

Neovia accelerates its growth in South Africa and diversifies its activities on the continent

Neovia has a long-standing presence in both English and French-speaking Africa and, over the next five years, it intends to strengthen its presence on the African continent. This commitment is today embodied by three events in South Africa: the acquisition of the premix company Pennville, the opening of a distribution and storage centre, and the launch of a new premix / firm-services brand: Wisium.

Long-standing presence in Africa and an agile strategy

Neovia has been present in Africa for over twenty years and is active in several of its business lines: premix, additives, and animal health. This presence is both direct (South Africa, Algeria, etc.), indirect via leading partnerships (Nigeria, Ivory Coast) or through its export business (Angola, Ivory Coast, Mali, Morocco, Cameroon, and Senegal).

The population in Africa is expected to grow by over 1.3 billion people by 2050. This increase will be combined with continued improvement of living standards and will result in increased demand for nutrition and animal health.

However, the situation in Africa remains contrasted and the political or economic situations in the different countries seem very heterogeneous. For that reason, Neovia does not pursue one but specific strategies in each and every African country.

Increased export capacity in South Africa serving growth

Neovia opened its first site in South Africa fifteen years ago and now has two production sites: East London (south coast) and Brits (near Johannesburg) which was recently certified ISO 22000 for the quality of its food safety management system.

Neovia wishes to strengthen its organic growth as well as its export activity in South Africa and, as such, opened a storage and distribution centre of over 1,000 m² today. This centre will increase Brits capacity and will facilitate the distribution of its various products and services in South Africa as well as in ten other African countries. This centre is supplemented by new administrative offices.



The new distribution and storage centre in Brits, located in the North West province of South Africa, west of Pretoria and 65 km from Johannesburg

Premix activity accelerating in South Africa: launch of a new premix brand (Wisium) and acquisition of Pennville

Neovia launched its new international premix brand, Wisium, today in South Africa. Launched in July, Wisium is gradually gaining ground in Neovia worldwide: China, Brazil, Italy, and now South Africa.

Neovia also announced the acquisition of the premix company, Pennville, today, marking the acceleration in the Premix / Firm-services activity in South Africa. Pennville was founded in 1999 and has 48 employees.

"The acquisition of Pennville by Neovia will help us expand our presence in the country and benefit from the industrial, R&D, and sales expertise of a major international group to support our growth", said Allan Pennel, **CEO of Pennville**.

Hubert de Roquefeuil, CEO of Neovia added, *"Neovia has been investing in Africa for many years and has chosen to accelerate its presence on the continent. The takeover of Pennville, our latest investment in South Africa, as well as the recent signing of a major partnership with Olam in Nigeria or the old and strong relationships we have in the Ivory Coast, illustrate this dynamic and the confidence we have in Africa's medium-term growth. Neovia is eager to accelerate its organic growth in Africa and strongly wants to improve its presence in premix, additives and animal health (South Africa, North-Africa, sub-Saharan Africa). The company is also deeply interested in multiplying targeted acquisitions and giving a stronger dimension to its major strategic partnerships. This ambition requires a clear understanding of the specific issues of each African country and the definition of an approach that takes into account the needs and cultures of its partners, clients and final consumers ».*

For more information, please contact:

Matthieu Leroy
Director - Projects, Information Systems,
Communication, & Digital
mleeroy@neovia-group.com

Corentine Dutoit
Communication Manager
Tel. +33 (0)2 97 48 55 04
cdutoit@neovia-group.com

About Neovia (formerly InVivo NSA): the company has a turnover of 1.6 billion Euros and operates in seven business lines: complete feed, aquaculture, petcare, premix/firm services, additives, animal health, and analysis laboratories. It has 72 production sites and 7,700 employees in 28 countries.
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