HILTON FOODS SEACHILL

INTERNATIONAL COLD WATER PRAWN FORUM, LONDON 2026

HILTON FOODS

BUSINESS OVERVIEW

Growth and success through long term partnerships

UK, Ireland and Europe



OUR PEOPLE

7,000

GLOBALLY

APAC



SERVING OVER

20

MARKETS

Middle East

Saudi Arabia – JV launching H2 2026



OPERATING FROM

24

HIGH PERFORMANCE FACILITIES

North America

Canada – Launching early 2027



GROUP REVENUE

£5.0bn

2025 FULL YEAR

UK Operation in Grimsby, UK: Seafood

1,000

Highly skilled, dedicated and empowered employees

2

Modern, well invested, separate facilities





Innovation



Efficient Packing



Automation



Investment



Robotics



Salmon RTC & RTE



Coated & Fishcakes



Wet Fish



Shellfish RTC & RTE



Brand & Added Value

HILTON FOODS, SEACHILL

THE UK MARKET: DEVELOPMENT IN SEAFOOD & NEW CONSUMER TRENDS

Inflation changes our purchasing decisions, and how we eat & drink



Simplifying meals

Fewer items on plates
Eat fewer courses
Switch towards frozen



Making different meal choices

More meat free meals
Using up stock
Deprioritise health



Cooking differently

Fewer prep methods
Cheaper cooking methods
Lower effort cooking
More ‘filling meals’



Eating/drink away from home

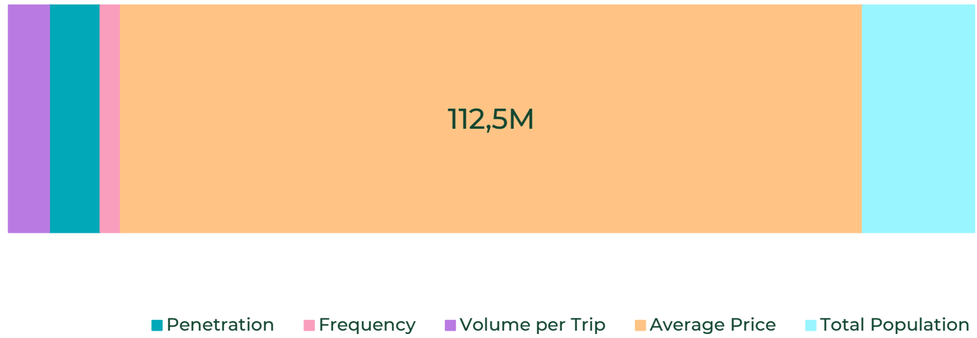
Fewer out of home moments
Cut back on takeaways
Use a lunchbox
FOMO = Big nights in
“Lipstick effect”

Chilled Fish is growing ahead of Food & Drink

£1.7bn

+7.5%

Vs Total grocery +x3.6%



Frequency

12.8 Trips | +0.2%

Buying more often

Volume Per Trip

0.35 Kg | -0.4%

Slightly smaller baskets

Penetration

80.0% % HHs | -0.5%

Slightly less shoppers

Avg Price

£16.34 Per Kg | +7.1%

More Expensive

Source:- Kantar YTD October 2026

Compared to other protein groups fish is in a healthy position







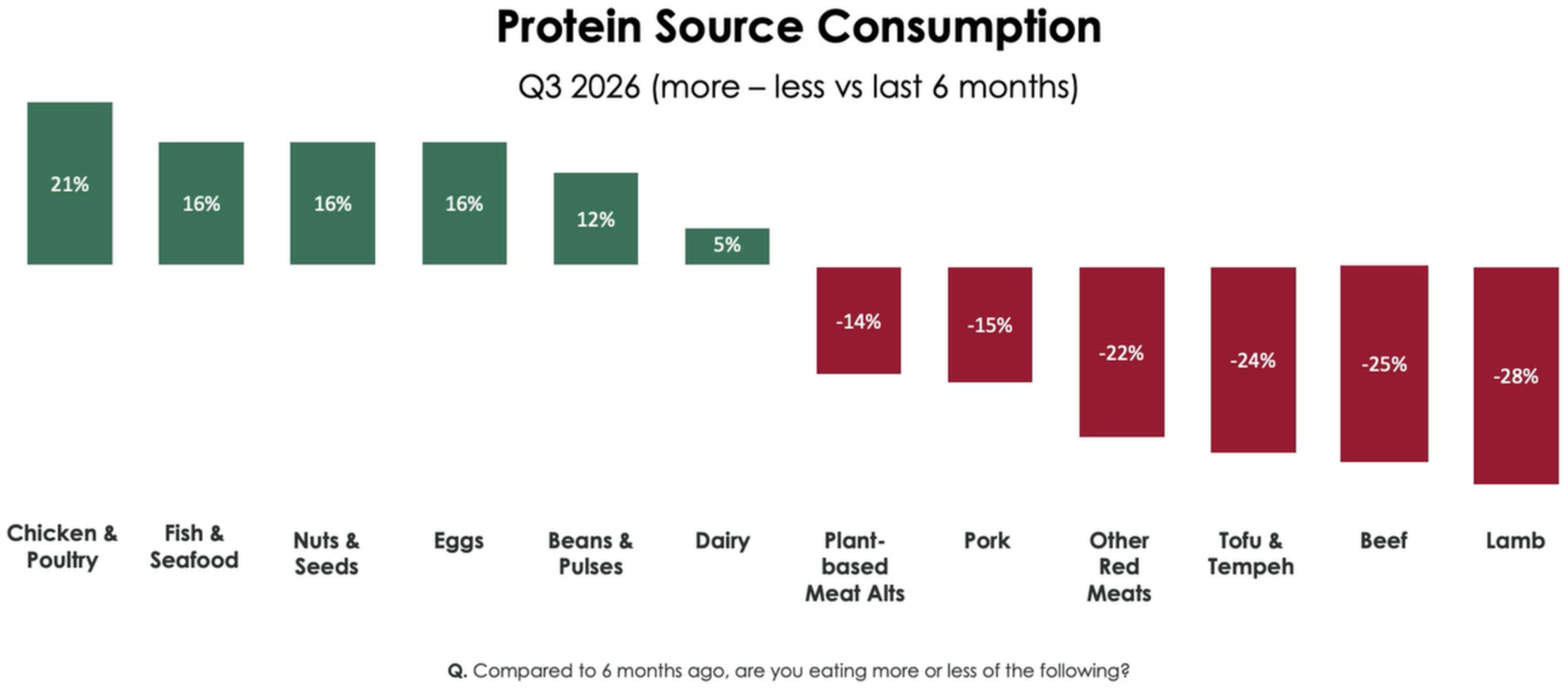




	Av £/kg	*YoY (Price) %*	*Volume %*
	£16.34	+7.1%	+0.4%
	£7.00	+1.5%	+2.0%
	£5.51	+3.6%	+3.6%
	£14.06	+9.8%	-8.2%
	£11.88	+10.2%	-2.5%

Source:- Kantar YTD October 2026

Price, isn’t a barrier for shoppers as they continue to consume more fish and seafood



Source : FIS Group + tfp October 2026

Salmon products account for nearly half of UK chilled fish market, followed by Prawns, which have increased species share in 2026

Fresh + Chilled Fish — Top Species – 2026 YTD October 2026

Salmon



48%

+0.5%pts vs YA

+8.5% YoY

£19.63/kg

+2% YoY

Prawns



14%

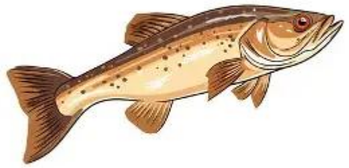
+0.2%pts vs YA

+9.4% YoY

£19.36/kg

+4% YoY

Cod



10%

-0.9%pts vs YA

-0.9% YoY

£14.29/kg

+14% YoY

Haddock



7%

-0.6%pts vs YA

-0.9% YoY

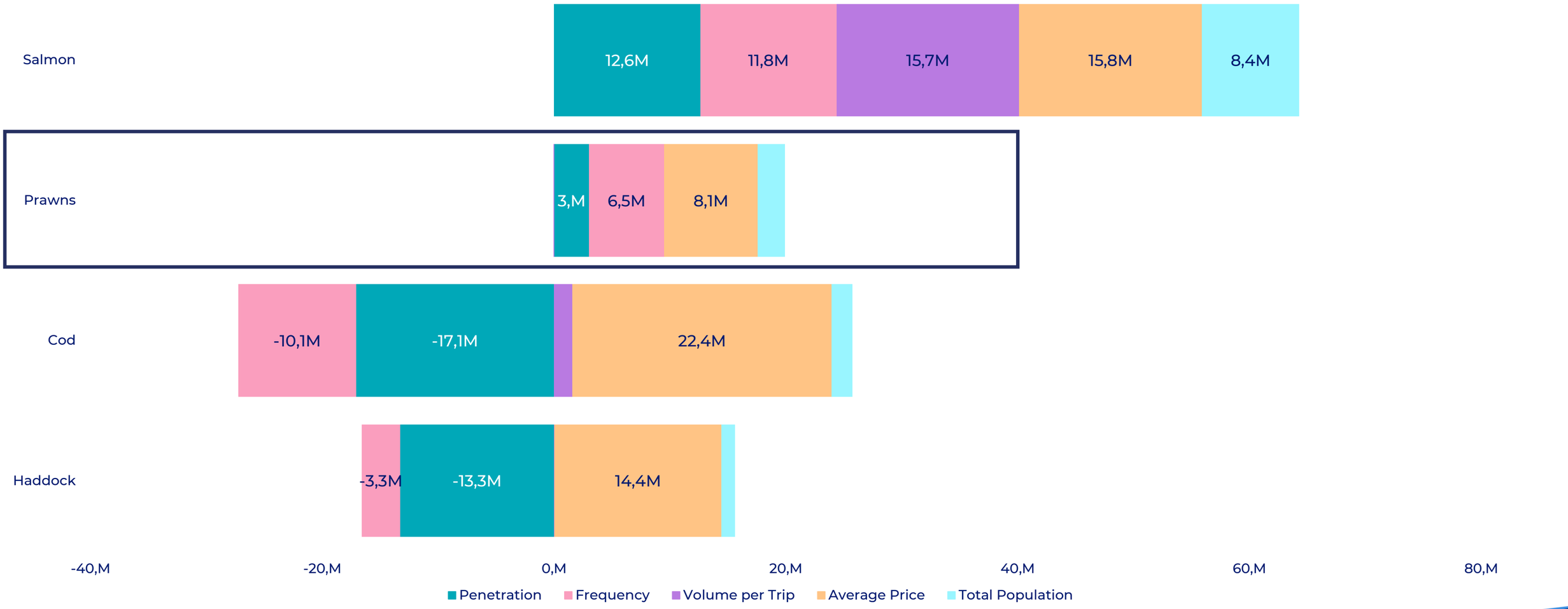
£14.45/kg

+13% YoY

Source:- Kantar YTD October 2026

Prawn growth driven by more shoppers with higher frequency and less reliance on price

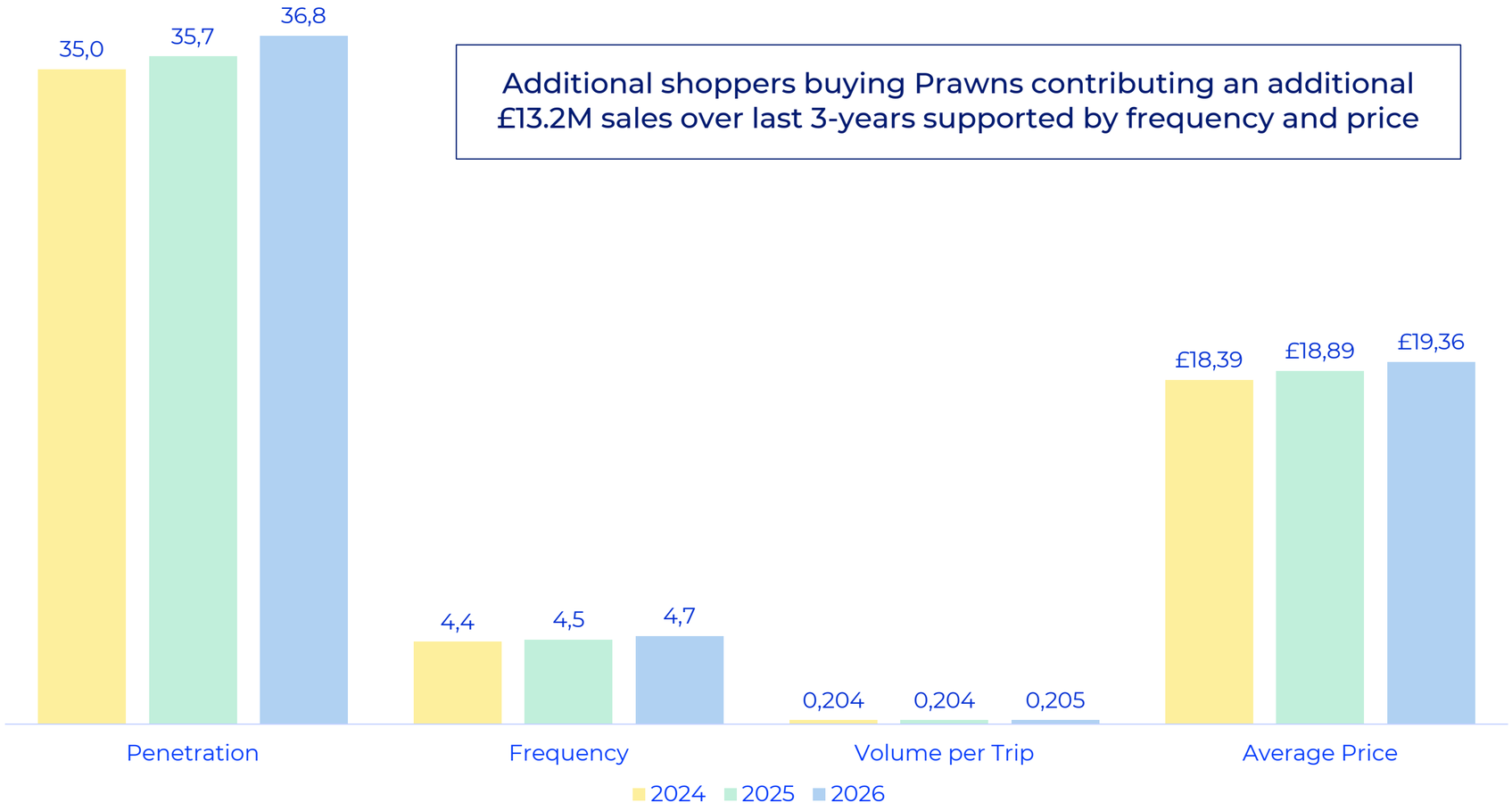
Fresh + Chilled Fish – KPIs – Top Species – YTD October 2026



Source:- Kantar YTD October 2026

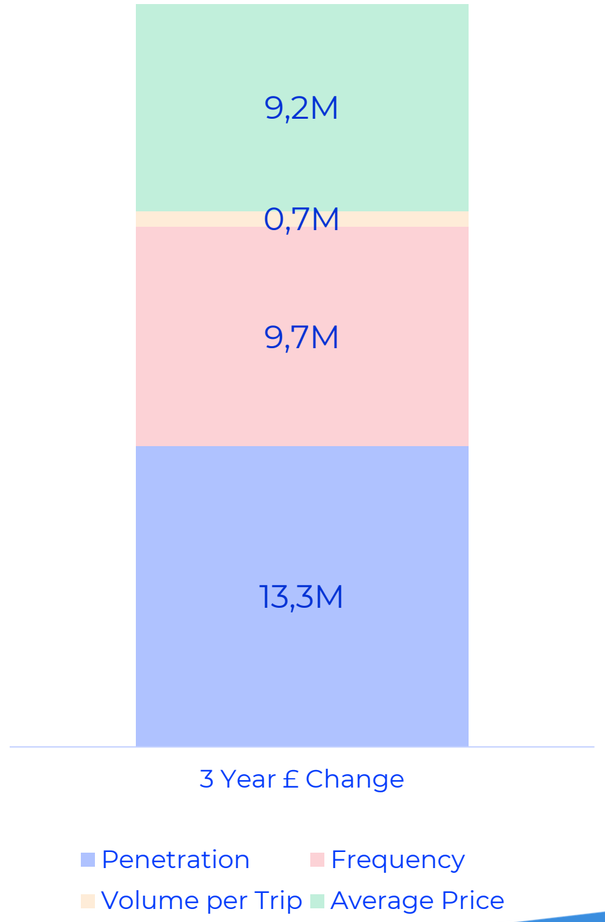
Chilled prawns attracting more shoppers despite higher prices

Chilled Prawns Key Measures Performance



Additional shoppers buying Prawns contributing an additional £13.2M sales over last 3-years supported by frequency and price

Total Prawns Key Measures Drivers (£)

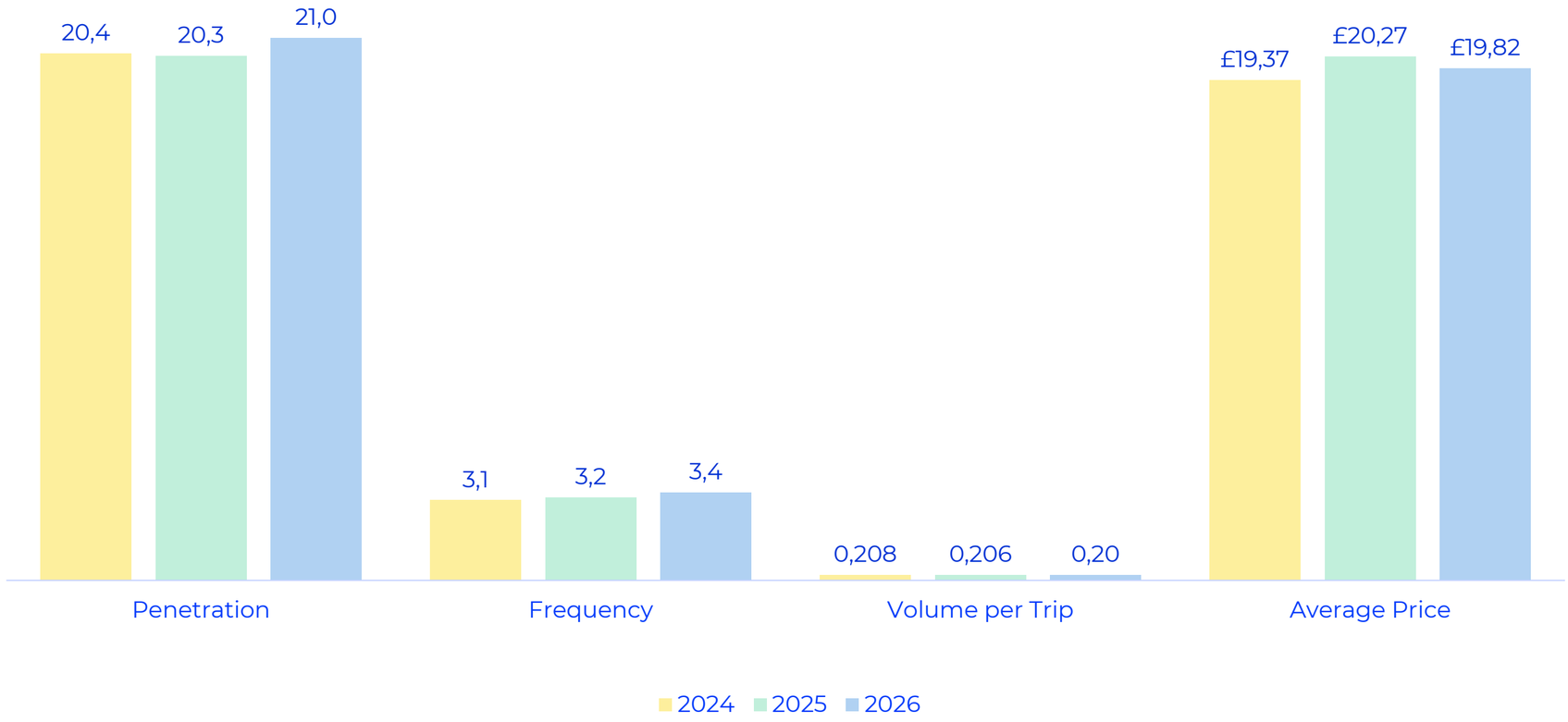


Source:- Kantar YTD October 2026

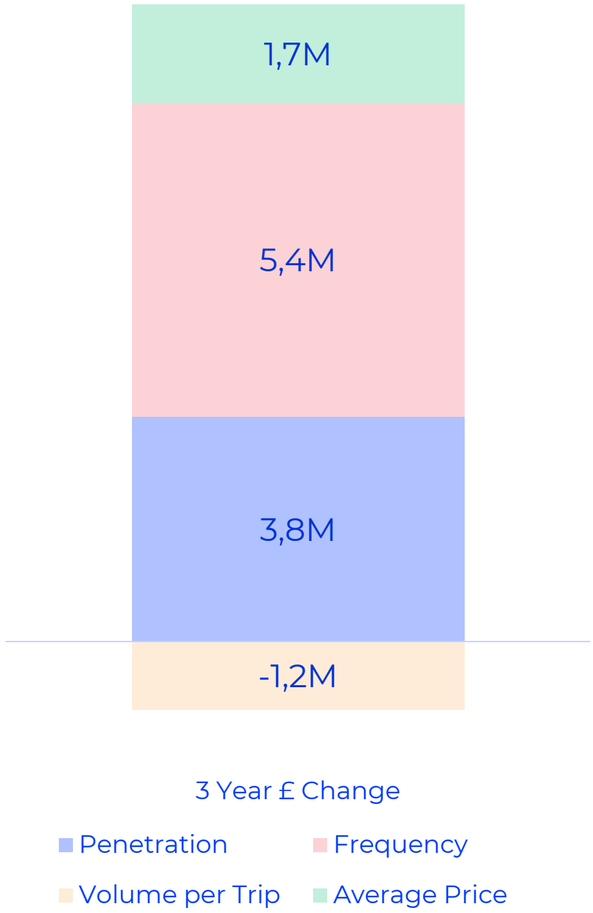
Combination of shoppers visiting fixture more and new shoppers helping to drive Warm Water Prawns

WW Prawns Key Measures Performance

Shopper frequency has added £5.4M over the last 3 years to warm water prawns' growth but volume bought per trip has fallen



WW Prawns Key Measures Drivers (£)

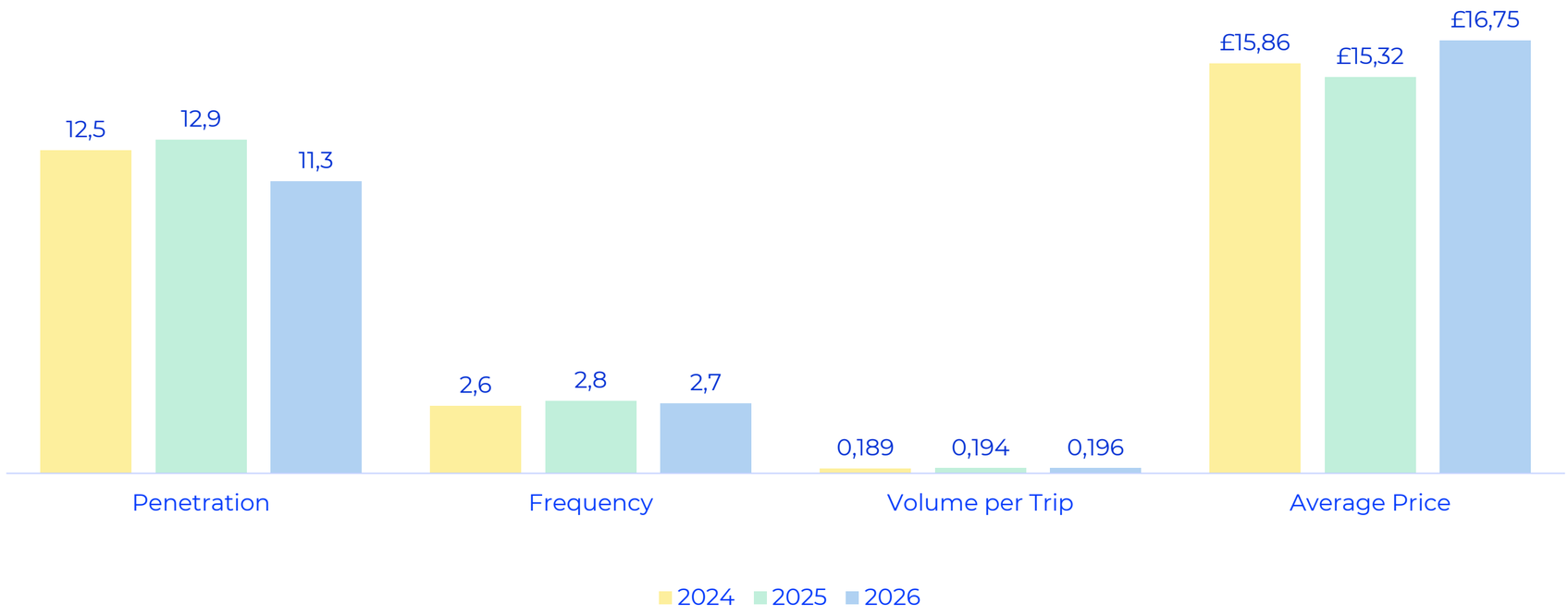


Source:- Kantar YTD October 2026

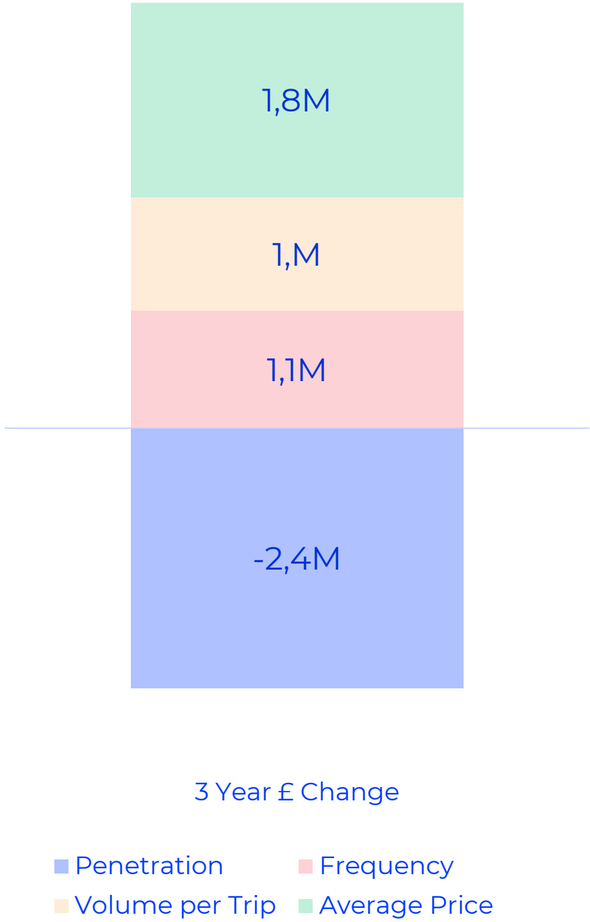
Rising Cold Water Prawn prices has resulted in shoppers leaving the product

CW Prawns Key Measures Performance

Price is the key growth driver in Cold Water Prawns adding an additional £1.8 M to the sector, but as a result less shoppers are buying

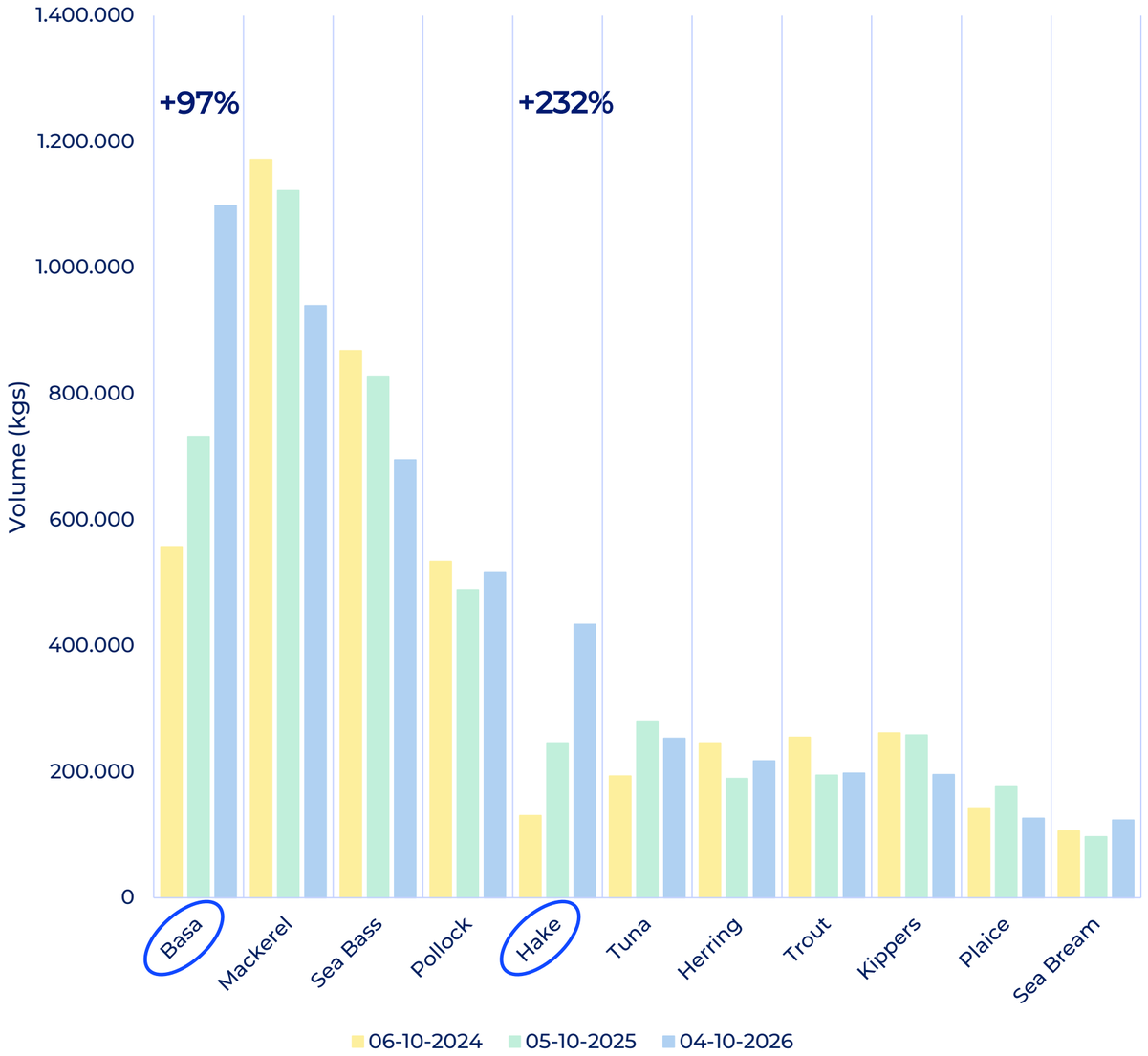


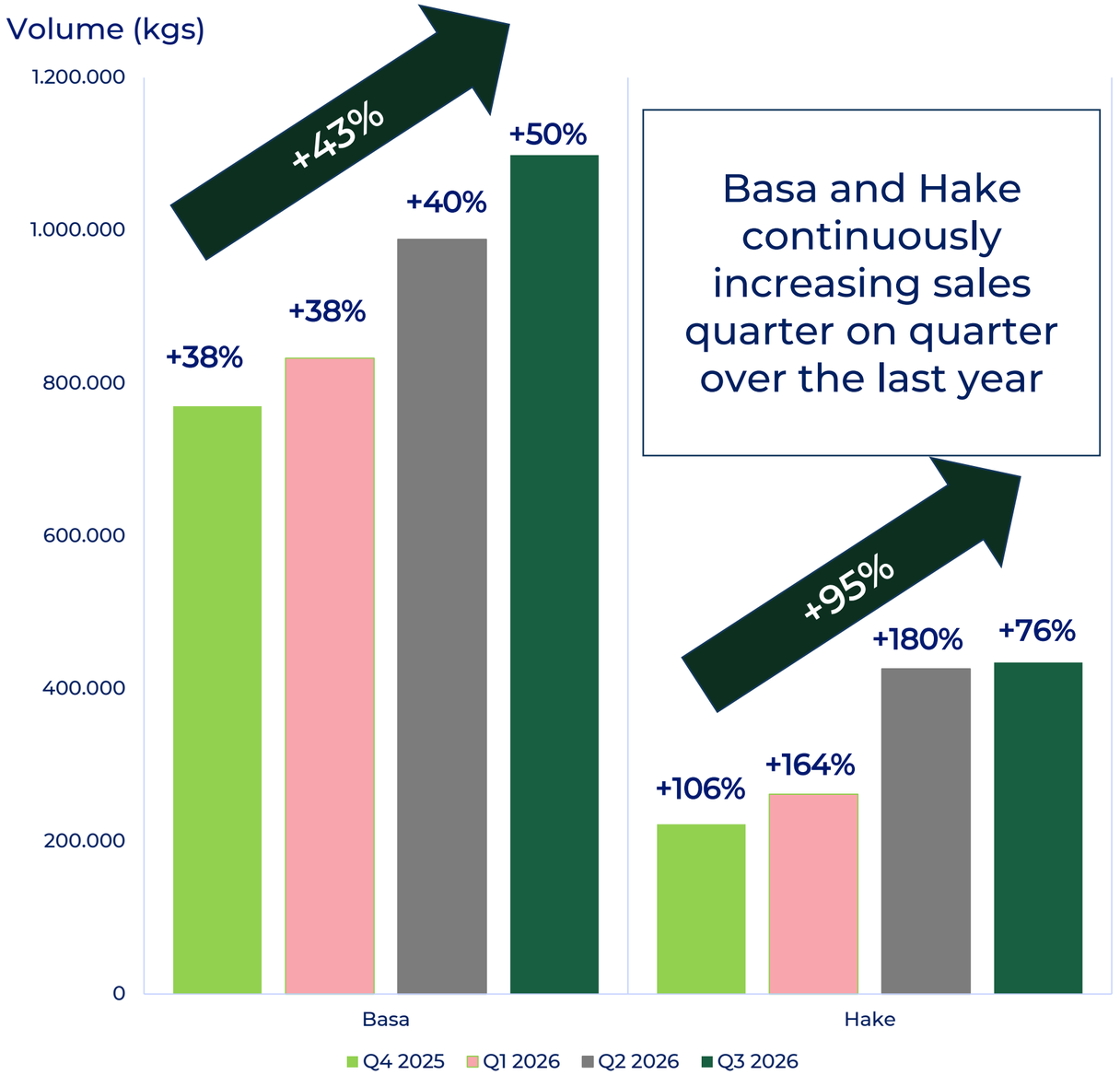
CW Prawns Key Measures Drivers (£)



Source:- Kantar YTD October 2026

Basa and Hake products have seen significant growth over last 3 years





Hake & Basa growth driven by existing in more fish sub-sectors

HAKE









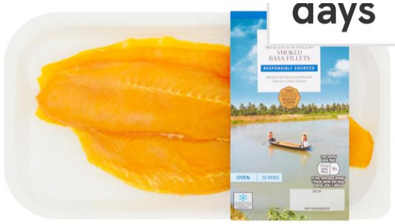






BASA





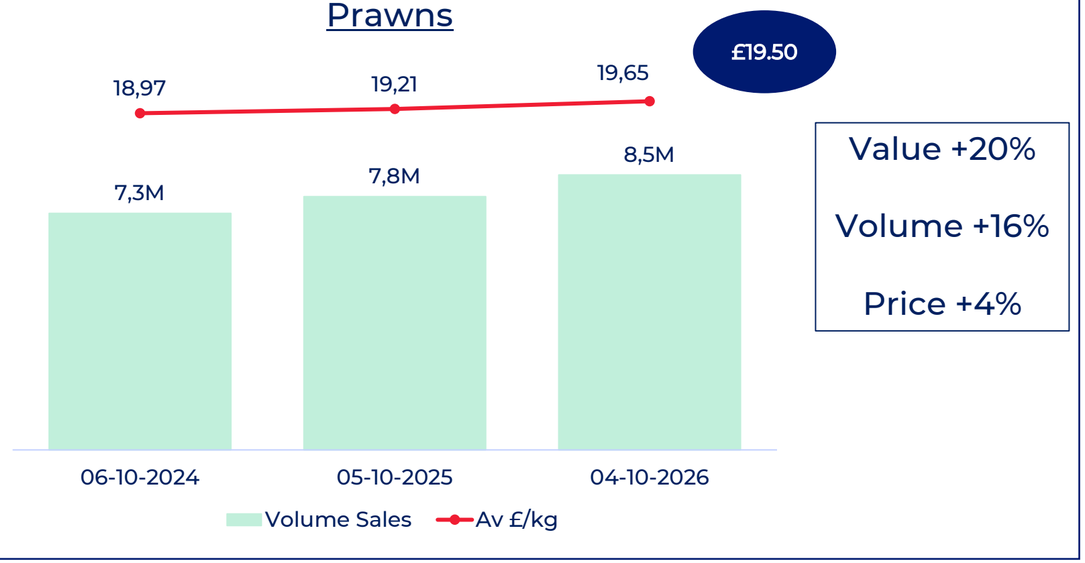






In comparisons with other leading chilled fish sectors, the price gap between Prawns & Salmon vs Beef & Lamb continues to close

Prawns

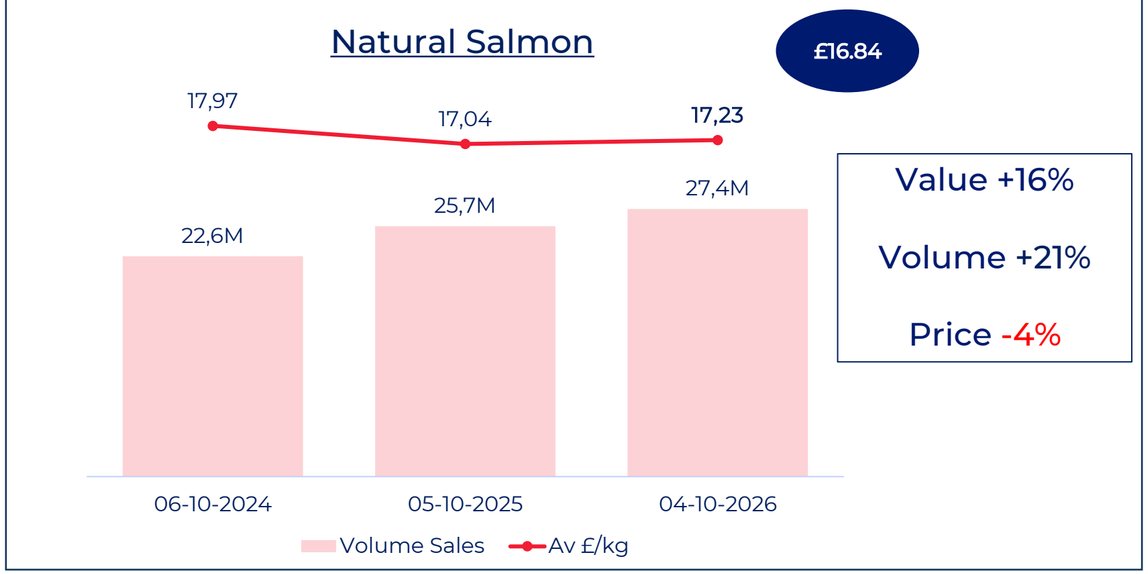


Value +20%

Volume +16%

Price +4%

Natural Salmon

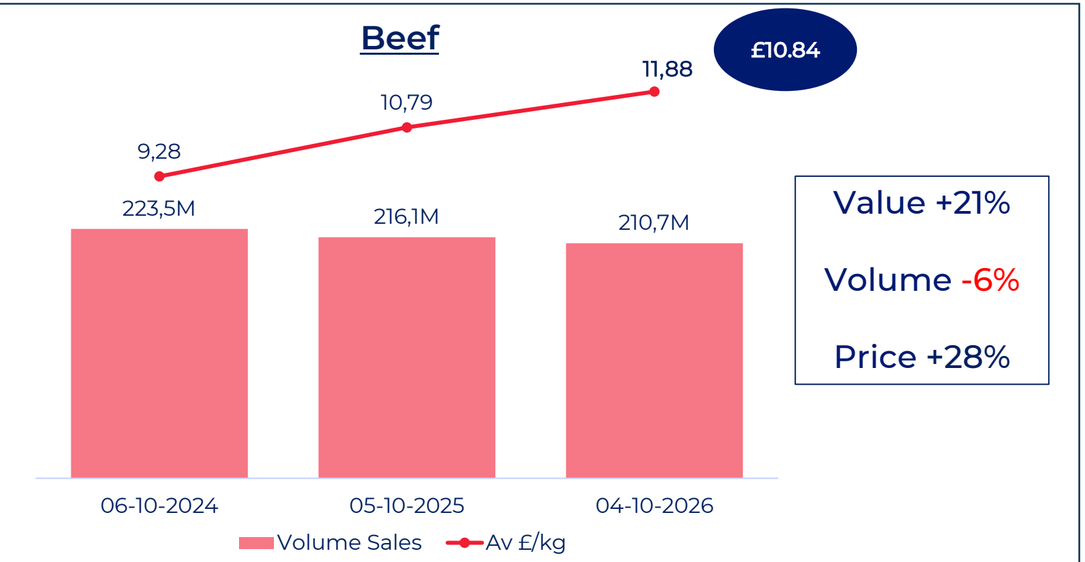


Value +16%

Volume +21%

Price -4%

Beef

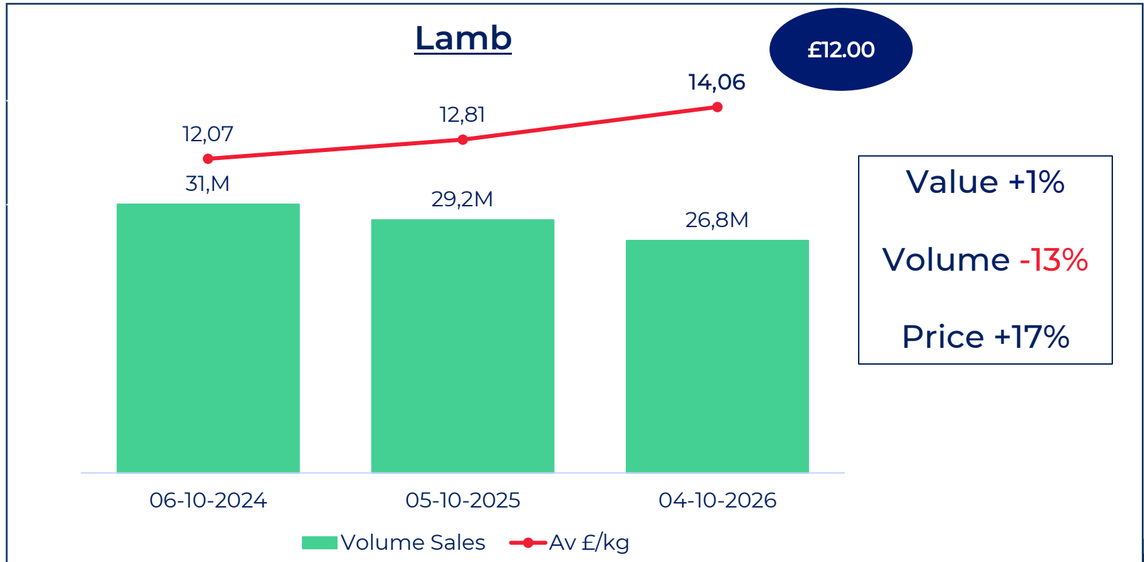


Value +21%

Volume -6%

Price +28%

Lamb



Value +1%

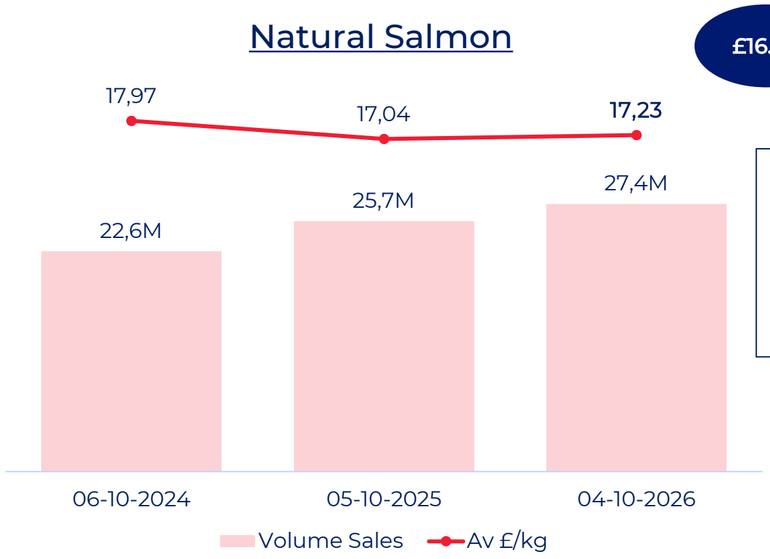
Volume -13%

Price +17%

Source:- Kantar YTD Oct 26

Natural Salmon & Prawn pricing has now fallen behind Cod & Haddock where volumes have declined as prices have risen

Natural Salmon

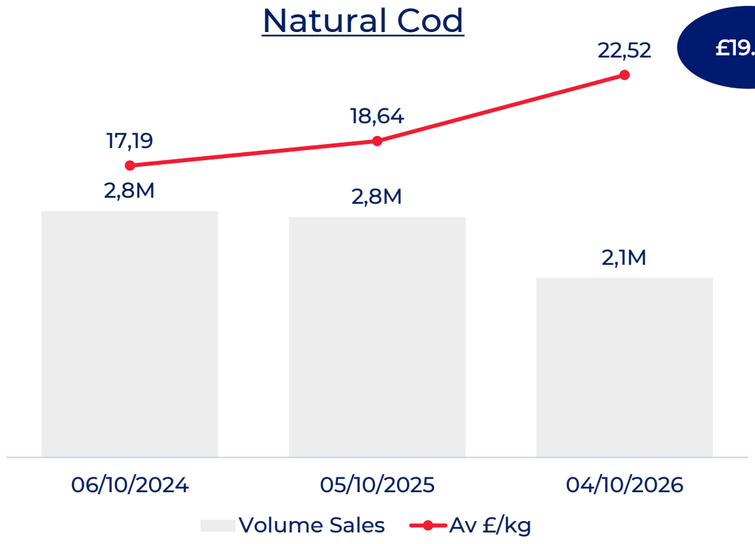


Value +16%

Volume +21%

Price -4%

Natural Cod

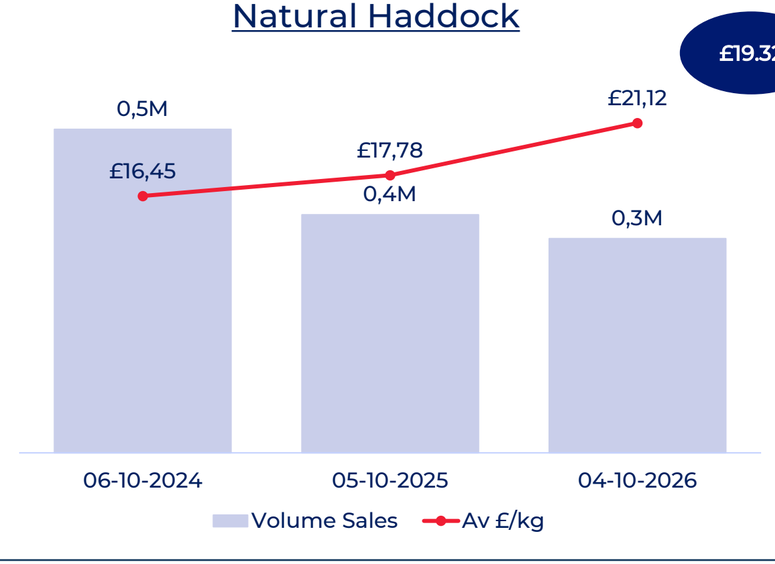


Value -4%

Volume -27%

Price +31%

Natural Haddock

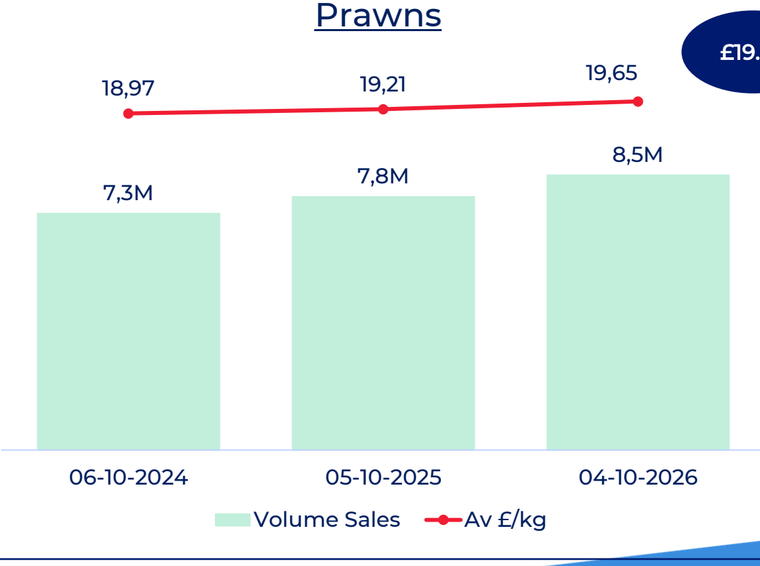


Value -5%

Volume -34%

Price +43%

Prawns



Value +20%

Volume +16%

Price +4%

Source:- Kantar YTD Oct 26

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THANK YOU