



AVRAMAR

FOR IMMEDIATE RELEASE

AVRAMAR: A fresh way forward in Mediterranean aquaculture

Athens, Greece – January 25, 2021, AVRAMAR is the new company and brand formed by the unification of Andromeda Group, Nireus, Selonda and Perseus. A fresh way forward in Mediterranean aquaculture officially embarks today through the combination of the collective expertise and passion of four companies, channeled **into one company**. The companies have been pioneers and leaders of Mediterranean Aquaculture for several decades, cultivating Greek fish in the Aegean and Ionian Sea, and Spanish fish along the Mediterranean coast and Canary Islands. Building one common company, under one common brand, will contribute towards a fresh start for Greek and Spanish aquaculture and a platform for AVRAMAR to commence its mission: **to bring the Mediterranean to tables around the world by offering better fish for better, healthier lives.**

The new name “**AVRAMAR**” is a combination of the Greek word “**AVRA**”, meaning “*breeze*” in Greek and the Spanish “**MAR**”, meaning “*sea*”. AVRAMAR will bring fresh new perspectives to the market and offer long lasting, deeper partnerships with its consumers, customers, employees and communities. With a total volume production of more than 70.000 tons, and sales in more than 30 markets, AVRAMAR **becomes the world’s largest brand in Sea Bass and Sea Bream and the largest producer of Mediterranean fish.**

AVRAMAR’s new strategy aspires to create a **solid and healthy company**, investing in **growth and expansion of its quality products and markets supported by modern, efficient operations in Greece and Spain**. The company will continue to develop the well-known Mediterranean species of Sea Bass and Sea Bream, and will also focus on two other less known, but equally delicious, species - Corvina and Pagrus. Innovation through Value-Added products, which are easier and more convenient to prepare and cook, will also support the company’s ambition to be the market’s preferred fresh choice. In operations, the company plans to modernize and apply new technology and methods to achieve more efficient and competitive costs. AVRAMAR’s commitment to sustainability, local communities, customers and partners continues to be its highest priority combined with long term investments in Research and Development.

On the occasion of the announcement of the new company’s name, **Alex Myers, Group CEO of AVRAMAR, stated:** *“Today is the beginning of a fresh new journey! We will be gradually implementing the new company brand over the next months, and our business strategy will begin to unfold in 2021. We have developed a long-term strategy, not a short-term plan, and every individual at AVRAMAR has something valuable to contribute: we are deeply passionate about fish, and we will work together to deliver the best quality fish for our customers. Inspired by a future of endless possibilities, AVRAMAR will lead the way to deliver tasty, healthy, fresh Mediterranean fish to people around the world.”*

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AVRAMAR

Notes for Editors

1. AVRAMAR

AVRAMAR is the world's leading Sea Bass and Sea Bream brand, and the largest producer of Mediterranean fish. We were formed through the merger of leading Greek and Spanish Aquaculture companies Andromeda, Nireus, Selonda and Perseus, a specialized player in fish feed. We cultivate and distribute the finest Mediterranean fish in the Greek and Spanish seas. With forty years of experience, we've combined the passion and expertise to build new depths of partnerships with our customers around the world.

Our dedicated team of experts from across the industry are leading the transformation of Mediterranean aquaculture through smarter solutions, product innovation and high-quality fish.

We are a team of more than 2.300 passionate employees in Greece and Spain and offer our four Mediterranean species (Sea Bass, Sea Bream, Corvina and Pagrus) across 30 countries. We strive to create add value for our communities and society as a whole. Our shareholder composition includes AMERRA Capital Management LLC and Mubadala Investment Company.

Together, we are bringing the Mediterranean to your table: Better fish, better lives.

For more information about AVRAMAR, please visit www.avramar.eu

2. AMERRA Capital Management LLC

AMERRA is an independent asset management firm, providing strategic capital to upstream and midstream aquaculture and agriculture businesses in Europe and the Americas. AMERRA brings unique value to its portfolio companies through its extensive network, in-depth knowhow and a sole focus on food and agribusiness. Throughout its dedicated strategies of private credit, special situations, and private equity, AMERRA adheres to best Environmental & Social practices and belongs to the United Nations Environmental Program – Financial Initiative. Backed by long-term institutional capital with more than US\$ 1.7bn assets under management, AMERRA has invested over \$5.5 billion since its inception in 2009.

For more information about AMERRA, please visit www.amerracapital.com.

3. Mubadala Investment Company

Mubadala Investment Company is a sovereign investor managing a global portfolio, aimed at generating sustainable financial returns for the Government of Abu Dhabi.

Mubadala's \$232 billion (AED 853 billion) portfolio spans six continents with interests in multiple sectors and asset classes. We leverage our deep sectoral expertise and long-standing partnerships to drive sustainable growth and profit, while supporting the continued diversification and global integration of the economy of the United Arab Emirates. Headquartered in Abu Dhabi, Mubadala has offices in London, Rio de Janeiro, Moscow, New York, San Francisco and Beijing.

For more information about Mubadala Investment Company, please visit: www.mubadala.com.