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New Zealand monitoring technology and AI company SnapIT acquires Canadian fisheries monitoring enterprise Teem Fish

Acquisition furthers SnapIT's strategy to transform local and global fishing industry

Nelson-based camera and AI company SnapIT has recently acquired Canadian partner Teem Fish, a fisheries enterprise using advanced electronic monitoring (EM) technology to support fish harvesters to meet their regulatory requirements.

SnapIT's acquisition of Teem Fish kicks off a long term strategy to invest in global fisheries companies with strong local customer relationships. Their goal is to ensure that effective tech solutions are in place to support sustainable fisheries management worldwide. This acquisition is a "no brainer" for SnapIT CEO Chris Rodley.

"Teem Fish is just an awesome company. What they offer is incredible. They have strong connections in the fisheries industry, and a federal designation, meaning they work to deliver monitoring data in federally regulated fisheries that is incorporated into local, regional and national management'. We're stoked to keep working with the folks at Teem and bring their international fisheries expertise to our world class technical team."

The deal was also a clear fit for Ecotrust Canada, the organization that started Teem Fish. "Ecotrust Canada is thrilled with the acquisition of Teem Fish by long-standing technology partner SnapIT," says Chuck Rumsey, CEO of Ecotrust Canada. "The work being done by Teem is hugely important to the future of sustainable commercial fisheries, and supporting them to achieve global scale is a success story we're proud to be part of. Myself and the Ecotrust team are excited to watch Teem Fish and SnapIT achieve great things." Ecotrust Canada is a charity working with rural, remote and Indigenous communities to build an economy that provides for a healthy and resilient natural environment; sustainable and abundant energy, food, and housing; prosperous and meaningful livelihoods; and vibrant cultures and inclusive societies.

Since 2019, SnapIT has delivered the majority of Teem Fish's hardware and software required for its fisheries monitoring systems. The recent acquisition will give fisheries management and fish harvesting communities greater assurance that the technology they use is aligned with the environmentally-conscious future of the industry.

"Pulling together Teem and SnapIT just makes sense," says Rodley. "Using our tech and Teem's deep understanding of fisheries, we know we can work up some real wins for this sector."

Teem Fish CEO Amanda Barney has two decades worth of experience in commercial fisheries on the Atlantic and Pacific coasts of North America. Previously, she worked as the GM of fisheries monitoring of Ecotrust Canada.

"Our team loves working with SnapIT and we're delighted this will continue. Together we're building world class monitoring systems to support holistic management of fish stocks, better understand scope and impact of bycatch, and support the communities who live off the ocean," says Barney. "Everything we do is done to make sure we can keep the livelihood of fishing going strong for many years to come."

A market leader in intelligent data capture and bespoke monitoring solutions, SnapIT has been working across the marine, construction, and tourism sectors since 2007. It offers GPS tracking, satellite communication, on-board video cameras, and specialises in AI-driven data storage which is capable of identifying fish species, type, and size, saving hundreds of hours of time spent watching video footage