

# RESQUNIT

June 2023

## SHAREHOLDER NEWSLETTER

**Resqunit AB**

[www.resqunit.com](http://www.resqunit.com)



# DEAR SHAREHOLDER,

it is about time to provide you with the latest updates on the progress and achievements of Resqunit.

Your continued support has been instrumental in driving our success and propelling us forward as a leader of innovation in the marine industry.

Together, we are revolutionizing the fishing industry and making a positive impact on the environment.

Stay tuned for further updates as we continue on this exciting phase of growth and expansion. Your confidence in Resqunit and our team is the cornerstone of our success.

Thank you for being a valued shareholder.



**Helge Trettø Olsen**  
CEO of Resqunit



# SOLD OUT!

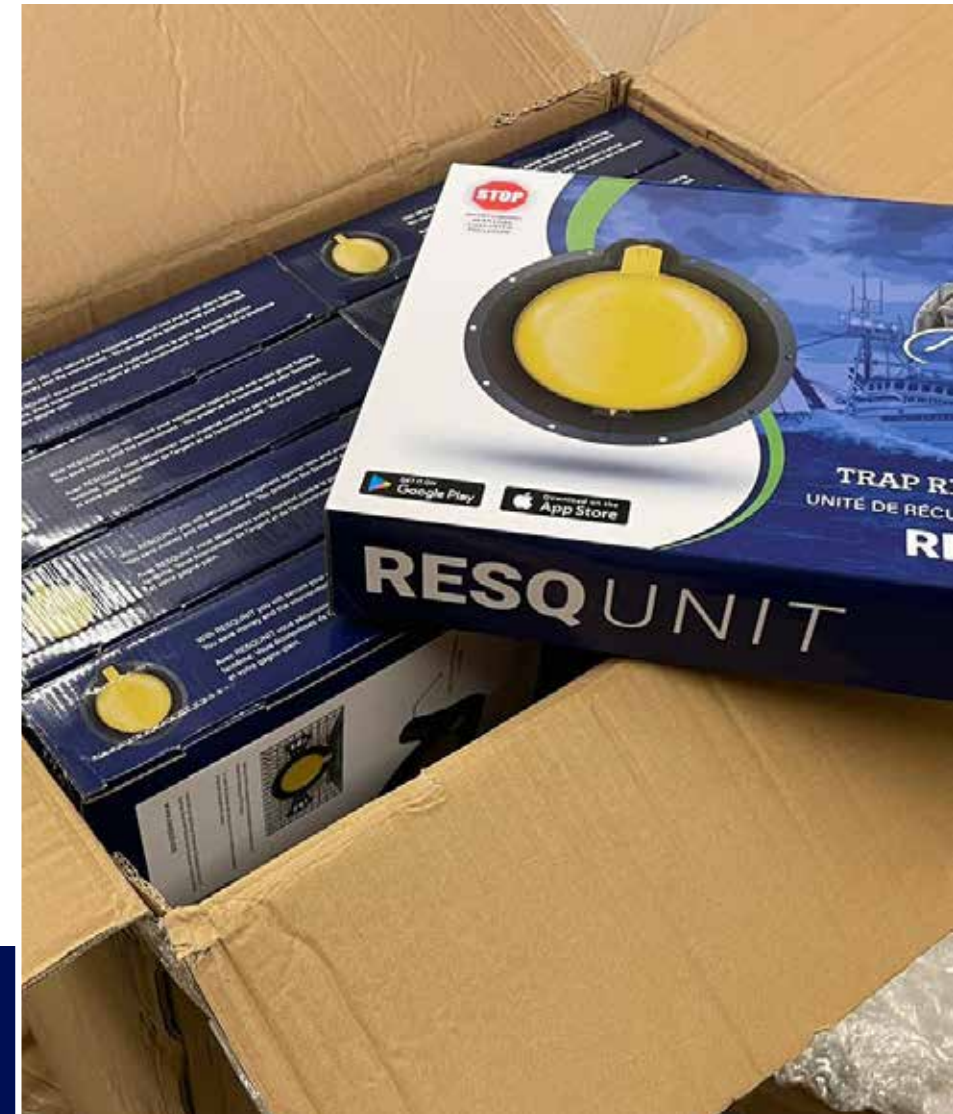
**We are proud to announce that all 1000 units produced for our May 1st launch have been sold out.**

The market response has demonstrated the demand for our innovative trap recovery system. Our customers ranges from fishing cooperatives and individual fishers interested in adapting our solutions to their operations, to government and institutional entities running research projects to future-proof our oceans with innovative technology.

## **Expanding Production and Global Reach**

We have taken strategic steps to expand our production capabilities and extend our reach globally. We have the next 4000 new products already produced, shipping out of China to destinations in Canada, the US, and Europe in June.

This expansion will allow us to fulfill orders more efficiently and serve a wider customer base.





# ENHANCING MANUFACTURING OPERATIONS

**In our commitment to streamlining our operations, minimizing risks, and optimizing efficiency, we are excited to announce that all manufacturing equipment will be shipped from China to Portugal in July.**

We have established a new manufacturing base through partners in Portugal, taking advantage of the region's expertise in advanced manufacturing technologies. Moving the production will not only reduce shipping costs being closer to the markets, but also lowers the manufacturing cost.

**As we transition our manufacturing operations to Portugal, we are diligently working towards resuming the production of an additional 5000 units.**

Our goal is to ensure a seamless transition and minimize any disruptions to our supply chain.

The new manufacturer in Portugal will be ready to commence production as soon as all equipment is in place.



# ACTIVITIES IN EUROPE

Together with our distributors and partners we are increasing our activities in Europe, with a special focus on Portugal, Spain, France, Ireland, and Scotland.

We're engaging with the media and key players in the fishing industry, showcasing our product and vision at exhibitions and fairs, while also gaining firsthand insights from the industry.

Our CTO, Jose Silva, who also spearheads our European sales activities, is actively collaborating with European authorities, legislators, universities, and marine institutes.

This allows us to deepen our understanding of each nation's approach to tackle lost fishing gear while disseminating information about our transformative solutions.

More and more people see that our solution will have a direct positive impact in the work to stop ghost fishing.

Opportunities are opening up for Resqunit in Europe.



Resqunit's Jose Silve (right) with Jose Maria Costa, Secretary of State for Maritime Affairs, Portugal



# ATLANTIC CANADA OPERATIONS

**To solidify our presence in this region and showcase the value of Resqunit, we have strategically planned a sales tour in September, targeting three key outlets operated by our trusted distributor Enterprises Shippagan.**

## **Atlantic Canada**

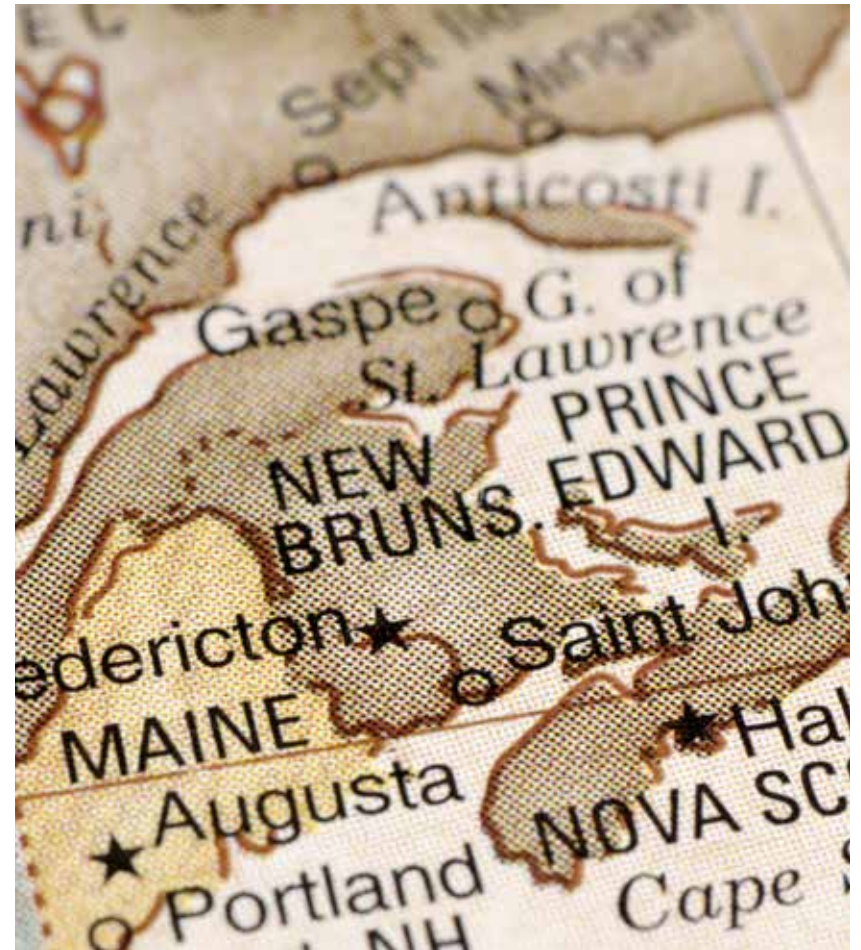
This region presents an incredibly promising market for Resqunit. Although we encountered manufacturing delays earlier this year that prevented us from capitalizing on the spring season, we are now making a strong comeback in preparation for the upcoming fall fisheries.

To solidify our presence in this region and showcase the value of Resqunit, we have strategically planned a sales tour in September, targeting three key outlets operated by our trusted distributor Enterprises Shippagan. This tour will serve as our highly anticipated launch kick-off, generating significant attention and engagement from the local fishing communities.

To ensure a memorable and impactful launch, Sig Hansen, a major shareholder in the company and a reality TV star from Deadliest Catch on Discovery, will be joining us. His presence will undoubtedly draw attention and further amplify our brand's visibility.

With our reliable distributor, the esteemed presence of Sig Hansen, and a well-executed launch plan, we are confident that this sales tour will propel our market penetration and set the stage for long-term success in the region.

Stay tuned for more updates!



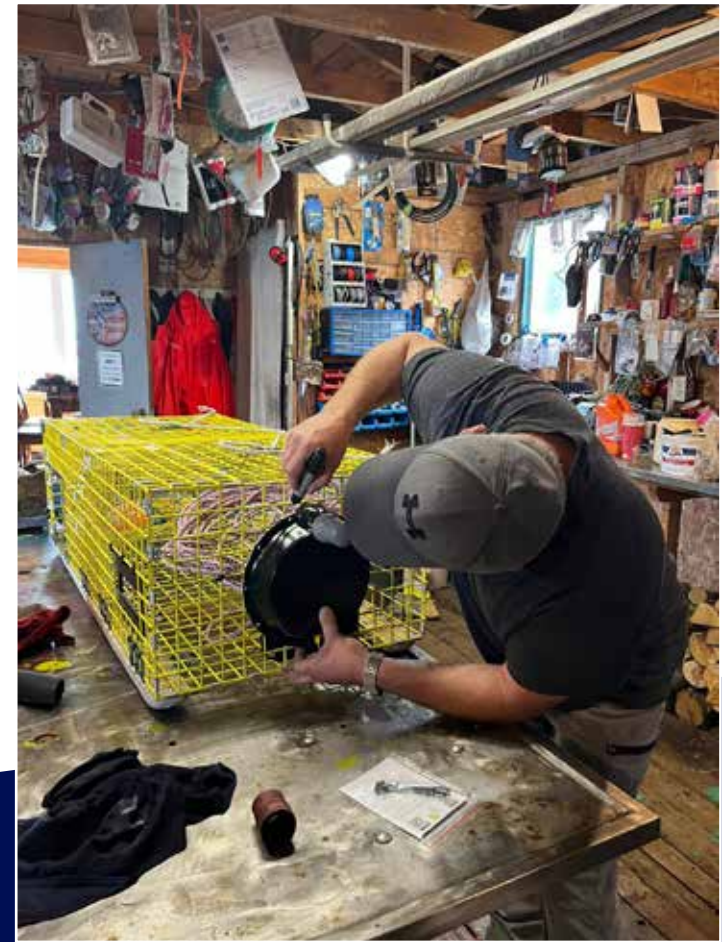
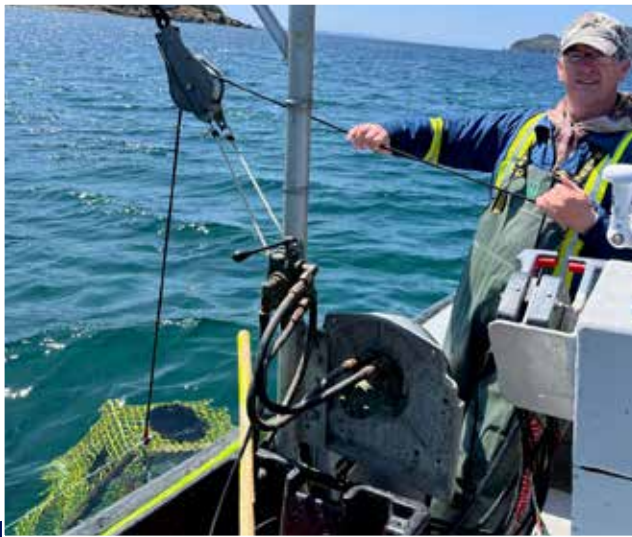
# SUCCESSFUL TESTING IN KEY REGIONS

The recent Resqunit test initiatives has been very successful. We've been able to distribute units to several fishermen and key players in the industry, who all received the technology with interest and curiosity, and subsequent successful testing.

## Cape Breton and Newfoundland

RESQUNIT has been tested by the marine experts at CSAR - Marine Institute, Canada's premier authority in fish capture technology.

Testing has been done in collaboration with local harvesters in Harbour Breton, a lobster-loving community that relies heavily on sustainable fishing. It's a monumental moment for us at Resqunit, and we are proud that our commitment to innovation is being recognized and put to the test by industry professionals.





# JAMAICAN OPERATIONS

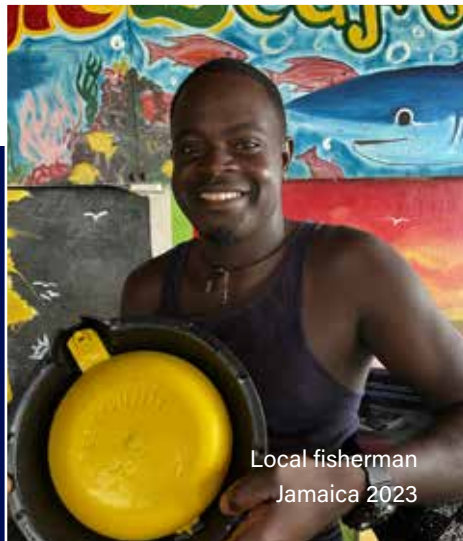
## Partners and communities

Jamaica holds significant importance for Resqunit, as well as for our partners and ambassadors at the Global Ghost Gear Initiative (GGGI).

With the support of GGGI, we've successfully launched pilot projects to test our innovative technology in collaboration with local authorities and communities.

GGGI is at the forefront of advocating sustainable fishing practices and innovative technologies to both regulatory bodies and local fishers.

This potential to influence future policy makes our partnership with GGGI incredibly valuable and instrumental in the quest for healthier oceans.





# INTRODUCING "PEEK-A-BUOY"

We are proud to unveil the exciting new nickname for our innovative product - **Peek-a-Buoy!** This catchy moniker perfectly captures the essence of what Resqunit represents and highlights the unique benefits it offers to fishermen and the marine ecosystem.

## Memorable and engaging - Catchy Branding

Peek-a-Buoy is a fun and playful nickname that resonates with people, making it easily memorable. It sparks curiosity and invites conversation, creating an immediate connection with our product.

The nickname Peek-a-Buoy adds a touch of character and personality to our product, enhancing our overall branding strategy. It sets us apart from competitors and fosters a positive and engaging image in the minds of our customers.

We are excited about the endless possibilities that Peek-a-Buoy brings to the fishing industry. Its clever nickname not only represents the effectiveness of our trap recovery system but also underscores our commitment to providing a reliable, affordable, and eco-friendly solution.

Let's make a splash in with **Peek-a-Buoy** by Resqunit!



# AFFILIATES PROMO CODE STRATEGY

We are making good progress with our affiliates promo code online sales strategy.

By collaborating with influential partners in and outside of the fishing industry and offering exclusive promo codes, we strongly believe this will increase sales and expand our customer base.

This strategy allows us to reach new markets and strengthen our brand presence in the digital realm.





# RESQUNIT

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