

An aerial photograph of a vast, white, crystalline salt flat under a clear blue sky. A yellow target graphic with concentric circles and tick marks is superimposed on a smaller, more defined pile of salt in the upper right quadrant. The background shows the intricate, cracked patterns of the larger salt flat.

ATLAS SALT

The Great Atlantic Salt Project

An editorial partnership with



TSX VENTURE: SALT | OTCQX: SALQF | FRANKFURT: 9D00

A MESSAGE FROM THE CEO

WHY ATLAS SALT MATTERS NOW

Salt plays an essential role in everyday life. It supports safer roads in winter, water treatment, industrial processing, and food systems across North America.

Yet the market it serves is often overlooked, even as reliable supply remains critical to public safety, infrastructure, and economic activity. We believe that dynamic creates a compelling opportunity for Atlas Salt and for investors seeking exposure to an essential materials project with long-term relevance.

Atlas Salt is advancing the Great Atlantic Salt Project, a world-class, high-purity deposit strategically located on the west coast of the island of Newfoundland, with direct access to deepwater port infrastructure and close proximity to the import-dependent North American market.

What gives us confidence is the strength and simplicity of our vision: a modern, low-cost, and scalable underground salt mine designed to serve growing long-term demand in key eastern North American markets.

Great Atlantic would be the first new underground salt operation in North America in nearly three decades. Its homogeneous resource reduces geological and development risk, while its simple process, mine, crush, screen, and load, avoids the complexity common to many traditional mining projects.

We invite you to review the opportunity, the market, and the strategic advantages that position Atlas Salt to help shape the future of North American salt supply.

— **Nolan K. Peterson**, MBA, CFA, P.Eng
Chief Executive Officer, Atlas Salt Inc

TSX Venture: SALT | OTCQX: SALQF | Frankfurt: 9D00

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5,000+ YEARS OF SALT

THE MINERAL THAT BUILT CIVILIZATION

5,000 years of evidence, from Ancient Egypt and China's first brine wells to North American highways, shows that salt is one of the world's most enduring essential commodities.

Over the millennia, salt has become ingrained in our language with words like salary, salad, sausage, and sauce all traced back to salt.

1 ANCIENT ERA

3000-200 BCE
First salt harvesting in China and Egypt.

By 252 BC, workers in China are drilling brine wells more than 300 feet deep. By 200 AD, China is using natural gas to process salt.

700-450 BCE
Celtic salt producers introduce cured ham to Western food culture.

2 CLASSICAL ERA

C.200 BCE
Roman salt use shapes language: "salary" and "salad".

9TH-11TH CENTURY
Salt chemistry helps lead to gunpowder.

875-1400
Salt cod supports ocean exploration.

Salt-preserved cod becomes a key food supply for long Atlantic voyages.

3 MEDIEVAL & EARLY MODERN ERA

13TH CENTURY
Venice and the Hapsburgs capitalize on salt for political power.

14TH CENTURY
Salted food becomes essential to feed armies.

4 THE INDUSTRIAL AGE

1830'S
Canning reduces salt's role in food preservation.

1807
Sodium is first isolated, laying foundation for modern chemistry.



1901
Spindletop launches the oil age.

Drillers hit oil at Spindletop, Texas, after drilling into a salt dome. The discovery helps launch the modern petroleum industry.



5 20TH CENTURY & MODERN MARKET

1910
Refrigeration further weakens salt preservation demand.

APRIL 1930
Gandhi's Salt March.

Gandhi breaks British salt laws at Dandi, Gujarat. The protest becomes a major moment in India's independence movement.



MID-20TH CENTURY
Iodized salt becomes a public health tool.

20TH CENTURY-PRESENT
Salt caverns are used for the U.S. Strategic Petroleum Reserve.

PRESENT DAY
Road de-icing is salt's largest modern market.

Salt has been in demand for 5,000 years and has more than 14,000 documented uses. Today, it remains essential to North American road de-icing, a recurring, government-funded infrastructure market with few scalable substitutes.

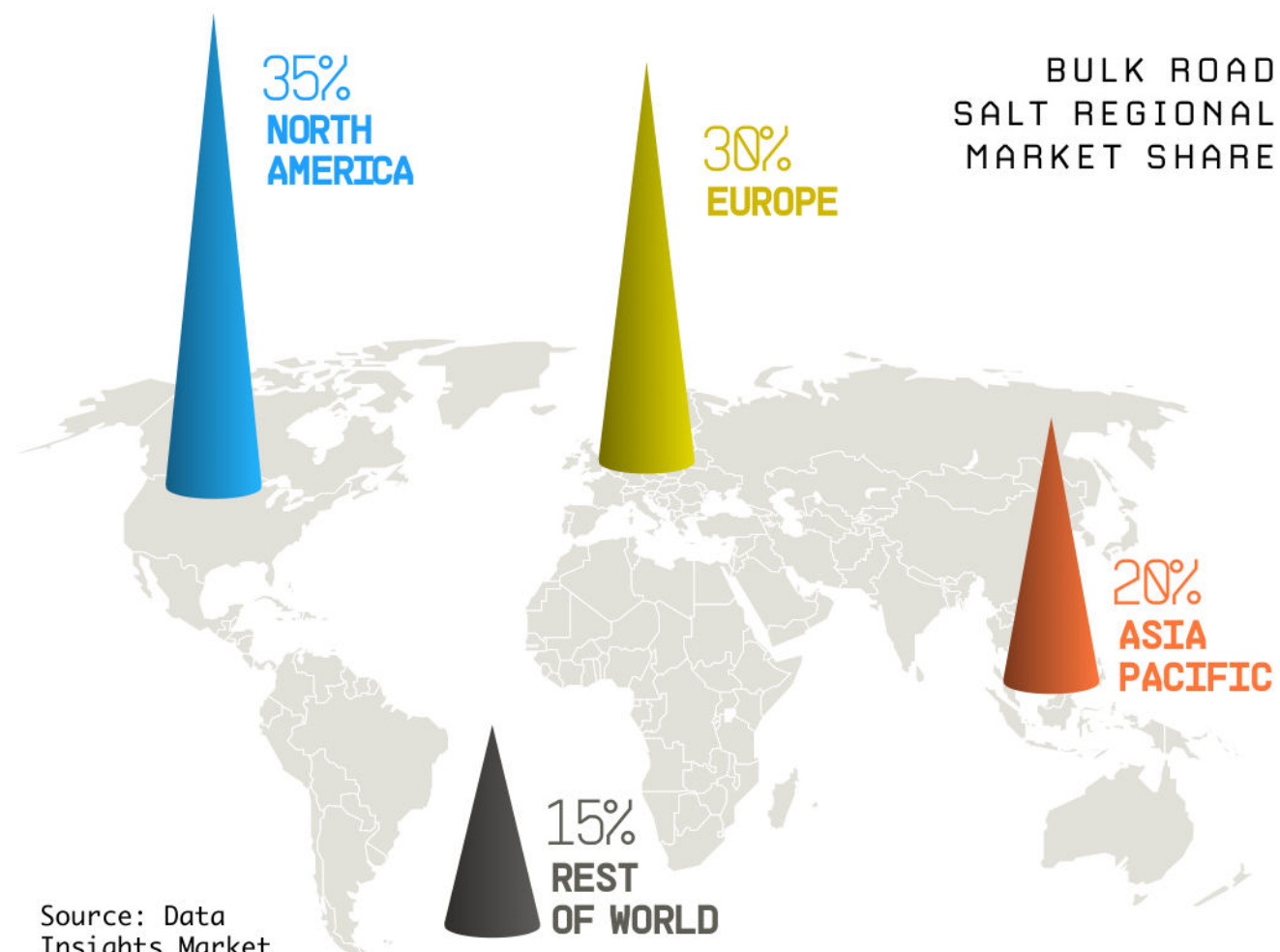
WHERE SALT MATTERS MOST

THE LARGEST ROAD SALT MARKET IS CLOSE TO HOME

North America accounts for 35% of global road salt demand, making it the single largest regional market.

For a bulky, freight-sensitive commodity like salt, the best market is not simply the biggest one. It is the biggest one you can serve reliably, repeatedly, and at an attractive delivered cost.

With its strategic location in Newfoundland, Atlas Salt's Great Atlantic Salt deposit has immediate market access to winter-exposed infrastructure and dense end-markets across the eastern seaboard.



North American salt demand is built on activities that do not stop when supply and demand dynamics shift: safe roads, clean water, industrial processing, and food preservation.

Salt's core target markets total roughly CAD \$4.1 billion, led by road de-icing and reinforced by commercial, chemical, and food demand.

For investors, that mix matters because it makes salt a diversified, recession-resilient commodity.

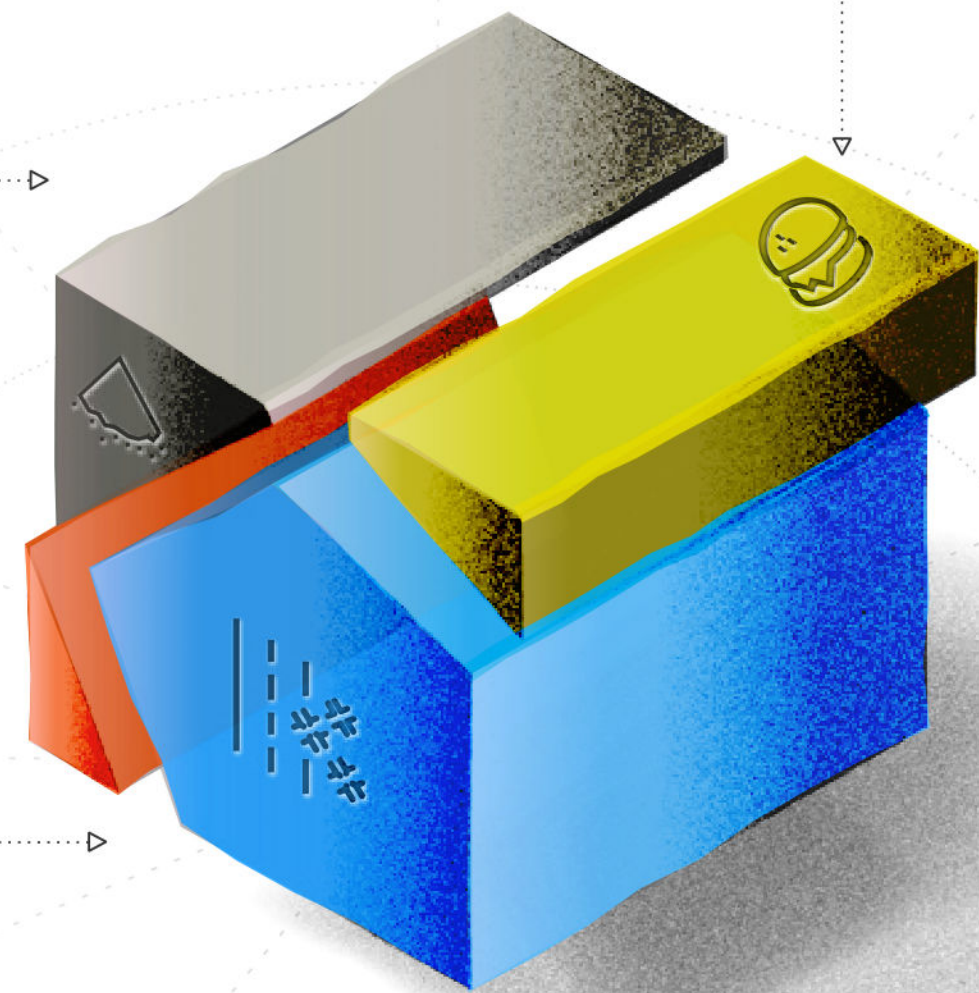
ATLAS SALT'S TARGET MARKETS

\$300M
FOOD INDUSTRY
Food processing;
Baking industry;
Condiments & preservatives

\$720M
COMMERCIAL SALT
Water treatment;
Drilling fluids; Animal feed; Infusion/dialysis solutions; Pharmaceuticals; Preserving of fish

\$220M
CHEMICAL USE
Chlorine manufacturing; PVC plastics

\$2,900M
ROAD DE-ICING
Road de-icing represents roughly **70% of the total salt** market opportunity.



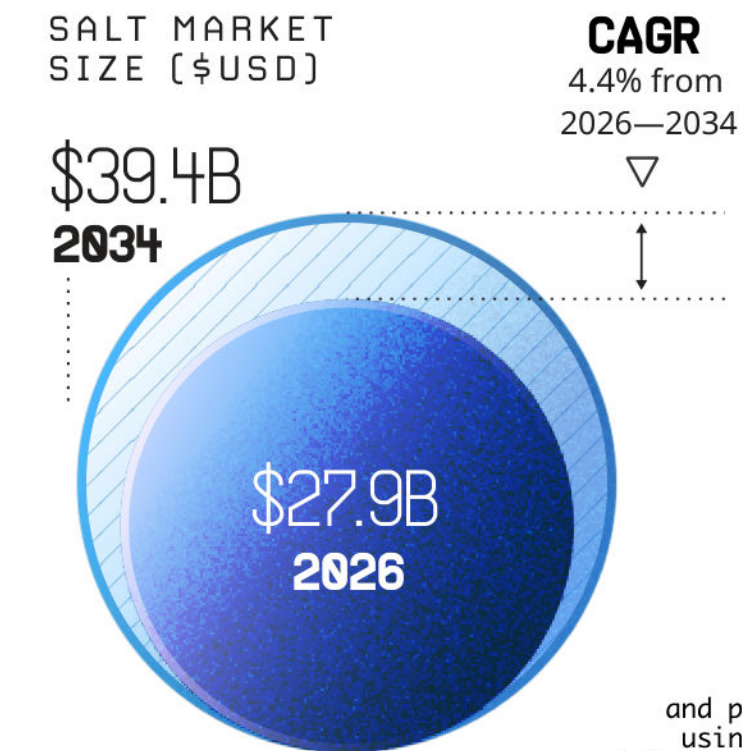
Source: Atlas Salt

NORTH AMERICA'S

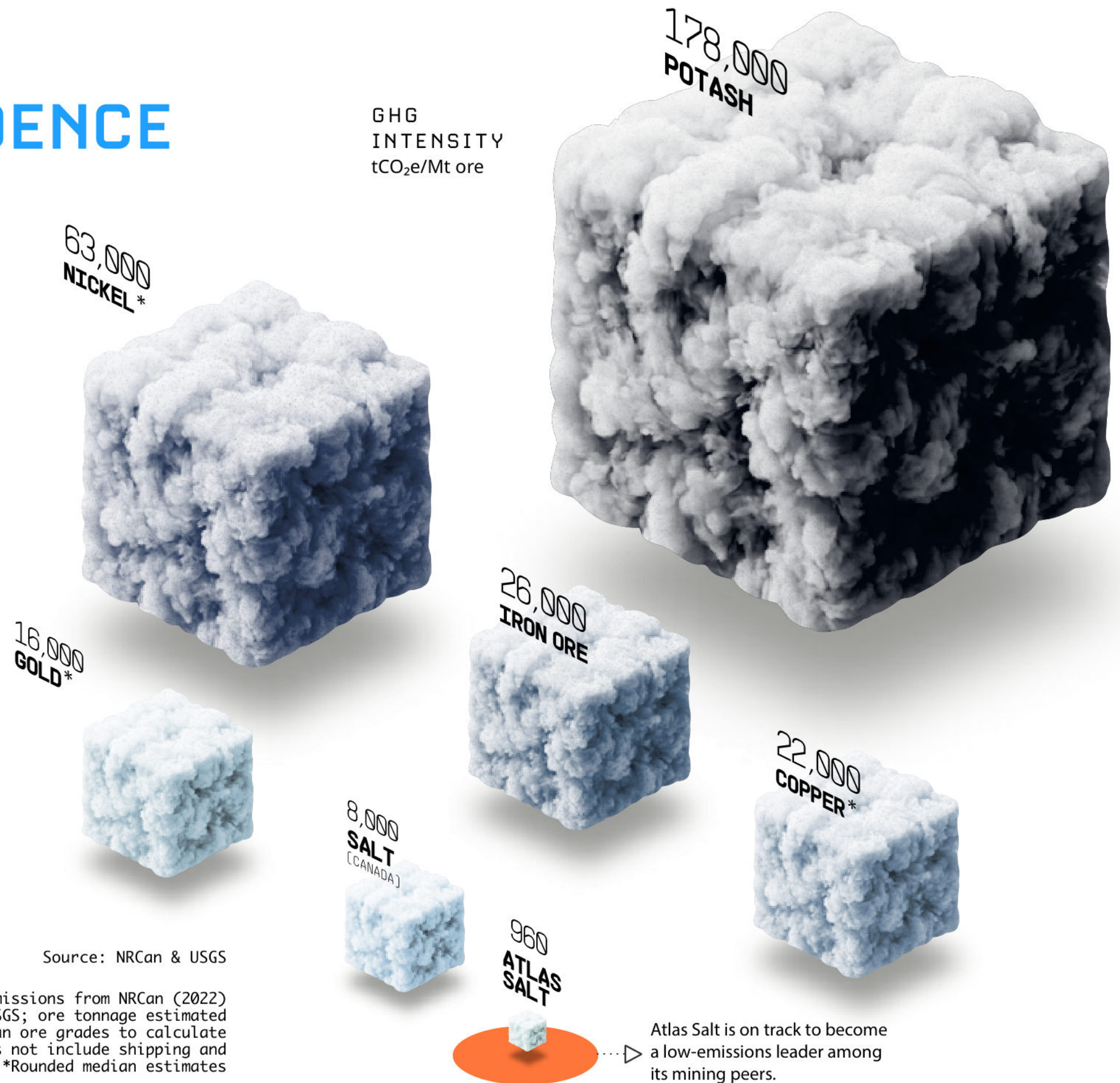
GROWING DEPENDENCE ON IMPORTED ROAD SALT

From 2019 to 2023, the U.S. imported an average of 17.2 Mt of salt annually, underscoring steady demand. By 2034, the salt market is projected to add roughly USD \$11.48B in value.

Mining emissions vary widely, and salt is already lower intensity than many commodities. Atlas Salt stands out further, with projected intensity of 960 tCO₂e/Mt ore versus the Canadian salt median of 8,000.



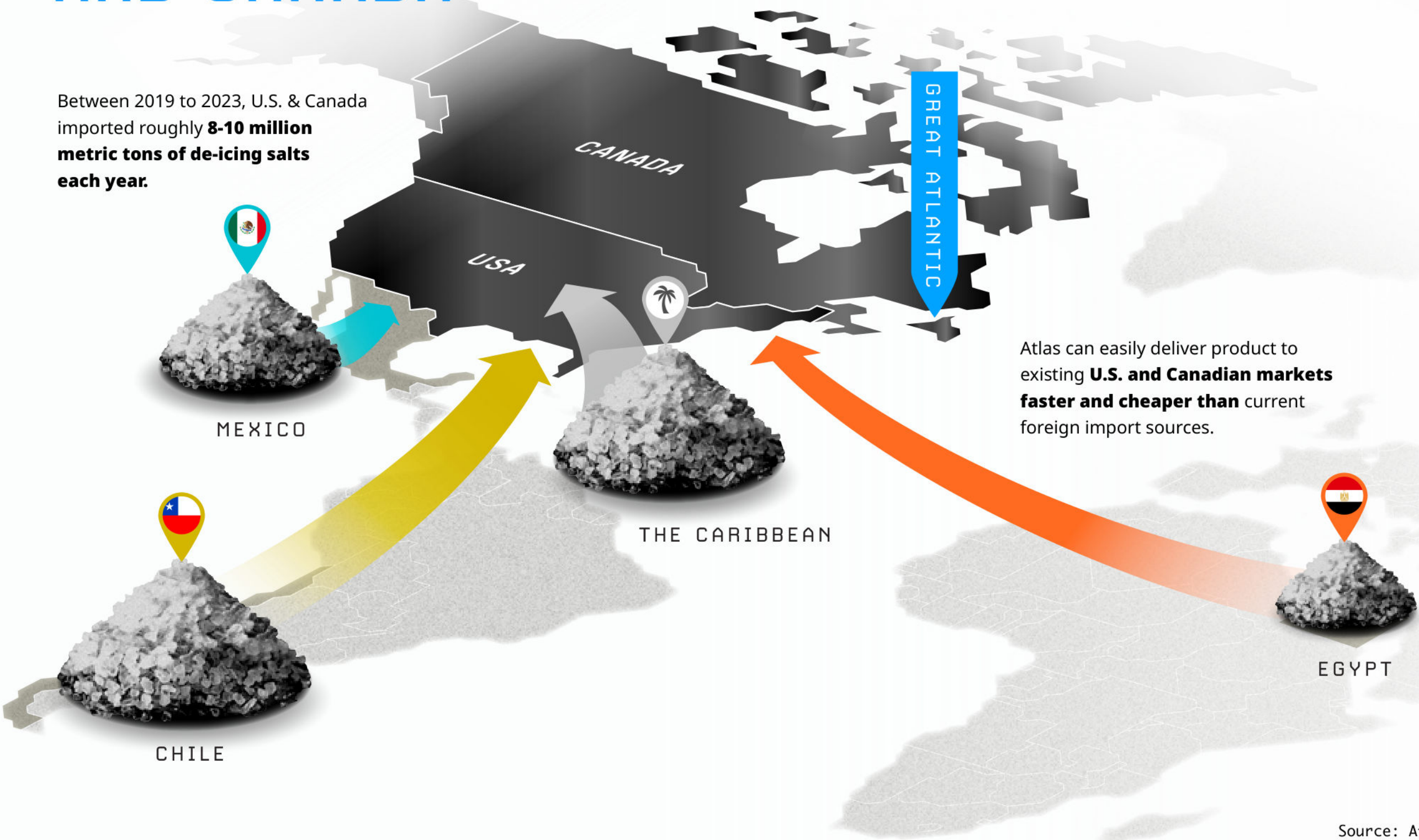
Source: Fortune Business Insights



SALT IMPORTS

TO THE U.S. AND CANADA

Between 2019 to 2023, U.S. & Canada imported roughly **8-10 million metric tons of de-icing salts each year.**



For Atlas, the consistent salt supply deficit of the U.S. and Canada has clear implications.

Rather than opening new trade lanes, Great Atlantic can take advantage of direct access to East Coast demand centers, offsetting current supply routes from countries like Chile, Mexico, Egypt, and beyond.

BENCHMARKING GREAT ATLANTIC

SHALLOW DEPTH. SERIOUS SCALE.

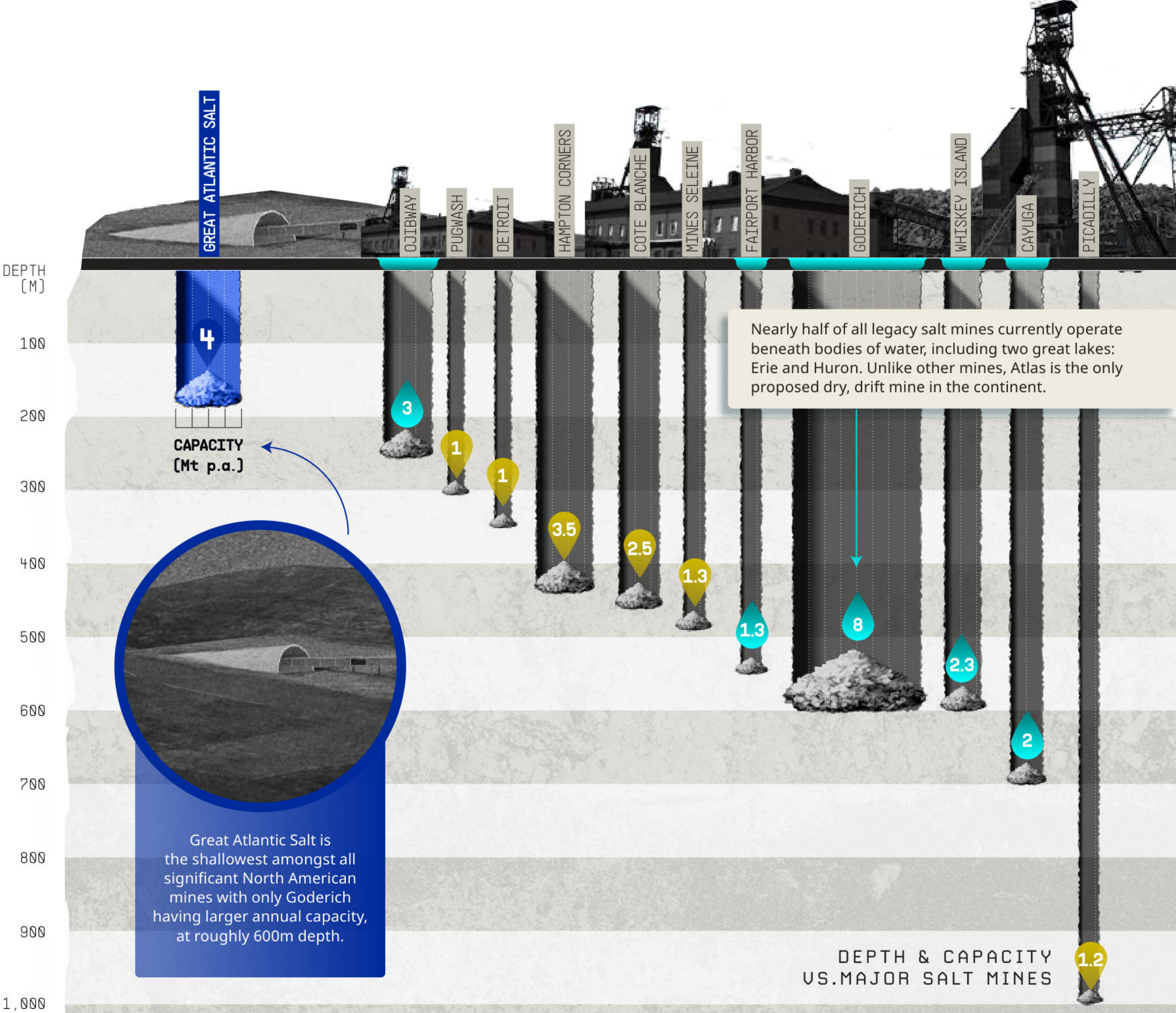
The Great Atlantic Salt project occupies rare ground in the North American peer group.

Mine depth influences economics via development complexity, access, and underground logistics. Capacity determines whether an asset can be strategically relevant to large customers.

Many mines offer just one advantage while Great Atlantic Salt project offers both.

An annual capacity of 4 Mtpa, once fully ramped up, from roughly 180 m depth, strengthens the case for a durable competitive position in a supply-short market.

Source: Atlas Salt



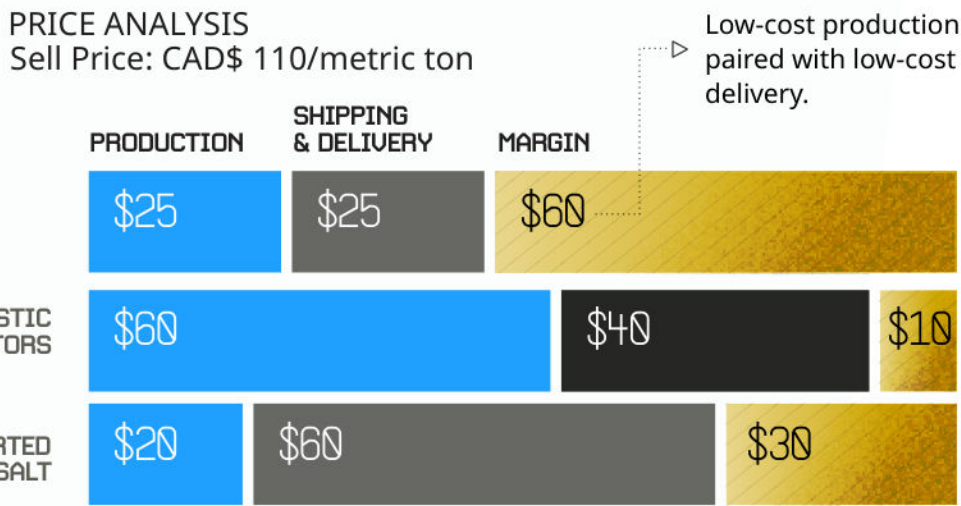
ATLAS SALT

THE ADVANTAGE IN DELIVERED COST

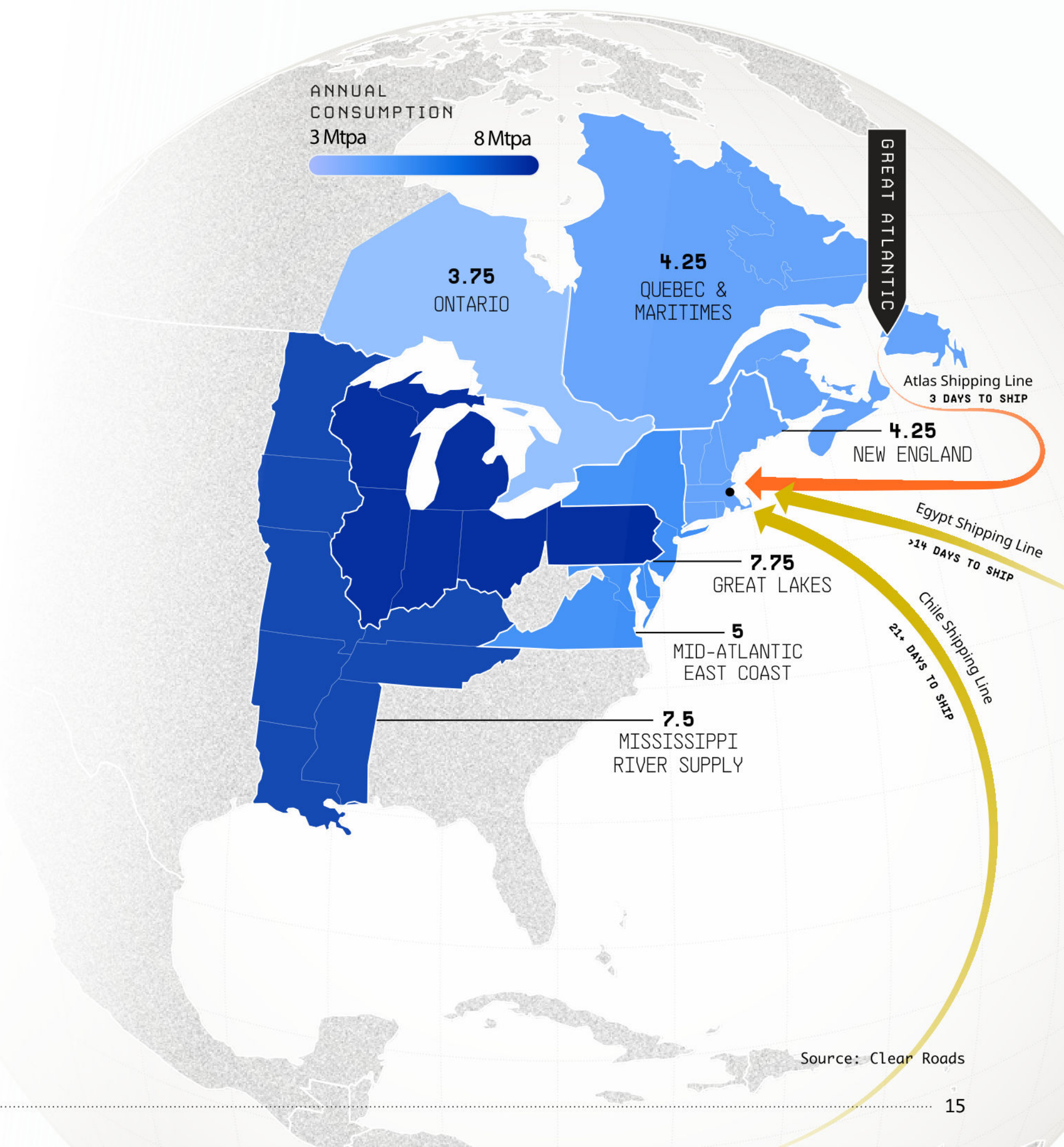
Great Atlantic is uniquely positioned to serve high-demand U.S. and Canadian East Coast de-icing salt markets with a faster, lower-cost, and lower-carbon supply route.

While domestic competitors are limited by trucking distance and foreign imports can take more than three weeks from Chile or Egypt, Great Atlantic can reach Boston in less than three days. This means secure supply and strong economics where it matters most.

ATLAS SALT PRICE COMPARISON



Source: Estimates based on Atlas Salt market research.



Source: Clear Roads



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