

June 24, 2016

RE: New fishery qualified as additional source for Nordic Naturals fish oil

Dear Employees and Customers,

To date, Nordic Naturals has always sourced fish from the South Pacific and Arctic oceans. As you may be aware, the current El Niño weather pattern has significantly increased the water temperatures off the coast of Peru, causing fish to migrate to colder waters. In order to ensure a healthy biomass for the future, Peru has postponed fishing seasons and reduced the total allowable catch (TAC) substantially, in accordance with their proactive fishery management policies.

Anticipating this, we have long been evaluating alternative sources for what we call our 18/12 oil, which is derived from anchovies and sardines and contains a natural ratio of 18% EPA and 12% DHA.

As a company that is committed to both your health and the health of our planet, our top criteria for sourcing fish oils are:

1. The freshest, purest, highest quality raw materials that are rich in EPA and DHA content
2. Certified sustainable fish ([Friend of the Sea – FOS*](#))
3. Oversight of sourcing through close partnerships with vendors holding similar values

After careful consideration, we have determined the best course of action is to supplement our fish oil supply with sardines from the Atlantic Ocean. We have qualified a long-term partner for that purpose—The Atlantic Pelagic Fishery. As well, we will continue to source from the Arctic and Pacific oceans.

About the Atlantic Pelagic Fishery:

Fish: Sardines (*Sardina pilchardus*), a pelagic fish

Location: Atlantic Ocean off the coast of Morocco and Mauritania

Fishing Method/Fleet: Purse seine/coastal seiners

Sustainability:

- FOS-certified sustainable
- On track to become MSC (Marine Stewardship Council) certified in 2017
- Fish is caught for canning and direct human consumption, with fish oil derived from fish trimmings and from excess captures not used in canning

Important Economic and Environmental Considerations:

- Fishing/fish-processing sector is responsible for ~500,000 jobs
- Major investments are being made to implement a low-carbon economy through renewable energy, energy efficiency, and natural resource management
- Careful fisheries management is central to this green growth strategy

This advancement reflects our commitment to providing our customers with pure, safe, and effective omega oils. Thank you for your continued support of the Nordic Naturals brand.

In health,



Joar Opheim
CEO & Founder

**FOS certification provides a third-party verification that the stock is not over-exploited but well managed, that the fishing method does not damage the seabed, and that a high standard of social accountability is met.*