

PRESS RELEASE

In Angers, on 6 November 2018

**Gamm vert chooses Angers for the headquarters
of its new retail chain business:
Gamm vert Synergies**

Today, Christophe Béchu - President of Angers Loire Métropole and Mayor of Angers - Thierry Blandinières, Managing Director of InVivo - Guillaume Darrasse, Managing Director of InVivo Retail and Didier Ladane, Managing Director of Gamm vert Synergies, inaugurated the new headquarters of Gamm vert Synergies.

A national project putting down its roots in Angers

“With the roll-out of the Gamm vert network’s retail chain strategy and the development of this new activity, we are further confirming our leadership. Gamm vert Synergies already has 90 directly-operated shops covering an area from Pornic to Nevers and from the western suburbs of the greater Paris area to Poitiers. And we will continue to include agricultural co-operative outlets specialising in businesses other than gardening,” explains Guillaume Darrasse – Managing Director of InVivo Retail.

“By establishing the headquarters of Gamm vert Synergies in Angers, we wanted to fully engage our activity in this fast-growing area of western France, which has become a veritable hub of expertise in the plant market. We also intend to contribute to local economic development by recruiting 70 employees within five years to support our goals.” says Didier Ladane, Managing Director of Gamm vert Synergies.

“Gamm vert Synergies has chosen Angers for the headquarters of its new retail chain business. This is great news for our city; the new establishment will contribute to the economic development of our area, and is synonymous with job creation. Since 2014, we have been working hard to make the urban area of Angers more attractive and more competitive, especially in the plant sector. Angers is truly the plant capital of France, and the arrival of Gamm vert Synergies confirms this standing.” says Christophe Béchu, President of Angers Loire Métropole and Mayor of Angers



From left to right, Didier Ladane, Managing Director of Gamm vert Synergies, Christophe Béchu, Mayor of Angers, President of Angers Loire Métropole, Thierry Blandinières, Managing Director of InVivo, Guillaume Darrasse, Managing Director of InVivo Retail, Jean-Pierre Bernheim, Vice President of Economic Development for Angers Loire Métropole, President of Angers Loire Développement

45 employees have already moved to the new headquarters in the Orgemont district's Trigone building. They all work together on a 1000m² plateau designed to promote cross-collaboration. Gamm vert Synergies also manages a logistics platform with over 40 employees in the town of Ecoouflant.

“Gamm vert’s core business will remain mainly franchising, relying on the energy and know-how of the agricultural co-operatives. However, Gamm vert Synergies will allow us to accelerate the resurgence of the garden centre. In order to be more in tune with consumer expectations and less dependent on seasonality, we will continue to support our Fraîs d’ici and soon Bio&Co food brands, which meet the demand for local and organic products.” concludes Thierry Blandinières, Managing Director of InVivo.

About InVivo

As the leading French agricultural co-operative group, the InVivo group includes 206 cooperatives, bringing together nearly 300,000 farmers.

InVivo has three business divisions - Bioline by InVivo (agriculture), InVivo Retail (garden centres and food distribution) and InVivo Wine (wine) – and two cross-functional entities dedicated to innovation - InVivo Food&Tech and InVivo Digital Factory.

Its turnover for 2016-2017 was 5.5 billion euros.

For more information: www.invivo-group.com - @InVivoGroup

About InVivo Retail

InVivo Retail, InVivo Group's multi-business, multi-brand and multi-channel distribution division, is present in three sectors: garden centres, food distribution and pet shops.

With 1402 points of sale (including 198 outlets and 1204 franchises), InVivo Retail posted net sales of €2.27 billion in fiscal year 2017-2018. Number one in the garden centre business in France with the Jardiland, Gamm vert and Delbard brands, InVivo Retail is also expanding its food distribution business with Frais d'Ici and Bio&Co¹.

InVivo Retail is also developing a catering business with So France in Singapore.

Lastly, InVivo Retail is rolling out a green economy marketing business with Néodis, which has unique expertise as a marketer in the animal, plant and hygiene sectors, for both professionals and the general public.

About Gamm vert

Established in 1977 in the wake of agricultural co-operation, Gamm vert is the leading local gardening retailer in France with more than 1000 shops throughout the country.

Gamm vert includes 4 brands: Gamm vert Village, 500m² rural garden centres located in areas with under 5,000 inhabitants; Gamm vert Nature, 1,500 to 2,500m² local garden centres located in areas with 10,000 to 30,000 inhabitants; Gamm vert, magnet garden centres located in areas with over 30,000 inhabitants; Gammvert.fr, the number one gardening website, with a wide product range including 5,000 plants and 2,500 gardening products. Mostly developed through franchising, thanks to the energy and know-how of agricultural co-operative franchises, the brand is also developing its retail chain expertise through Gamm vert Synergies.

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¹ Acquisition subject to the approval of the French competition authority (Autorité de la Concurrence)