seafood constitutes a complete overhaul of the technologies underpinning seafood brokerage and traceability processes, creating a simpler, faster, more reliable supply chain ^{SEP} stretching from sea to store.

To support sales efforts, Niceland Seafood is highly visible to potential customers by displaying point-of-purchase marketing materials within the stores carrying our products. Niceland Seafood also leverages its skills in online marketing by geo-targeting the areas in question and using local influencers to spread the brand message and content.

A key effort has gone towards educating sales representatives and seafood counter employees on our brand values and how to use the technology when communicating with customers.

ÚÆf É Ú\ 8f , ññ\ Ûñ Ö
ÚÆf É Ú\ 8f , ññ\



NICELAND DEMOS

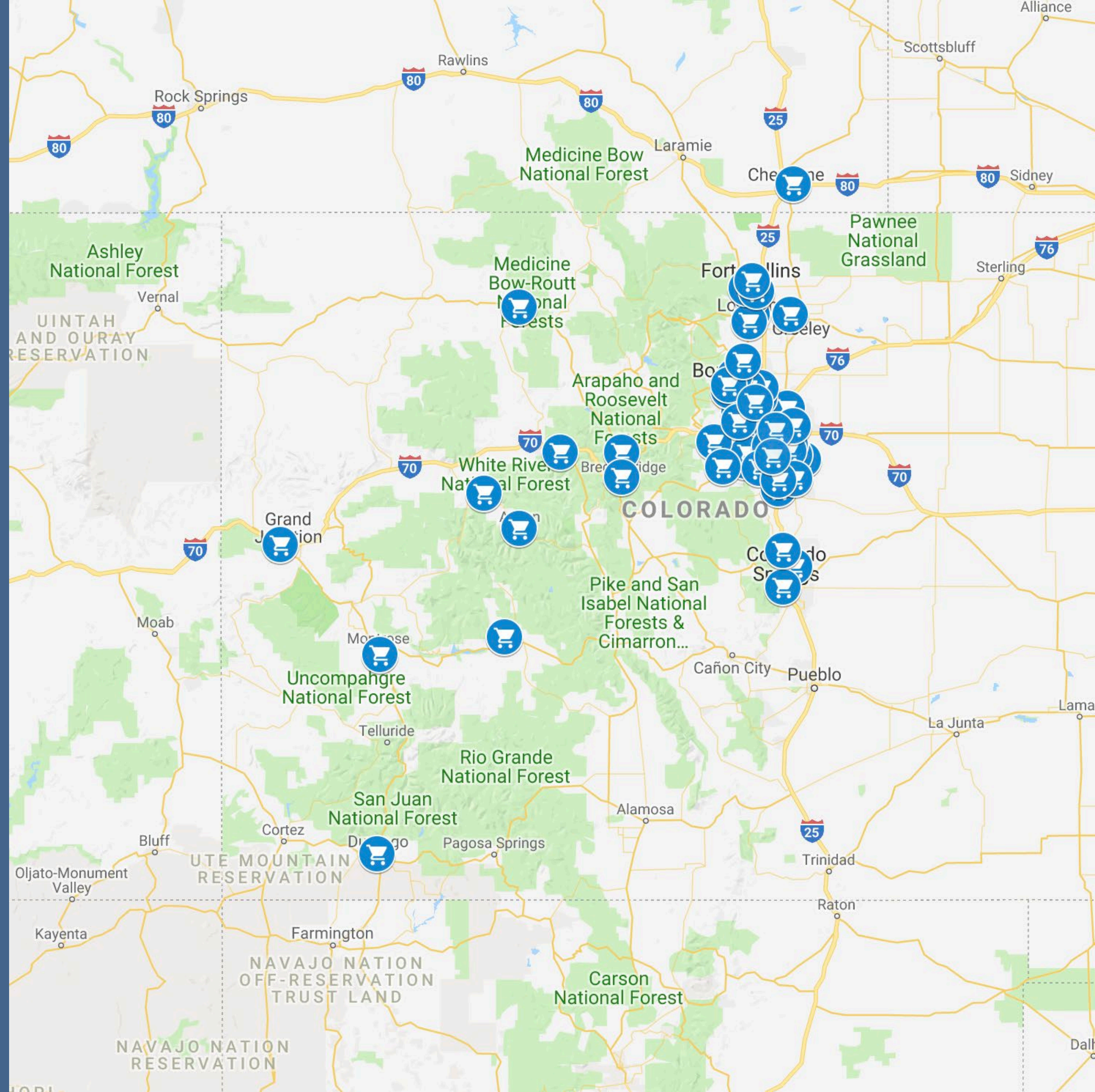


WHERE WE ARE TODAY

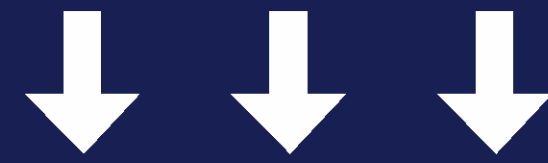
- Offering products in 65 stores in Colorado
- Growing team in US and Iceland
 - 7 employees in sales in the US
 - 7 employees in branding and marketing
 - 4 person demo team
 - 8 programmers

WHAT'S NEXT?

- Growing volumes
- Expansion into other markets
- Food service
- Europe
-and more



SCAN HERE







TAKK
(THANKS)