

For Immediate Release

JAH CULTURA MAKES A SPLASH FOR FISH FARMERS

Local agri-tech start-up dives into Singapore's aquaculture sector with local fish farm using its proprietary technology



Singapore, 30 January 2023: As the Singapore government ramps up its sustainability efforts, agri-tech start-up JAH Cultura is expanding the reach of its eco-friendly deep-tech solution, Unitatem CULTURA™, to help local farmers increase their yield with sustainable solutions.

The latest to incorporate the use of Unitatem CULTURA™ is EBIZU, a local fish farm, located at Choa Chu Kang. EBIZU founder and fish farmer, Lim Kim Chwee, is seeing the increased benefits from using the technology to treat the food and water to improve the conditions of injured fish.

Kim Chwee says, “We have been using the technology and there has been significant improvement to the health and survivability of our stocks. In the past, our mortality rate for our farm would be roughly three to four fish every two weeks, but by treating the water, rates have decreased to around one every two weeks. Our fish have also become more resilient with a quicker recovery rate due to the treated water.”

Beyond the increased number of healthier fish stocks, the family-run farm says that their fish taste sweeter and juicier while having a firmer texture.

The collaboration between JAH Cultura and EBIZU started in September 2022. Their partnership continues to observe the positive impact the agri-tech firm's proprietary technology can create for fish farmers.



Net-zero Technology Attracts Interest from Europe

The firm witnessed a resounding interest in its net-zero energy technology at Singapore's first-ever Agri-Food Tech Expo Asia (AFTEA) in October 2022, with industry leaders around the world keen to explore greener processes. The company is also currently in talks to implement its technology in Europe's aquaculture industry.

Tan Chong Hui, CEO and Co-Founder of JAH Tech, the parent company of JAH Cultura, shares that aside from more collaborations within the industry, the firm is also looking to expand its products to consumers in 2023.

Chong Hui says, "Our technology impressed industry and consumers simply because Unitatem CULTURA™ requires no energy resources, and it is proven to improve the growth rate and quality of plants and fish. Our technology underwent tests by third-party testing that proves the efficiency of our proprietary tech."

Noting the mounting importance and focus on clean, energy-free technology, Chong Hui says, "Climate change and energy scarcity is a growing concern across our communities. Many monumental events in recent years are indications of it. The global energy crisis, the increasing oil prices due to the war in Ukraine, and the rising number of extreme weather events such as the floods in Australia affect all of us globally, whether directly or indirectly. For many, the concept of such a net-zero energy solution to increasing the quality and quantity of their yield is revolutionary, not just from a financial standpoint, but also a sustainability stand."

Besides being currently deployed in one of Singapore's largest urban farm, Farmer Nick, and now Ebizu Aquaculture, Unitatem CULTURA™ is slated to be deployed across China, Cambodia, Indonesia, Philippines, Thailand, Japan and France in 2023. The company plans to expand its technology worldwide with the launch of its products to consumers directly via Kickstarter in 2023.

For more information or media interviews:

Marie Wee LLP

Marie Wee

T: (65) 9061 6082

E: marie@mariewee.com

Raquel Lee

T: (65) 9247 4078

E: raquel@mariewee.com

About JAH Cultura

JAH Cultura believes in cultivating for a sustainable future through innovation. Through smart farming with Unitatem CULTURA™, its proprietary technology developed for the agricultural industry, JAH Cultura aims to increase harvests to combat the anticipated increase in global food demand.

As part of the JAH Tech group, JAH Cultura's technology allows for the customisation of its products to any farming requirement without altering existing farm infrastructure.

In line with JAH Cultura's goal of sustainable farming, its proprietary technology does not require additional energy sources, and its products will be continually recycled and reused to minimise waste.



About Unitatem CULTURA™

Unitatem CULTURA™ by JAH Cultura is a unique field generated by our proprietary ceramic-alloy developed over 20 years of deep tech research. This field has been shown to provide enhancement properties to the yield of stem cells, plant growth, and enhanced growth.

A third-party test by Denova Sciences on stem cell culture showed a 50 per cent improvement in cell growth when Unitatem CULTURA™ was present. This test result shows possible improvement in the growth of plants and animals in farming conditions.

About EBIZU

EBIZU is a local fish farm which aims to supply and deliver the freshest organic fish daily. The company strives to meet growing food demands with its wide variety of fish reared sustainably and responsibly.

Incorporating ethical farming methods with environmentally friendly technologies, EBIZU seeks to cultivate a wide variety of fish which are organic and non-genetically modified. In the process of rearing, no hormones or antibiotics are used. The farming methods deployed releases no chemical or biological waste into the environment.

About Tan Chong Hui, CEO and Co-Founder of JAH Tech

Singaporean Tan Chong Hui is the CEO and Co-Founder of JAH Tech, the parent company of deep tech firms JAH Cultura, JAH Life, JAH Materials and JAH Gaia.

Chong Hui's business travels introduced him to the technology of Unitatem CULTURA™ in 2016. With the support of his partner, Barton Lee, Chong Hui started up JAH Tech to provide Unitatem CULTURA™ to the mass markets across Asia.

A passionate father of two young daughters, and a seasoned traveller, integrity is a key value that Chong Hui lives by every day. He strives to build a long-lasting legacy where JAH's technology would be used to create a green and sustainable future.

Chong Hui is an IT veteran by training and has over 20 years of experience in the IT industry. Recognising his interest in technology, he holds an Information Technology degree from Brigham Young University in Hawaii. His extensive work experience spans sales and business development in the IT sector in Singapore and Asia.



About Lim Kim Chwee, Co-Founder of EBIZU

Having started ornamental fish farming with his uncle at the tender age of seven, Lim Kim Chwee, more famously known as Ah Lim, has made aquaculture a core part of his identity. In his youth, Mr Lim plied his trade in farming saltwater fish like sea bass and mangrove jack, while working as a part-time contractor. There, he picked up skills to construct his very own fish ponds and filtration systems.

Mr Lim began rearing his own fish in 2013 under Ah Lim Fishing Pond, boasting a wide variety of fish including Queensland groupers, hybrid groupers, seabass and mangrove jacks. Now as co-founder of EBIZU, Mr Lim hopes to finish his fish farming career with a flourish.

Mr Lim's wealth of experience in aquaculture led him to design prawning and fishing ponds as well. These include the prawning ponds in Pasir Ris Farmway 1, Guillemard Indoor Badminton Hall and Punggol Golf Club, as well as fishing ponds in Pasir Ris Farmway 1 and Neo Tiew Crescent.