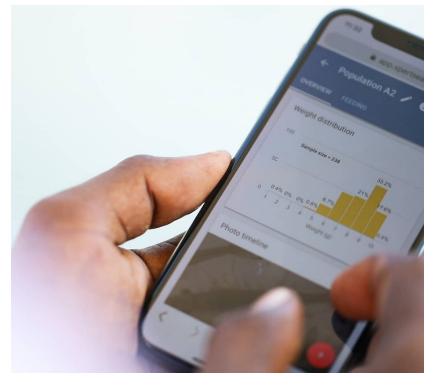


XpertSea launches AI-powered Growth Platform for aquaculture

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Smart aquaculture equipment combined with intelligence platform allows farmers to automate animal data collection, address problems early, optimize production, make informed data-driven decisions, and maximize farm profitability



Rethink Agri-Food Innovation Week, Singapore, November 28, 2018 –XpertSea, a Canadian technology

company that makes aquaculture more profitable and sustainable, today announced the XpertSea Growth Platform. The platform is a game-changing technology that automates data collection and provides unprecedented insights so that shrimp farmers can make informed data-driven decisions and maximize farm profitability.

Shrimp farmers are confronted by production challenges such as understanding what’s happening to their shrimp stocks, preventing diseases, ensuring weight gain with an efficient feed conversion ratio while maximizing pond yield, and meeting customer orders on schedule. To tackle such challenges, until now they relied mostly on inefficient manual quality control and visual inspection to make decisions that impact their revenues.

The XpertSea Growth Platform solves these problems with technology that allows farmers to collect animal data easily and often, discover and address problems early, optimize feeding regimes, predict growth, and choose the best time to harvest.

Unlike solutions that require manual data entry, the XpertSea Growth Platform builds on the capabilities of the XperCount, a portable “smart bucket” that uses optics, computer vision and machine learning to count, size, weigh and image aquatic organisms, at the press of a button. The Growth Platform leverages this data to provide actionable business insights, on a web-based dashboard that shrimp farmers can access from any device, anywhere.

Key benefits include:

Unprecedented access to rich animal data means you can make informed decisions from Day One:

The XpertSea Growth Platform tracks growth from Day One in the hatchery through nursery, grow-out and harvesting. Taking no more than a few minutes per day, the Xpercount feeds automated organism data such as size and weight to the AI platform which results in precise data about daily growth rate, feed conversion ratio, stocking density and survival rate, among others. That means farmers make informed decisions about feeding regime and health supplements, and identify problems related to poor pond conditions or disease early. With one glance at the dashboard, you get a complete picture of how your production is doing.

Leverage industry benchmarks to improve your growth ratio:

XpertSea has accumulated millions of data points on shrimp growth, provided voluntarily by farmers around the world. By benchmarking their growth against this anonymized, aggregated data, producers get a better understanding of what they can change to improve their performance. Whether it’s buying better broodstock, choosing different feeds or adding animal health additives, the XpertSea Growth Platform help farmers optimize their formula, harvest after harvest.

“The XpertSea Growth Platform is a new concept in aquaculture that has the potential to unlock significant yields for farmers. It replaces manual data entry with smart aquaculture equipment, artificial intelligence, and industry benchmarks,” said **Valerie Robitaille, CEO and Co-Founder of XpertSea**. “Many farmers are still using their ‘best guess’ to decide when to harvest. With the XpertSea Growth Platform they can use reliable data and growth predictions to plan the best harvest date and maximize revenues. It’s all about making more with less.”

"Most importantly, this program provides you and your technicians visibility into the weight distribution that will impact your harvest," said **Sim Ing Jye, Senior Manager at Sea Horse**, a fully integrated supplier to hatcheries, farms, processors and international customers, and the largest supplier in Sarawak state in Malaysia. "By understanding this variation earlier, you can focus on adjusting feed parameters to increase profits for each pond, and you will have the peace of mind that there will be fewer surprises at the time of harvest."

The XpertSea Growth Platform is now available for farms and hatcheries for both shrimp and fish. It's also configured for health, feed and genetics companies that wish to gain insights on their product efficiency at the field level. The platform is currently deployed successfully in more than 250 sites in Ecuador, Mexico, the United Kingdom and Vietnam, among others.

Today's announcement was made from the **Rethink Agri-Food Innovation Week in Singapore**, where XpertSea CEO Valerie Robitaille will appear on the panel "Transforming Efficiency, Quality and Safety in Aquaculture" (Nov. 28 at 1:30 p.m.). Produced by Rethink Events -- the expert team behind the acclaimed World Agri-Tech, Indoor AgTech and Future Food-Tech summits -- the new Rethink Agri-Food Innovation Week in Singapore will explore the latest innovations and market opportunities in the agri-food supply chain across Southeast Asia. For more information, please visit <https://agrifoodinnovation.com>.

About XpertSea:

XpertSea is a Canadian technology company that's transforming how the global aquaculture industry farms seafood. We use machine learning, advanced analytics and computer vision to provide reliable data and business insights so that aquaculture producers can make better decisions and increase profits. With customers in over 50 countries, we're using Canadian ingenuity to help feed the world.

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