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East Coast Innovation Launches the SmoothMove, World's First Purpose-built Fish Loading Device *operational efficiencies while improving fish welfare*

**St. Andrews NB, Canada
July 7, 2026**

Farmers and operators have a new tool to move large populations of fish quickly and safely using the SmoothMove, the world's first purpose-built fish loading device.

East Coast Innovation's patent-pending SmoothMove has been validated during multiple commercial harvests onboard a Napier harvest vessel in Norway and is now in permanent and full-time operation.

The SmoothMove 400 has been producing consistent results with no operational downtime since it went into permanent operation onboard a Napier harvest vessel on 28 January 2026. Over 4 million kgs of salmon were loaded for harvest in a single month using the SmoothMove. The farmers and operators are achieving repeatable, reliable results, demonstrating clear advantages of using this new technology.

"Throughout the test period with SmoothMove, we have seen positive aspects related to fish behavior. Fish are calm throughout the process, making loading operations efficient, says Napier's COO Kåre Andreas Cederström"

East Coast Innovation's CEO Joel Halse explains: *"The SmoothMove fish loading device was precision engineered to improve the critical interface between the fish population and the fish pumping system during transfers. Using the SmoothMove, we are able to load fish at lower densities and at a more consistent, desired rate. When the fish are kept in a calm state, it makes it faster and easier for farm and vessel crews to move the population. With the SmoothMove, we aim to transform all crowding events into safe handling events by eliminating the population's exposure to risk."*

After six years of research, millions of dollars of investment, continuous observation of fish behavior, and the development of numerous prototypes - including early trials in New Brunswick, Canada and Scotland - Halse says that by the fall of 2025 the SmoothMove

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was producing strong results onboard the Norwegian Gannet. When HavLine, the operator of the Gannet, ended operations at the close of 2025, ECI sought out partners willing to lead the next phase and bring the technology into full-time commercial operation.

“We are especially grateful to Napier, Mowi and their crews for taking an industry leadership role by supporting the validation trials and working together to bring the world’s first fish loading device into fulltime operation for harvests in Norway. We are pleased to have signed our first contract for the SmoothMove.”

A significant initial data set was collected and analyzed showing positive impacts on fish health when using the SmoothMove. Ongoing testing by fish health professionals will continue to expand understanding of those benefits.

At East Coast Innovation, the team is thrilled to see a user-friendly tool now operating full time, helping farmers and operators keep their fish calm and safe during transfers. Finding a practical solution for this critical stage of fish handling was never guaranteed. Today, the SmoothMove fish loading device has demonstrated its ability to improve efficiency while supporting the safe loading of fish around the world.



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East Coast Innovation is a lean, dynamic global innovation corporation based in New Brunswick, Canada developing technologies for the global aquaculture sector.

CEO Joel Halse' relentless pursuit of efficiency became a personal obsession after 10 years of working as an engineer in various aquaculture operations in Canada, South America and the United States. Through these experiences, he developed a deep interest in fish behavior and recognized the need for new solutions to improve fish handling and welfare.

In 2020, Joel incorporated East Coast Innovation with the vision of creating a one-stop shop for solving complex industry challenges. Today, ECI brings together engineers, scientists, artists, manufacturing and business specialists who manage the full innovation process – from design and manufacturing to testing and validation.

Fish behavior provides the foundation of the company's work. At every step, the team observes and responds to the needs of the fish, with fish welfare at the center of its innovations.



NAPIER

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Through solid seamanship, high biological and process competence, and a commitment to continuous innovation and development, Napier safeguards customers' assets—all the way from cage to slaughterhouse. After starting as a wellboat operator in 1995, Napier became Norway's first pure harvest vessel company in 2008. The company is today the world's leading player in this market, with seven harvest vessels all operating on long-term contracts for Norwegian fish farmers, including one newbuild under construction in Spain. The shipping company has around 130 employees and headquarters in Bømlo.

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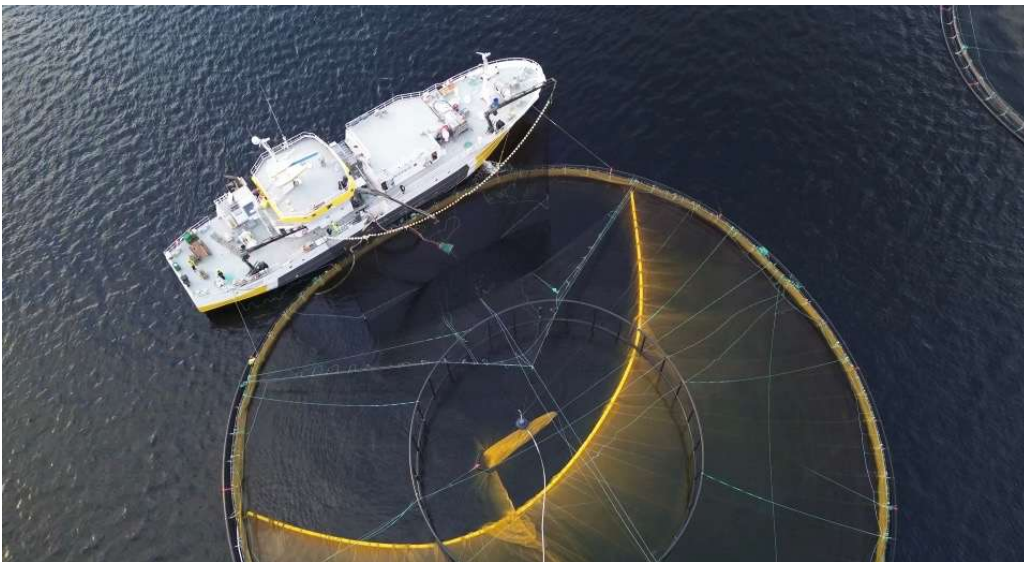


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Photo (above): SmoothMove deployment, surface view
Photo (below): SmoothMove deployment, aerial view



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