

GeneSeas

**Os Desafios da
Competitividade e
Sustentabilidade da
Produção e Exportações de
Tilápia no Brasil**



The background features a dark blue field filled with numerous small, light blue water droplets of varying sizes. Two wavy, horizontal lines, one light blue and one orange, curve across the top and bottom of the image, framing the central text.

***... Antes 30 segundos para
os nossos comerciais ...***

Maior plataforma brasileira independente, verticalmente integrada, de produção e distribuição de tilápia



GeneSeas is the only scaled, vertically-integrated, fully sustainable aquaculture player in LatAm, positioned as the best base to drive organic growth and consolidation



Only Scaled Vertically-Integrated
aquaculture platform in LatAm



Leading Independent Player
In the 4th largest tilapia producing country in the world



Fully Sustainable Producer
National and international standards: ASC, BAP stars, and HACCP certifications



Base Set for Growth
modern plants equipped with valuable permits and ongoing investments to increase productivity




TOP OF MIND BRANDS
With excellent presence and supported by a broad and tailored portfolio




Strong Relationship
with key retailers and foodservice chains




International Presence
Exporting to South America, North America, Africa and Asia




BEST-IN-CLASS TEAM
Skin in the game leadership and backed by a top-tier financial sponsor




+80 Tons Daily capacity of fish processing




+20,600 tons of fish production in 2021




37,381 tons/year total fish production permit



+1.520 POS In 26 states



Sustainable results



+1.000 people
And more than 3.000 non direct employees

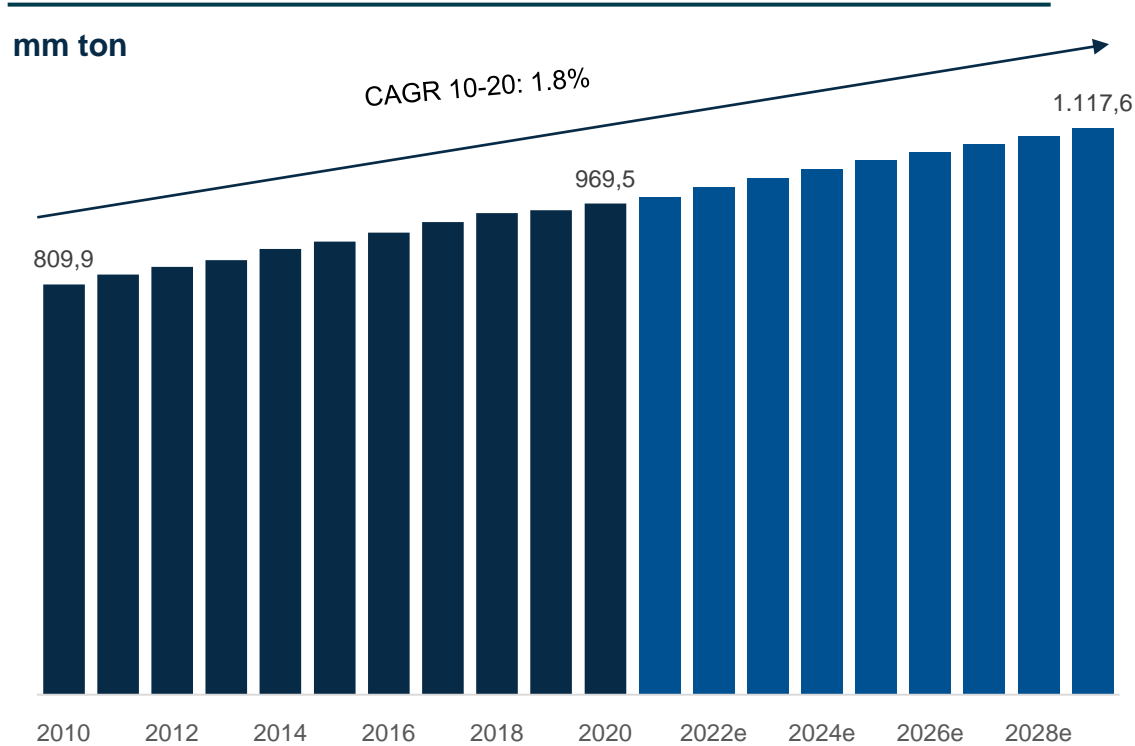
Source: GeneSeas | Note: (1) Excludes revenues from salmon business segment (discontinued in 2019), and from the distribution business (Tropical); (2) Calculation excludes the distribution business (Tropical);

The background features a dark blue gradient with numerous small, light blue water droplets of varying sizes scattered across the surface. Two prominent, wavy lines in a lighter blue and a reddish-orange color curve across the top and bottom of the frame, framing the central text.

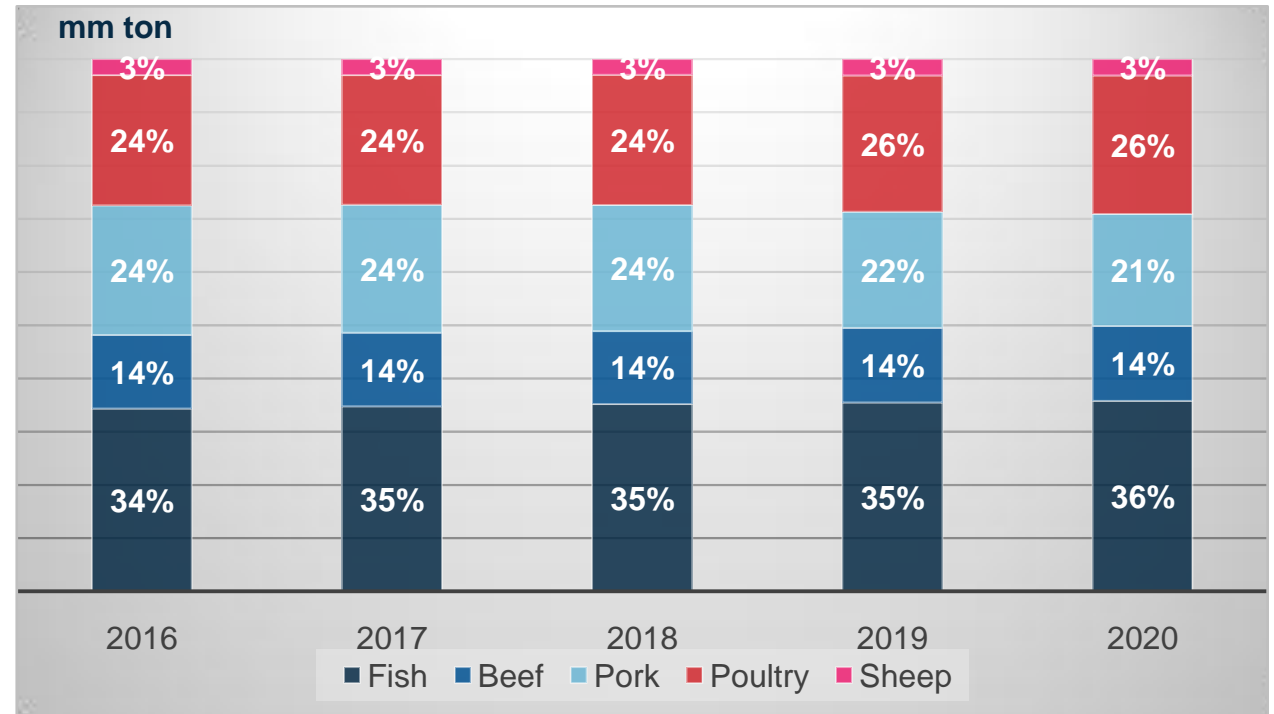
***.... Mas voltando ao
tema....***

Crescimento do consume do pescado cresce junto com a proteína...

Global protein consumption growth trend is expected to keep on for the next decade

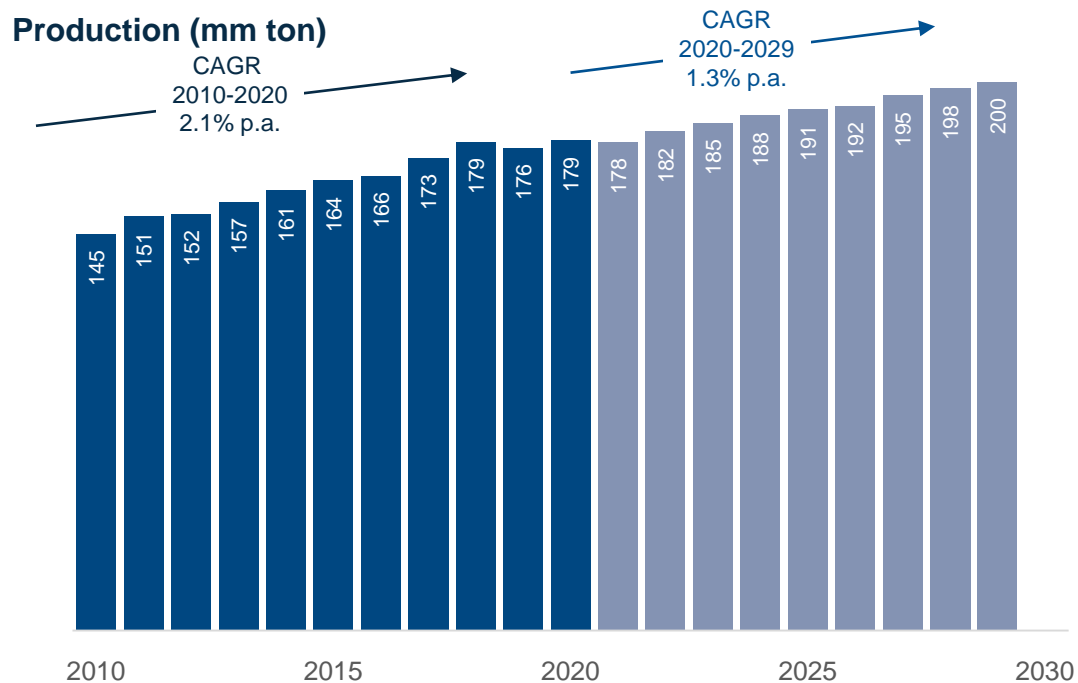


Share of fish in global protein consumption volume has increased in the last 10 years



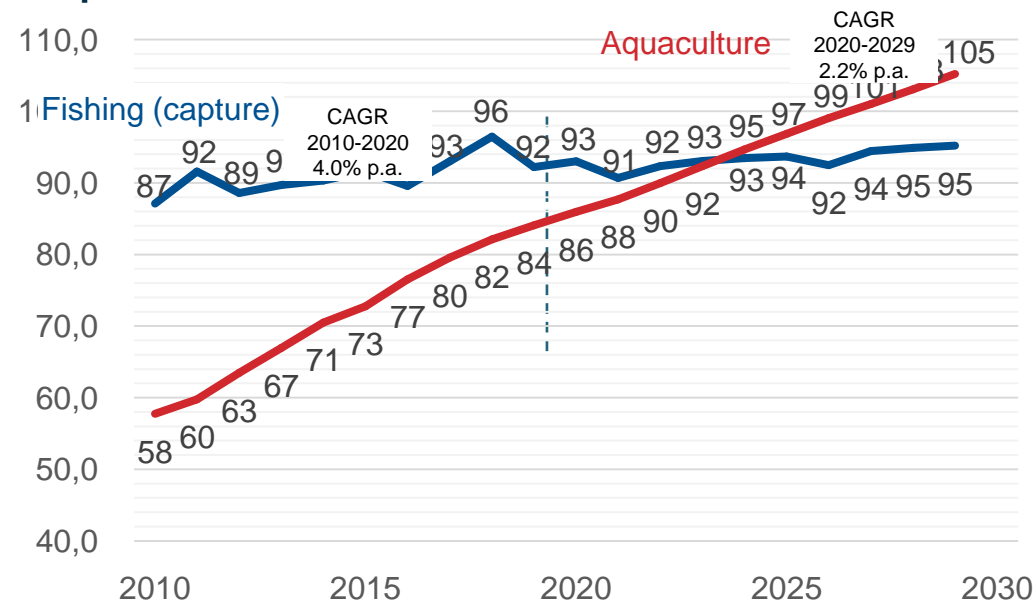
... e aumenta a produção na aquacultura

World production of fish is expected to continue its growth trajectory



Aquaculture will lead the growth in fishing production while capture is expected to remain flat

Fish production in million metric tons

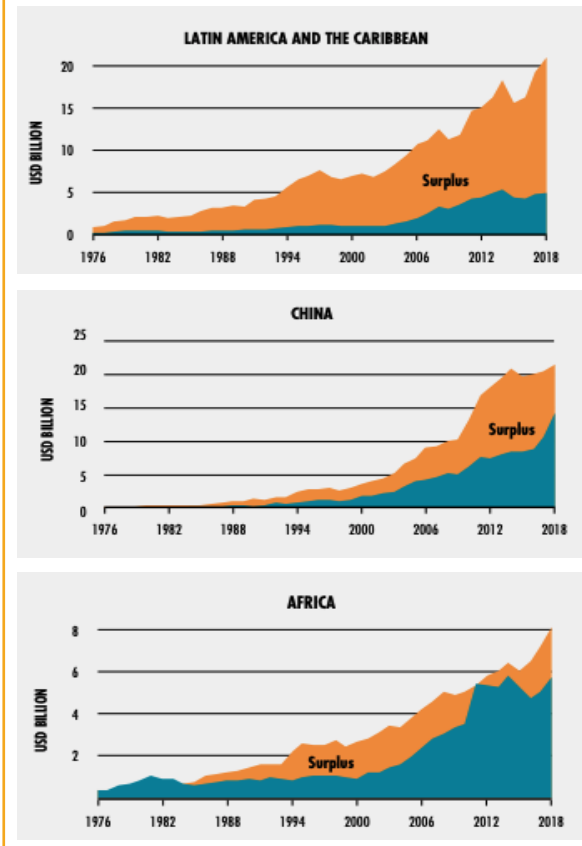


Mercado global e mercado americano para pescados

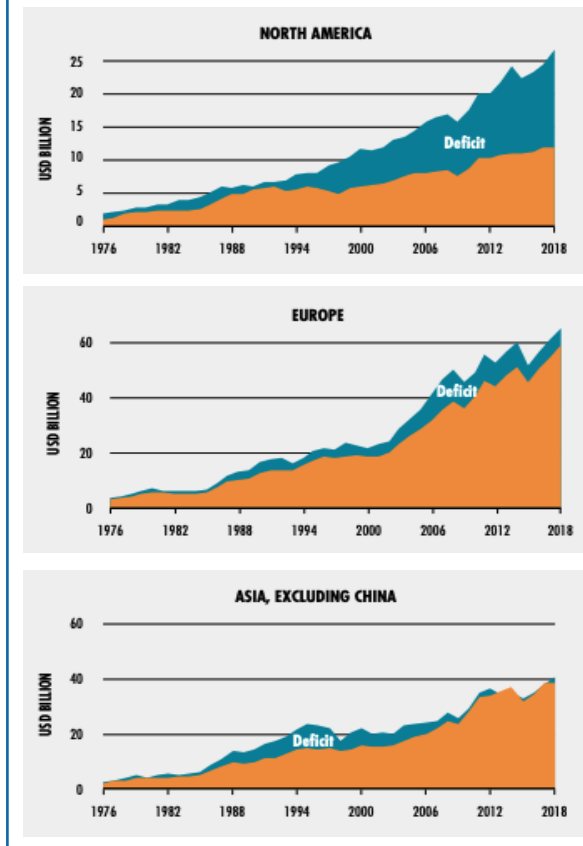
Latin America and China are major net exporters

US is the largest net importer of fish with limited expansion of internal production and intraregional trade

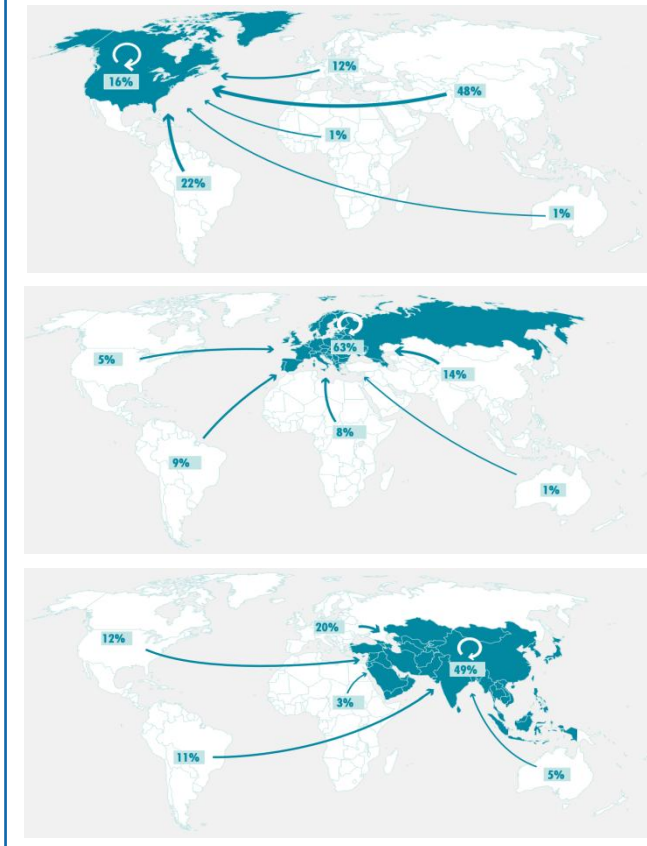
Net exporters: surplus



Net importers: deficit



Major suppliers to net importers



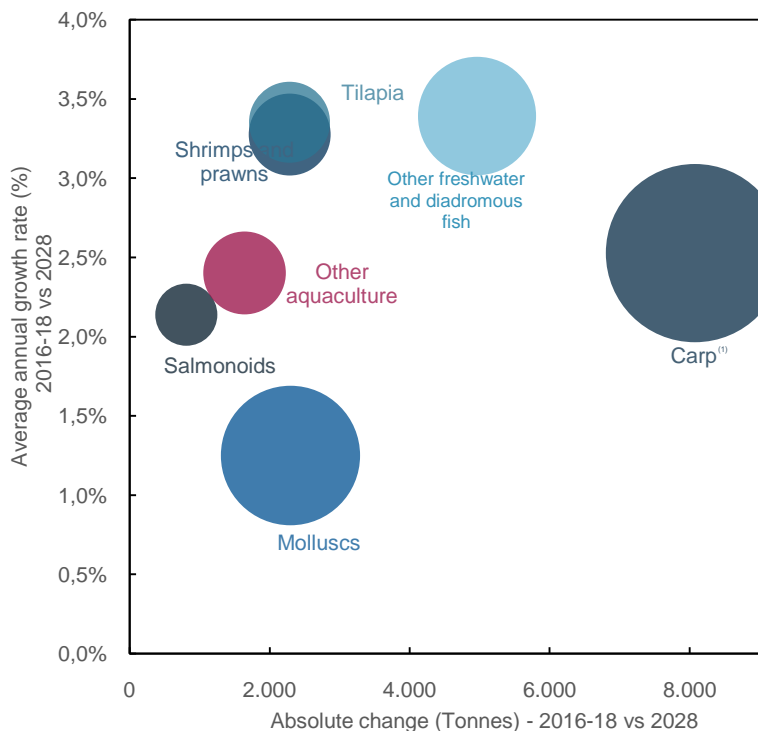
48% Asia
22% Latin America
12% Europe
16% intraregional
2% Others

63% intraregional
14% Asia
9% Latin America
8% Africa
6% Others

49% intraregional
20% Europe
12% North America
11% Latin America
8% Others

Tilápia: rápido crescimento e ainda com oportunidades

Tilapia aquaculture production is expected to grow faster than other seafood



Brazil is the 4th largest tilapia producer in the world and expanding fast

Largest tilapia producers (in k tons)

#	Country	2019	2020	2021e
1 ^o		1,900	1,950	2,000
2 ^o		1,200	1,300	1,400
3 ^o		900	940	990
4 ^o		432	486	520
	World	5,800	6,200	6,300

But Brazil is only the 10th largest exporter to the US – the world largest importer of tilapia

US tilapia imports per country (2019)

#	Country	US Imports \$ m	Product
1 ^o		464	Frozen tilapia fillets
2 ^o		60	Fresh tilapia fillets
3 ^o		55	Fresh tilapia fillets
4 ^o		45	Frozen tilapia fillets
10 ^o		4	Fresh tilapia fillets

Source: FAO, OCDE, PeixeBR ; FAO; ID 272311, NOAA import data, International Consulting Firm
 Note: (1) China is at the same time the largest producer as well as the largest consumer of carps therefore its participation in global trade is not significant.

Porém.... Ah porém....

Vamos olhar números de 2020

- ❖ **Frete aéreo Brasil → US: 2xUS\$**
- ❖ **Competição internacional (China, Colômbia,)**
- ❖ **Facilidades logísticas Colômbia – US ou México – US**
- ❖ **Hábitos de consumo do americano com o pescado versus outras proteínas**

... Nem tudo são flores... Ou pescados na terra de tio Sam

.... Enxergam as pingas que eu tomo.... Mas não os tombos....

- ❖ **Vamos olhar números de 2020**
- ❖ **População americana de 329 milhões de habitantes....**
- ❖ **Consome – per capita – em média**
- ❖ **.... 25,9 kg de carne bovina por ano....**
- ❖ **.... 23 kg de carne suína....**
- ❖ **.... 42,5 kg de carne de aves....**
- ❖ **.... 19 kg de ovos....**
- ❖ **.... E apenas 7,3 kg de peixes e frutos do mar!**

Vamos olhar números de 2020

❖ **Nos hábitos de consumo...**

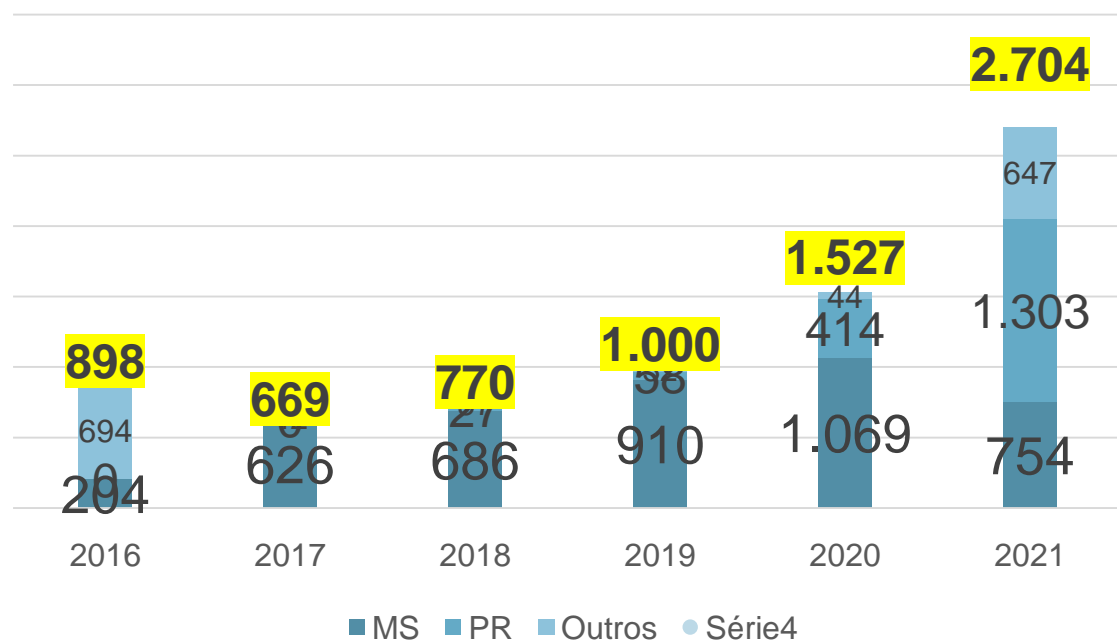
- Saudabilidade
 - American Heart Association
 - Office of Disease Prevention and Health Promotion - ODPHP
- Sustentabilidade
 - Marine Stewardship Council (MSC)
 - Aquaculture Stewardship Council (ASC)
- Conveniência x Novidade x Familiaridade

❖ **Na Guerra comercial....**

- China e filés congelados taxados em 2020....

❖ **Um dia os voos irão voltar...**

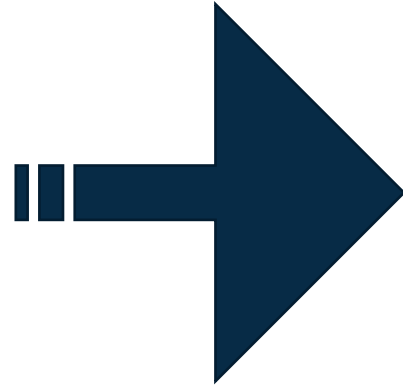
MS lidera a exportação de tilápia (em tons)



.... Mas o crescimento do PR vem com o crescimento dos congelados, principalmente em 2021

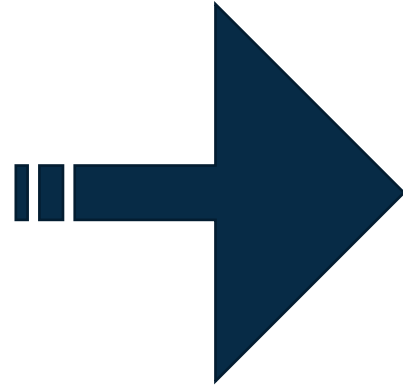


❖ **Logística**



❖ **Timing, shelf life, distribuição**

❖ Logística



❖ Timing, shelf life, distribuição



Premium fish distribution supplied by a diversified source base with the highest quality standards



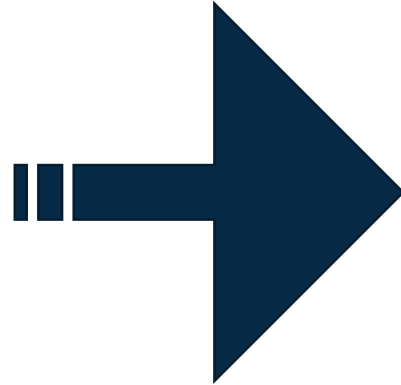
Outstanding logistics structure, flying 7 days per week in up to 7 airports



Guarantee of the freshest seafood by flying within 24-36 hours of harvest

❖ Logística

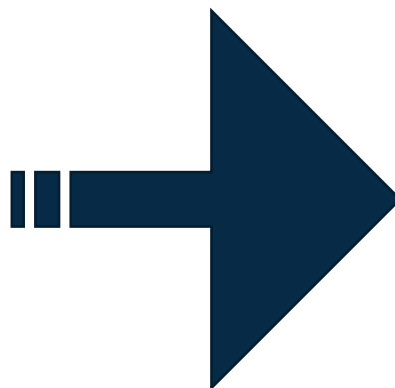
❖ Distribuição Local



❖ Timing, shelf life, distribuição

❖ Logística

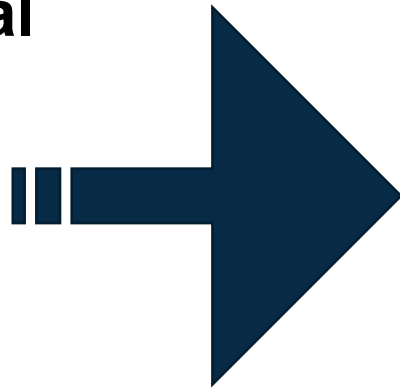
❖ Distribuição Local



❖ **Logística**

❖ **Distribuição Local**

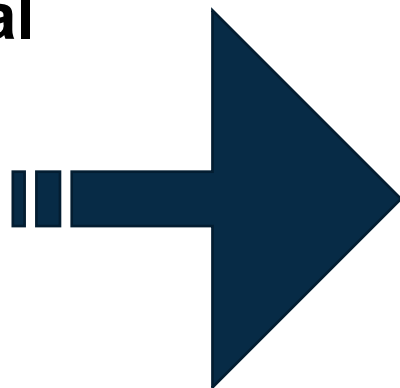
❖ **Certificações**



❖ Logística

❖ Distribuição Local

❖ Certificações



- Only Brazilian tilapia producer exporting to the US operating under national and international standards according to ASC, BAP stars, and HACCP certifications
- 3 out of 4 plants in Brazil with BAP certification belong to GeneSeas (2) and Aquafeed (1)



- ★ Processor
- ★ Farm
- ★ Hatchery
- ★ Feed

CERT # P10520

bapcertification.org

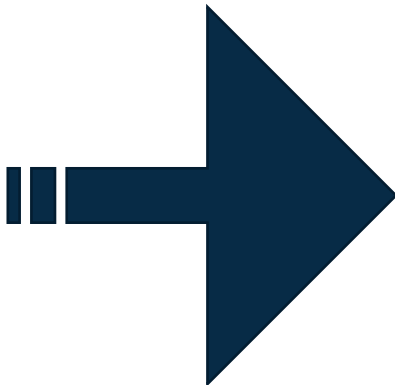


❖ **Logística**

❖ **Distribuição Local**

❖ **Certificações**

❖ **Sustentabilidade**



❖ **Qualidade da água**

❖ **Digestibilidade**

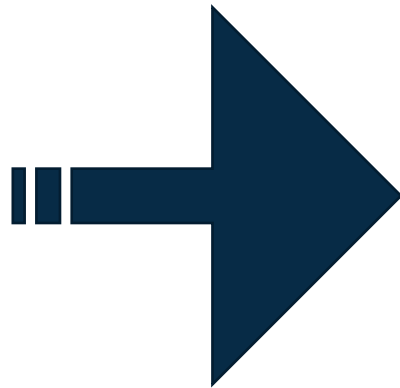
❖ **Ingredientes da ração**

❖ **Limites do uso de antibiótico**

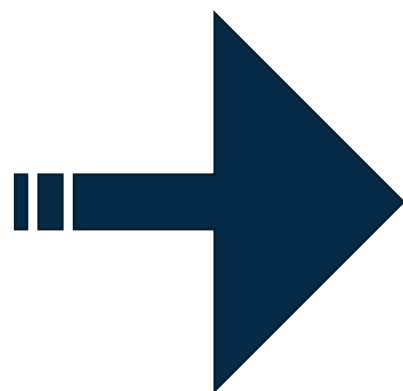
❖ **Saúde do peixe**

❖ **Rastreabilidade → BAP 4***

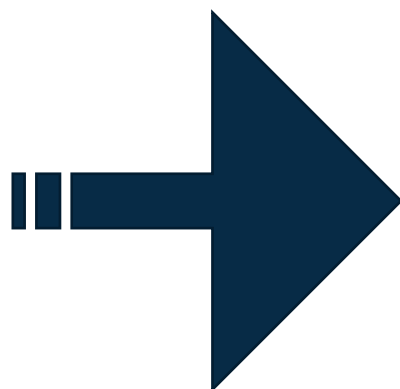
- ❖ **Logística**
- ❖ **Distribuição Local**
- ❖ **Certificações**
- ❖ **Sustentabilidade**
- ❖ **Qualidade**



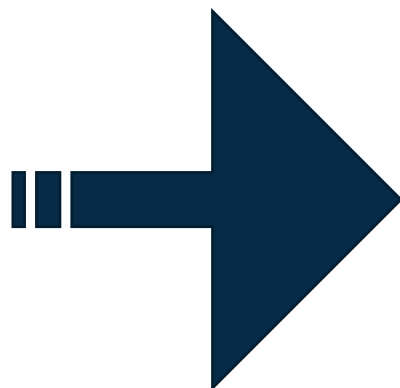
- ❖ Logística
- ❖ Distribuição Local
- ❖ Certificações
- ❖ Sustentabilidade
- ❖ Qualidade



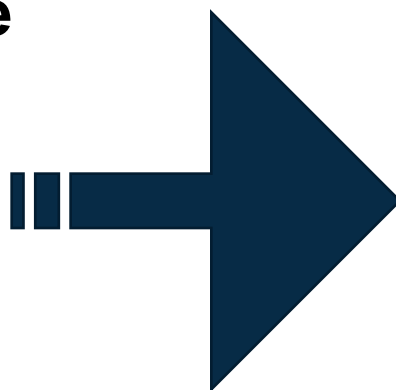
- ❖ Logística
- ❖ Distribuição Local
- ❖ Certificações
- ❖ Qualidade



- ❖ Logística
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- ❖ Sustentabilidade
- ❖ Qualidade



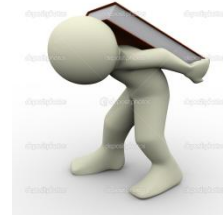
- ❖ Logística
- ❖ Distribuição Local
- ❖ Certificações
- ❖ Sustentabilidade
- ❖ Qualidade



Sumário Executivo: quais condições para brigar no mercado americano?



- ❖ Pescados e frutos do mar crescendo
- ❖ Custo de ração
- ❖ Ambiente externo favorável à exportação
- ❖ Mercado americano receptivo aos produtos latino americanos
- ❖ Tilápia brasileira se tornando competitiva frente a de outros países



- ❖ Mercado fresco ainda difícil pelo frete aéreo
- ❖ Genética
- ❖ Logística, qualidade e certificações são um caminho longo de aprendizado
- ❖ Competição com chineses no congelado e diferencial em qualidade

GeneSeas

Obrigado!!!

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