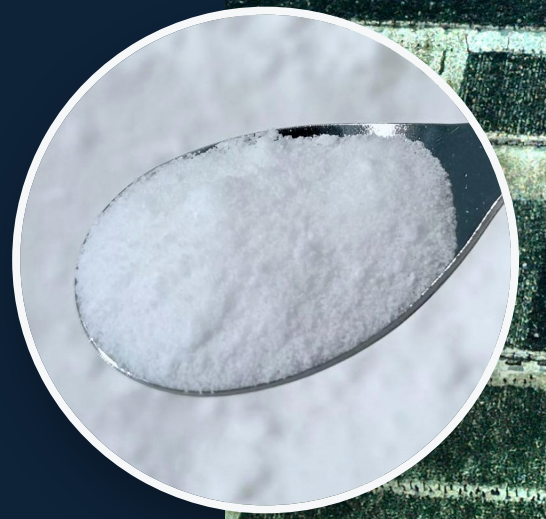
Plantsalt

PLANT-BASED · CIRCULAR · FOOD-GRADE

Salt reduction, grown in the sea.

The only plant-based, food-grade potassium chloride.

Made from seaweed side-streams in Indonesia. For food makers who want to cut sodium and tell a story people love.



Customer deck · November 2026

plant-salt.com

PLANETARY HEALTH

Two problems. One crystal.

PROBLEM 1 · TOO MUCH SODIUM

~3M

deaths a year could be prevented worldwide by switching to potassium-enriched salt. Switching only the salt in processed and restaurant food: 1.56M [1]. The WHO recommends lower-sodium salt substitutes with potassium [2].

PROBLEM 2 · ONE SOURCE, NO STORY

100%

of food-grade potassium chloride comes from mines or salt lakes. Hard to brand, with no sustainable or circular story to tell.

Sugar reduction has stevia and monk fruit. Salt reduction had a mine.

Now there is a second source: potassium chloride, grown in the sea.

Plant-based, circular and sustainable, made from a seaweed side-stream. Salt reduction that feels modern, with a story your customers will love.

THE SHIFT

Food is going natural. Salt reduction is next.

Food makers are moving from synthetic to natural, plant-based ingredients. Until now, potassium chloride had no plant-based source.

	FROM	TO
SWEETENERS	Synthetic sweeteners	**Plant-based sweeteners**
COLOURS	Synthetic dyes	**Plant and fruit extracts**
POTASSIUM CHLORIDE	From a mine or a salt lake	**From seaweed, with Plantsalt**

Natural, plant-based and sustainable. That is our KCl.



THE ORIGIN

Cut sodium. Tell this story.

Our potassium chloride starts here: seaweed, farmed by 256,000 families in Indonesia alone.

YOUR STORY

Make salt reduction something you want to talk about

WHAT YOU CAN SAY

“Potassium from seaweed.”

“Plant-based potassium chloride.”

“With Organic Minerals®.”

Final wording for each market is checked against local labelling rules.

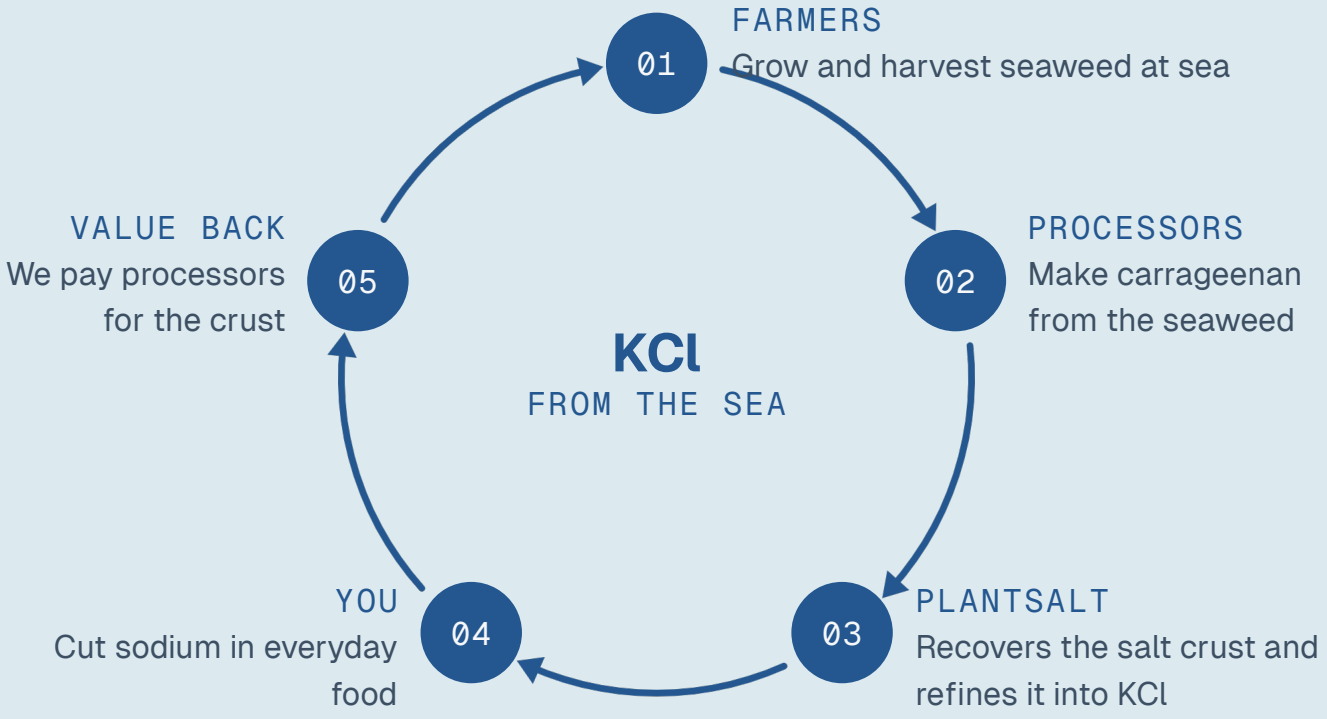
Your customers will look it up. They will find seaweed farms, not a mine.

Organic Minerals® is our registered ingredient brand. We launch it with our Founding Partners, on their packs and in their PR, and share origin photos and facts for their marketing.



THE CIRCLE

One harvest. Value for everyone in the chain.



The only economically viable circular KCl.

No mine. No new crop. A side-stream of a harvest that already happens becomes a food ingredient, and part of the value flows back into the chain.

Circular: made from a side-stream of existing seaweed processing. Economically viable: designed to run profitably at commercial scale, based on a techno-economic assessment with K-UTEC.

HOW IT'S MADE

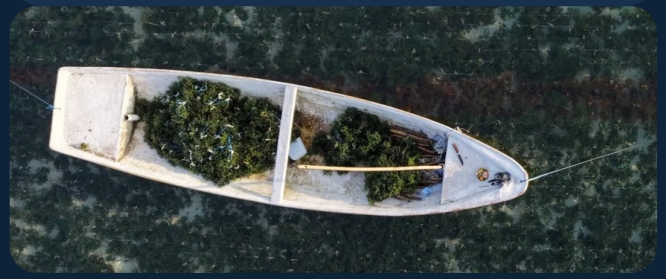
From the seaweed harvest to your recipe

No new crop. No new mine. Just more value from a harvest that already happens.

01

Harvest

Eucheuma and Kappaphycus seaweed is farmed at sea in Indonesia and harvested for carrageenan, a common food thickener.



02

Recover

The dried seaweed carries a mineral-rich salt crust. Our dry-washing process takes it off before the seaweed is processed.



03

Refine

We dissolve, purify and crystallise it into food-grade potassium chloride.



IMPACT IN NUMBERS

What our first plant changes

~4,000 t

of seaweed side-stream a year, put to use as a food ingredient

2,000 t

of food-grade KCl a year, with no mine and no new crop

256,000

seaweed farming families in Indonesia alone. Our goal: more income for them.

OUR GOAL

Carbon footprint

A lower footprint per kg than mined KCl, backed by a life-cycle assessment.



Less sodium in food. More value for seaweed farming.

Supports UN Sustainable Development Goals 3 (health), 8 (decent work) and 12 (responsible production).

THE PRODUCT

Same molecule. Ready for your recipes

Property	Plantsalt KCl
Product	Potassium chloride (KCl)
Grade	Food-grade, meets E508 purity (min. 99%)
Purity reached	99.4%
Raw material	Seaweed side-streams, Indonesia
Taste and function	Same as conventional KCl
Declaration	Potassium chloride; plant origin can be declared
EU status	Not a novel food
Particle size, flow agent, pack	Set with you during qualification

AVAILABLE NOW

Samples for your tests

Ready to ship, with spec sheet and lab analysis.



PROOF AND PARTNERS

Backed by science, industry and government

The George Institute for Global Health

Supports Plantsalt. Leading research on potassium-enriched salt.

Ministry of Investment and Downstream Industry

Supports our first plant in Indonesia.

ASTRULI and ARLI

Indonesia’s seaweed industry associations.

K-UTEC AG Salt Technologies

Process design and pilot runs, Germany.

A leading European potash producer

Signed letter of intent.

German Accelerator

Southeast Asia programme. German Pavilion at SWITCH 2026.

Earthshot Prize, Liveability Challenge

Nominated by German Accelerator for 2027.

3 patent applications

2 also under PCT. Organic Minerals® is a registered trademark.

Public and private

German innovation funding (IBB, ZIM) and private investors.

Team: Daniel Siebert, Co-Founder & CEO · Dr. Karl Schlumbach, Co-Founder & CTO · Charlotte Muth, Founder Associate · and our food technology team

ON THE GROUND

Rooted in Indonesia’s seaweed sector

On stage with ministries and industry. On site with our supply partners.



SPEAKER · INDONESIA-EUROPE BUSINESS FORUM



PARTNER AND SPEAKER · SEAWEED SECTOR TALK SHOW


AT OUR SUPPLY PARTNER



SWITCH 2026 · SINGAPORE

SOUTHEAST ASIA & AUSTRALIA

The clock is ticking in your markets

2026 — Indonesia: Nutri-Level

Front-of-pack grades for sugar, salt and fat, first for drinks. More foods may follow [5].

2026 — Australia: new targets

Revised voluntary reformulation targets. The Heart Foundation's "Switch the salt" pushes potassium-enriched salt [7] [8].

2027 — WHO: food profiling model

Sodium limits for packaged food. Countries can base warning labels, ad limits and taxes on it. Final version expected in 2027 [14] [15].

MID-2027 — Singapore: Nutri-Grade

Labels and ad limits for salt, sauces, seasonings and instant noodles. About 40% of them would get grade D today [3] [4].

JUNE 2028 — Australia: progress report

Results of the sodium reformulation program are published [7].

OCT 2028 — Indonesia: Halal deadline

Halal becomes mandatory for food from foreign and small companies. Our KCl: Halal planned from 2028 [6].

Reformulating for 2027? Then you need samples now.

SOUTHEAST ASIA & AUSTRALIA

Produced where Asia’s food is made

1st food-grade KCl to be produced in Southeast Asia & Oceania

700M+ consumers in a region that imports its KCl today

2,000 t a year from our first plant, at full capacity from 2029

- Raw material from Indonesian seaweed processors, under long-term supply agreements now being finalised
- Short routes to food makers across Southeast Asia and Australia
- Halal planned from First Harvest 2028
- Shipping worldwide, including Europe and the US



FOR DISTRIBUTORS AND BLENDERS

A second source with a different risk profile

Supply comes from a few mining regions and salt lakes.

	Conventional KCl	Plantsalt KCl
Origin	Mined ore or salt-lake brine	Seaweed side-streams
Made in	Few mining regions, concentrated supply	Indonesia and Philippines
In your recipe	Potassium chloride	Same molecule, same function
On your label	Potassium chloride	Plant origin can be declared
Your story	A mineral from a mine	A mineral from seaweed farms

A second source with a story your customers ask for.

FOR DISTRIBUTORS AND BLENDERS

Everything you need to list us

SPECS

Food-grade KCl, made to your needs

Purity of at least 99%. Particle size, flow agent and packaging set with you.

DOCUMENTS

Documents for your listing

Spec sheet and lab analysis today. Halal, Kosher and FSSC 22000 for First Harvest 2028.

VOLUMES

Secure your 2028 volumes

As a Founding Partner or with a non-binding pre-order.

PATH TO LISTING

Samples, feedback, forecast

We start with samples for your customers. Their feedback and your forecast lead to a listing.

ROADMAP

From samples today to the First Harvest in 2028

2026 · NOW

Samples & Founding Partners

Samples for your tests. Our partner programme opens.

2027

Qualification

Specs, audits and binding supply agreements.

2028

First Harvest

Our first commercial plant in Indonesia starts. First deliveries from summer.

2029

Full capacity

2,000 t a year from the first plant.

2030+ · NEXT

More grades

A KCl with less bitterness. Later a pharma grade.



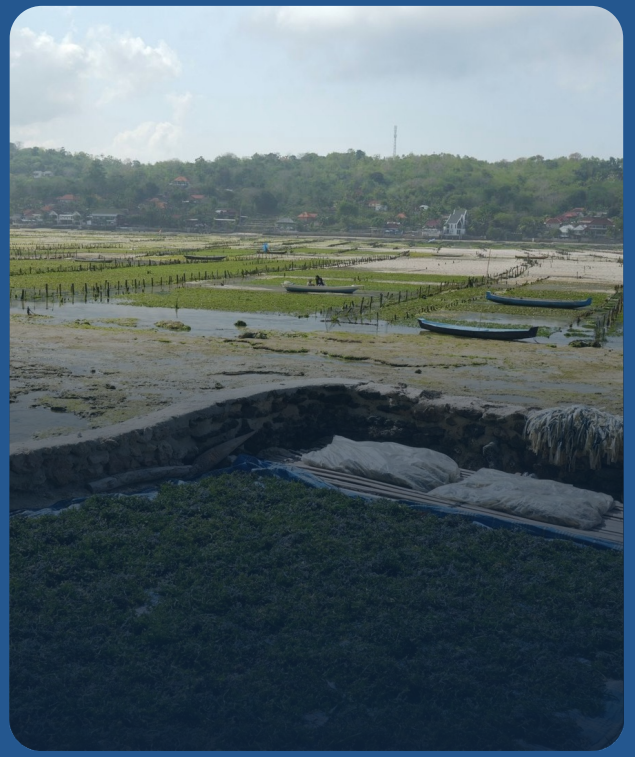
OUR FOOD-TECH TEAM, FIRST PILOT PLANT

Qualification takes time. Start with samples now, so you are ready when the first volumes ship in 2028.

FOUNDING PARTNERS · FIRST HARVEST 2028

Be part of the first harvest

Our partner programme for the launch of our first plant in 2028.



Priority volumes

A reserved share of our first plant's output from 2028.

Origin story kit

Photos, facts and wording from the seaweed farms for your marketing.

Co-branding

Launch with Organic Minerals® on your pack and in your PR.

Smaller volumes?

Reserve them with a pre-order.

NEXT STEPS

Let’s talk sodium

Plantsalt

Four steps from your first sample to secured supply.

01

Request a sample

With our spec sheet.

02

Tell us your needs

Application, particle size, volumes and timing.

03

Qualify together

Tests, audit and a shared specification.

04

Secure your volumes

As a Founding Partner or with a pre-order.

Daniel Siebert

CO-FOUNDER & CEO

daniel.siebert@plantsalt.de · plant-salt.com

Book a 15-minute call with our team. Scan the code.

BOOK A CALL

Sources

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