

## Canon Marketing Japan Invests in SAKANA Dream Inc., a Leader in the Development of Novel Farmed Fish through Innovative Breeding Technologies

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, “Canon MJ”) has invested in SAKANA Dream Inc. (hereinafter “Sakana Dream”) through Canon Marketing Japan MIRAI Fund, a corporate venture capital (CVC) fund, embarking on as a partnership that combines Sakana Dream’s groundbreaking breeding technology with its imaging and IT technology, as well as AI technologies advanced through open innovation. The partnership aims to enhance the value of aquaculture and promote the sustainability of Japan’s fisheries industry.



Guided by its philosophy of “Develop and Deliver the World’s Most Delicious Fish,” Sakana Dream selects rare and flavorful fish from over 4,000 species inhabiting Japan’s coastal waters—many of which are not widely available in the market. Leveraging the selective breeding technologies originating from the Tokyo University of Marine Science and Technology, the company advances the development and mass-production of new farmed fish varieties.

Japan’s fisheries industry faces pressing challenges, including declining wild fish stocks, labor shortages, and the commoditization\*1 of major farmed fish. Sakana Dream addresses these issues by dramatically reducing cultivation time and costs through advanced breeding technologies, enabling a stable and scalable supply of rare, high-quality fish.

The company’s first commercial product, Yume Aji —the world’s first farmed fish bred from a rare jack mackerel “Kaiwari” and “Kin-Aji” from Minamiboso—has earned high praise for its flavor, said to rival that of the finest wild-caught fish. It is featured on the menus of Michelin-starred restaurants and has gained strong recognition in the market.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach.

Canon Marketing Japan MIRAI Fund identifies emerging industries—Creating new industries using innovative technologies that solve social issues—as a key focus area for investment.

Canon MJ participated in funding Sakana Dream, recognizing not only the company’s advanced breeding technologies, which have the potential to bring new value to Japan’s fisheries industry and contribute to a sustainable global food supply, but also the management team’s clear vision and strong execution capabilities.

Through this investment, Canon MJ will integrate Sakana Dream’s breeding technology with its imaging and IT technology, as well as AI technologies it is advancing through open innovation. Together, the

partners aim to enhance the value of aquaculture, preserve Japan's rich food culture, and promote its appeal globally—working toward the realization of a sustainable society.

※1. A market condition in which the key farmed fish species exhibit little differentiation, resulting in uniform quality and pricing across the industry.

■ Overview of SAKANA Dream Inc.

Company name	SAKANA Dream Inc.
Established	July 2023
Location	Tateyama-shi, Chiba, Japan
Representative	Shun Hosoya
Description of business	Development, production, and sales of new farmed fish
URL	<a href="https://sakana-dream.com/">https://sakana-dream.com/</a>