



How to **speak KRILL**



A product of  AKER BIOMARINE

WHY LEARN TO SPEAK KRILL?

It is important to educate consumers about the nutritional needs of their companion animals. One of those important nutrients for pets is omega-3s. However, not all omega-3s are the same. We have prepared this guide to educate you about the unique benefits of QRILL Pet.

HERE ARE 5 REASONS TO LEARN ABOUT KRILL

- Pet parents are increasingly concerned about meeting their pet's nutritional needs, particularly for omega-3s
- QRILL Pet delivers beneficial levels of omega-3s, which are unique in structure and function
- QRILL Pet is an exclusive functional marine ingredient that delivers more than just omega-3s
- Due to its high marine protein content, QRILL Pet is highly palatable for pets and an attractive protein source
- QRILL Pet comes from one of the most sustainable fisheries in the world



EDUCATING PET PARENTS IS KEY

Research shows that consumers are spending more money on their pet's food than ever before, with the aim to keep them healthy. This can, however, only be achieved by a well-balanced diet for their pets. Pets require certain nutrients and it is important that these nutrients are delivered through their food.

Fats are an essential part of most pet food formulations. Ideally, pet food should contain a well balanced ratio of omega-6s and omega-3s.

Every pet needs omega-3s and there are a variety of ways to get them.

Omega-3s EPA & DHA support the health of several vital organs, including the heart, kidney, liver, joints, brain, eyes, skin and coat. **However, not all omega-3s are created equal.**



SO WHY IS KRILL UNIQUE?

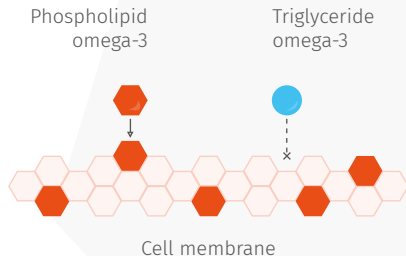
QRILL Pet is a unique functional marine ingredient, that consists of whole dried krill and is rich in omega-3s. Research has shown that adding krill to pet food contributes to an optimal level of omega-3s in a pet's body.

The unique distinction is that the omega-3 fatty acids in QRILL Pet are mainly in phospholipid form. Phospholipids are the building blocks of all cell membranes. Omega-3s in phospholipid form experience better cellular uptake. They are also less likely to cause digestive issues for your pet.

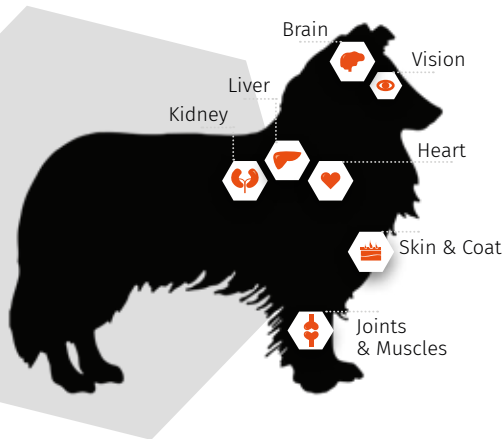
BUT THERE IS MORE TO THE KRILL ADVANTAGE

QRILL Pet is also naturally rich in:

- Marine Proteins – they are highly palatable, easy to digest and present an alternative protein source
- Natural Choline – a conditionally essential nutrient with many health benefits
- Powerful Astaxanthin – a natural antioxidant that protects all body cells from oxidative damage
- QRILL Pet is the first krill ingredient for pets certified by the Marine Stewardship Council (MSC) as being sustainable and traceable from sea to product



THE POSITIVE HEALTH EFFECTS OF KRILL



OMEGA-3 FATTY ACIDS AND CHOLINE ARE ESSENTIAL FOR THE HEALTHY DEVELOPMENT AND MAINTENANCE OF DOGS.

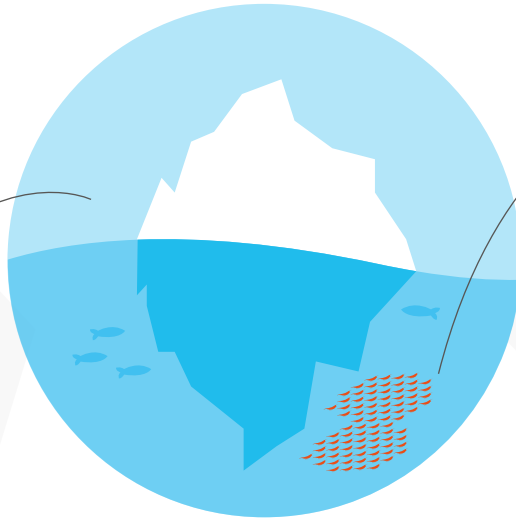
Many commercially available dry pet food products contain high amounts of omega-6s. Current research indicates that a balanced ratio of omega-6 to omega-3 fatty acids of 5:1 would be most beneficial for pets and humans. Too much omega-6 fatty acids promote inflammation and may exacerbate conditions, such as skin disease, arthritis and renal issues.

Recent studies have shown that the phospholipid form of omega-3s from krill are more effective in raising omega-3 levels in a dog's body compared to triglyceride-based omega-3s, such as those found in fish oil. The same study also showed that the dogs on a krill diet had a significant raise in their choline levels. This shows that both, omega-3s and choline attached to phospholipids are highly effective and valuable.

KRILL REPRESENTS A CLEAN SOURCE OF OMEGA-3s

THE SOUTHERN OCEAN AROUND ANTARCTICA IS ONE OF THE MOST PRISTINE OCEANS ON EARTH

Very little
COMMERCIAL ACTIVITY
which means fewer heavy metals and toxins in the ecosystem



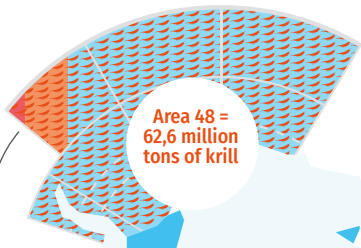
KRILL
live at the
BOTTOM OF THE FOOD CHAIN
which limits their ability to accumulate heavy metals
(unlike other sources of omega-3s, like fish, that live higher up the food chain)

* According to WWF

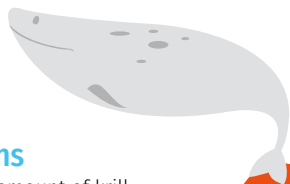
KRILL FISHING IN ANTARCTICA IS SUSTAINABLE

100%

of Antarctic krill harvesting takes place in Area 48



Strict fishing regulations in the Antarctic help ensure plentiful food sources for whales, penguins, and other creatures dependent on krill



< 1%

the annual precautionary catch limit for Area 48

~ 379 million tons

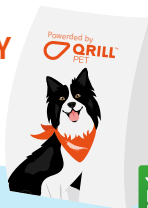
the estimated amount of krill in Antarctica, making it the largest single species marine biomass in the world

**64° 14S
67° 36W**



100% TRACEABILITY

from sea to product
(with the GPS coordinates to prove it)



Aker BioMarine is the **first** krill-harvesting company certified by the **Marine Stewardship Council (MSC)** for being not only sustainable, but also having a completely traceable value chain.



In addition, the company's patented ECO Harvesting technology ensures for close-to-zero by catch.

WHAT IS AREA 48?



< 1% (~620.000)

THE PRECAUTIONARY
CATCH LIMIT SET BY
CCAMLR*



~300.000

WAS THE TOTAL AVERAGE
CATCH OF THE ENTIRE KRILL
FISHERY LAST YEAR

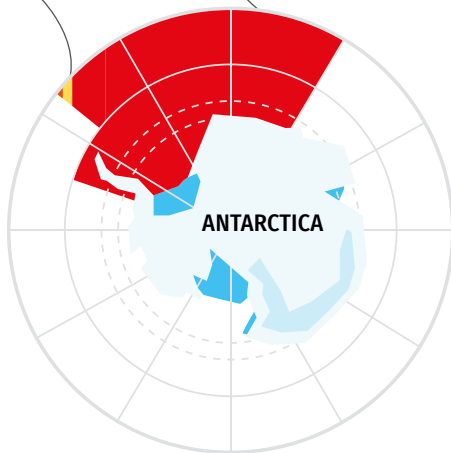
**Area 48 is the only area where
krill fishing is conducted**

According to certifiers of fisheries globally,
the Antarctic krill fishery is one of the
most precautionary and best performing
fisheries in the world.

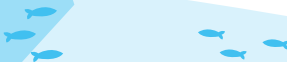
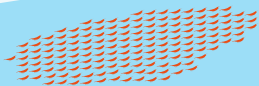


62,6 MILLION TONNES

THE ESTIMATED
AMOUNT OF KRILL
IN **AREA 48**



* Commission for the Conservation
of Antarctic Marine Living Resources



KRILL REPRESENTS A NEW GENERATION OF OMEGA-3s



Unlike many other omega-3 options, QRILL Pet has beneficial levels of EPA & DHA, is sustainable, traceable, and sourced from some of the cleanest waters on Earth.

THE BOTTOM LINE:

QRILL Pet is a great addition to your pet's diet, offering a unique composition of omega-3s, choline, astaxanthin and proteins.

Besides, it is healthy, naturally pure and environmentally friendly.

Do something good for your pet and your conscience.

Choose pet food that contains QRILL Pet today!

Aker BioMarine is a biotech innovator and Antarctic krill-harvesting company, dedicated to improving human and planetary health. The company develops krill-based ingredients for nutraceutical, aquaculture and companion animal feed applications.

The company's fully transparent value chain stretches from sustainable krill harvesting in pristine Antarctic waters through its Montevideo logistics hub, Houston production plant, and all the way to customers around the world. Aker BioMarine is fully owned by Aker ASA, an industrial pioneer since its establishment in 1841.



QRILL Pet is a functional marine ingredient for pets, that was developed with the needs of pets and pet food formulators in mind. Aimed at keeping pets healthy, QRILL Pet delivers long-chain omega-3 fatty acids, marine proteins, choline and the antioxidant astaxanthin. An important ingredient for pet food, omega-3s have demonstrated great health benefits for pets. The unique distinction of krill omega-3s is that they are mainly bound to phospholipids.

Known as the foundation of all cells, phospholipid omega-3s are more effectively incorporated into tissues and cells, compared to triglyceride omega-3s such as found in fish oil.