



ASX Announcement | 24 January 2024

Seafarms Group Limited (ASX: SFG)

SFG ASX Announcement No: 764

Seafarms Group Limited appoints aquaculture industry leader Peter Fraser as Commercial Director

Seafarms Group Limited (Seafarms) today announced the appointment of Peter Fraser to the role of Commercial Director, Project Sea Dragon.

Seafarms CEO Rod Dyer said:

“Seafarms is very pleased to welcome Peter Fraser to our team as Commercial Director. His vast experience, leadership, and global perspective will contribute to our success and growth in a pivotal time in the Company’s history.”

“Peter’s primary role will be to drive the funding, commercial and operational development of Seafarms major project, Project Sea Dragon.”

Seafarms Chairman Ian Trahar said:

“Peter is ideally positioned to take on the role of Commercial Director having worked with Seafarms as its international business advisor since 2015. In that time Peter has been an invaluable advisor to the Board and Executive and has been instrumental in establishing the international market relationships and channels most notably with Seafarms’ major export partners, Nissui and Primstar.”

Peter Fraser has a distinguished career in the international aquaculture industry.

For the past 14 years, Peter has been the proprietor and Managing Director of Ocean and Earth Seafoods, specializing in high-end seafood products. Peter has served as a consultant to various global enterprises, showcasing his adaptability and strategic acumen.

Peter also held the role of Managing Director for various seafood companies, including the publicly listed Marine Produce Australia, where he played a pivotal role in its restructuring and success. He also contributed significantly to the National Prawn Company of Saudi Arabia, where he led sales, marketing, and strategy development, ultimately achieving impressive results.

An accountant by trade, Peter was born in the UK and is a dual British-Australian citizen who lived and worked in Dubai for 14 years.

Approved and authorised for release by the Board of Seafarms.

Ends.

Seafarms Group Limited

ABN 50 009 317 846

Level 6,66 Smith Street
Darwin NT 0800 Australia

PO Box 252
Spring Hill QLD 4004

T + 61 8 8923 7900

E info@seafarms.com.au

W seafarms.com.au

For further information, please contact:

Seafarms Group

Mr. Harley Whitcombe
Company Secretary
P: +61 8 8923 7924

Media / Investor Enquiries

John Fergusson
P: +61 407 826 952
E: info@seafarms.com.au

About Seafarms Group

Seafarms Group Limited (ASX: SFG) is a sustainable aquaculture company, producing the premium Crystal Bay® Prawns and developing the Project Sea Dragon prawn aquaculture project in northern Australia.