



PRESS RELEASE
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**Sanders completes its acquisition of Soufflet Agriculture
animal nutrition operations**

Following the July 2023 announcement that it had initiated exclusive negotiations to take over InVivo Group's Soufflet Agriculture's animal nutrition operations, today Sanders announces the final completion of the transaction and the launch of a new brand: Nuoo

This strategic acquisition is a key milestone in strengthening our local presence throughout France.



Talmont-Saint-Hilaire (85) production site

This transaction involves the takeover of Sanders' Talmont-Saint-Hilaire production site in Vendée, France, which manufactures ruminant feed as mash (a raw material and non-crushed semi-finished product compound). This OQUALIM-certified site boasts a 70,000 ton industrial capacity.

A long-standing partnership and an ongoing commitment for livestock farmers

For Philippe Manry, General Manager of Sanders *"Sanders' acquisition of Soufflet Agriculture's animal nutrition operations is a key milestone in strengthening our local presence with livestock farmers.*

By taking on this business, Sanders reinforces its presence in the west of the country, in particular in the beef cattle segment. As such, we're creating value and getting even closer to our livestock farmer customers, especially in Vendée."

"Sanders' acquisition of Soufflet Agriculture's animal nutrition operations is totally in line with the partnership relations which have been forged between Avril and InVivo Group since 2005. This project promotes the know-how of existing Soufflet Nutrition teams and strengthens our business position", states Christophe Passelande, CEO of Soufflet Agriculture.

Service continuity and enhancement

The arrival of twenty new employees, working across industrial, service and commercial roles will ensure the business is sustained and developed throughout the regions concerned.

For Jean-Côme Lagrée, Director of Sanders Ouest, *"We're delighted to welcome the new teams! This acquisition is going to strengthen our ruminant species position. The integrated teams have sound know-how which will ensure real continuity in our business relationships."*

A single mission: feed sustainably

Sanders has also announced the launch of a new brand dedicated to ruminants: Nuoo. Nuoo, developed hand-in-hand with the teams joining us, is a special, bespoke feed offer whose composition can be personalized to suit customers' needs. The brand will be marketed exclusively to the livestock farmers of the business taken over.



"This acquisition boosts our desire to strengthen our presence in livestock sectors and our ambition to become a go-to player in animal nutrition. By pooling our strengths and expertise, we can accelerate our development while promoting our authentic, tailored approach for individual customers", adds Olivier Bréau, Nuoo Manager.

By producing 3.4 million tons of animal feed every year, Sanders feeds one out of every six animals and, as such, helps provide premium-quality food for as many people as possible.

About Sanders

Sanders, leader in animal nutrition and an Avril Group business unit, is committed to its 26,000 livestock farmer customers thanks to its strong local presence throughout the country. For over 100 years, Sanders has been providing its know-how in nutrition along with its economic, zootechnical, and environmental expertise to support French livestock farmers' projects on their land and promote livestock sector development. Sanders in a few figures:

- 28 Oqualim-certified facilities spread across France
- 5 brand dealers, manufacturers, and distributors
- 3.4 million tons of feed produced using the Sanders' technique
- 1,150 employees
- 26,000 customers

To find out more: www.sanders.fr

About Soufflet Agriculture

Soufflet Agriculture is the leading privately-owned grain buyer in Europe. With a presence in the main arable farming regions of France, as well as in Europe and the CIS, the company collects, stores, and markets agricultural produce and distributes agricultural supplies. Soufflet Agriculture accompanies farmers on a daily basis in managing their farms to ensure greater profitability and sustainability.

A-to-Z support that covers in-the-field agronomic solutions, digital tools and production optimization.

To find out more: invivo-group.com / Twitter @Soufflet_Agri / LinkedIn soufflet-agriculture

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