

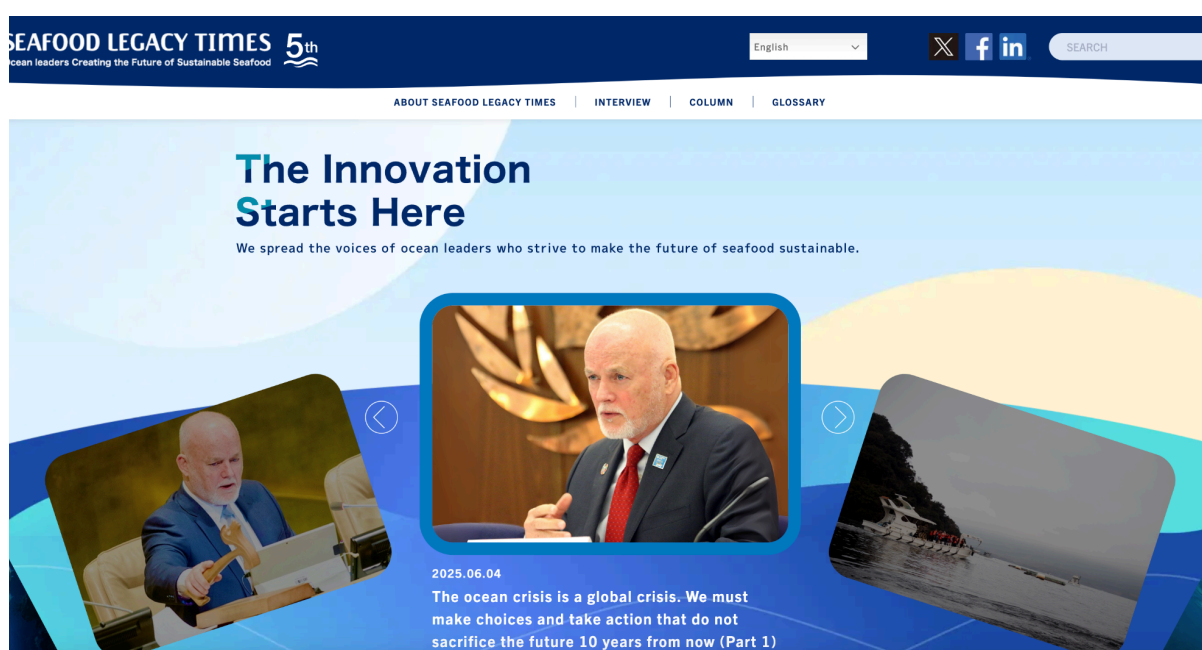
Press Release

July 2th, 2025

Seafood Legacy Co., Ltd.

Seafood Legacy Times Website Gets a Fresh New Look on Its 5th Anniversary: Now Available in Multiple Languages and with More Focus on Asia

Seafood Legacy Co., Ltd. has redesigned its online media platform, *Seafood Legacy Times*.



Launched in 2020, Seafood Legacy Times is Japan's sole online media outlet that focuses exclusively on facilitating the sustainable seafood movement. To date, it has featured interviews with over 80 frontrunners, not only from the seafood industry but also from NGOs, international organizations and academia.

In addition to these interviews, Seafood Legacy Times has published a total of 63 articles* that explain and analyze key sustainability topics in the seafood industry. Topics featured so far include key legal reforms in Japan, IUU fishing and human rights issues.

Marking its 5th anniversary, Seafood Legacy Times has been fully updated to better support and accelerate the sustainable seafood movement.

*As of June 2025.

Why the Update? From “Ocean Innovators” to “Ocean Leaders”

Moving forward, we're pivoting our content strategy. Instead of spotlighting "ocean innovators" as in previous articles, we'll now concentrate on "ocean leaders"—the key individuals within organizations committed to achieving sustainable fisheries and oceans.

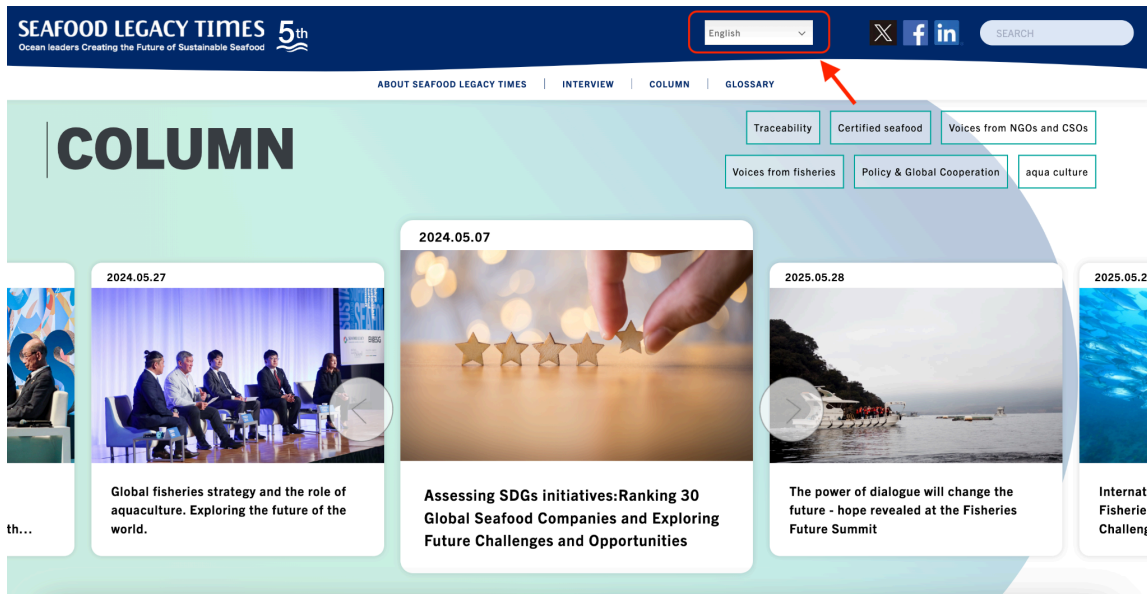
When Seafood Legacy Times was launched, sustainability was a new concept in the seafood sector, and ocean innovators were in need. Five years later, as sustainability is now more deeply integrated into business and policy, the need for ocean leaders—key individuals from organizations driving scale and impact—is growing.

The new platform will therefore feature these leaders, diving into their personal journeys—what motivates them, the obstacles they face, and how they aim to overcome them. By sharing their stories with a broader audience, Seafood Legacy Times will inspire more people to join and lead the mainstreaming of sustainable seafood.

What's New: Multilingual Features and a Stronger Focus on Asia

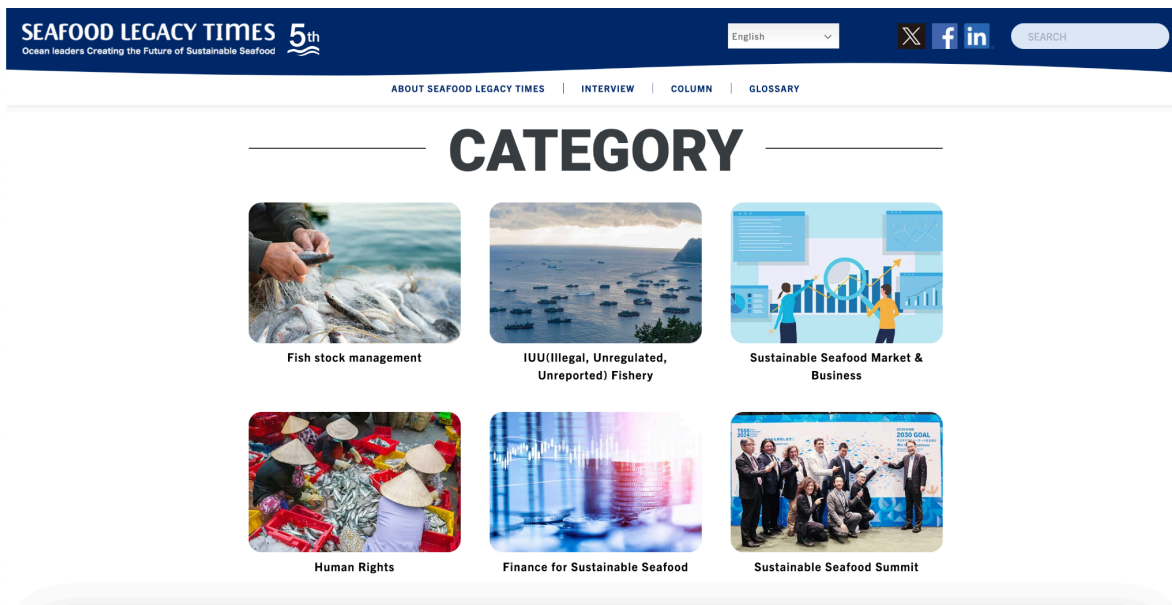
1. AI-powered multilingual translation

AI translation is now available throughout the website, making all content accessible in multiple languages. This opens up new opportunities for people around the world to participate in global dialogues and collaborations for seafood sustainability.



2. Easier navigation

The new top page introduces six thematic categories and tags—such as traceability and IUU fishing—offering a cleaner, more intuitive layout that helps users quickly find the information they need.



3. Increased coverage of Asian ocean leaders

Going forward, the platform will focus more on Asia, covering leaders who tackle the region's unique challenges with pioneering solutions in the seafood sector, and further promote sustainable seafood practices throughout Asia.



The new Seafood Legacy Times will become a more powerful platform that amplifies the voices and actions of ocean leaders working toward a more sustainable future for the seafood industry. Visit the new Seafood Legacy Times website today.

The new Seafood Legacy Times website is here:

<https://times.seafoodlegacy.com/en/>