19 MARCH 2025 · FOR IMMEDIATE RELEASE

Notification of Company Name Change

Soul of Japan K.K. becomes Pure Salmon Japan K.K. from 1 April 2025

Dear Sir/Madam,

We are pleased to inform you that effective April 1, 2025, our business name will change to Pure Salmon Japan K.K.

This name change marks a significant step forward as we align ourselves with our global presence, while continuing to promote safer, fresher, drug-free, and sustainable salmon farming. We are also dedicated to broadening our horizons by exploring the possibilities of producing even tastier and healthier seafood.

We would like to take this opportunity to express our sincere gratitude for your continued support and guidance, and we kindly ask for your continued cooperation in the future.

Date of company name change: April 1, 2025

Former company name: Soul of Japan K.K.

New company name: Pure Salmon Japan K.K.

Yours sincerely,

Erol Emed, CFA

CEO

Media contacts

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