

***InVivo NSA becomes Neovia:  
entrepreneurship, innovation, and sustainable growth  
for a "new way"!***

*2016 marks a turning point in the history of InVivo NSA through the adoption of a new identity: Neovia. As a stakeholder that has been recognised in the animal nutrition and health industry for over 60 years, this new identity embodies the direction the company has taken since 2010: accelerated development, internationalisation, enhanced shareholding, and diversification of activities (additives, petcare, aquaculture). It also highlights the company's entrepreneurial ambition and the innovative nature of its service offering. Neovia is a new identity but it is primarily a unique way of understanding the challenges of the future: co-innovation, sustainable development and rational use of resources, feed quality and traceability, digitalisation and big data.*

**A unique business model serving its customers and partners**

Neovia enriches its practices through the diversity of its activities and partnerships. It knows how to combine organisation and reference international practices with its recognised European expertise in animal nutrition and health. The company is present in 28 countries and operates in seven complementary business lines: complete feed, aquaculture, petcare, firm-services, additives, animal health, and testing laboratories. Its resilient multi-business, multi-zone, and multi-species business model allows it to provide an individualised response to all its customers and partners and make its 'glocal' expertise a powerful driver of innovation, value creation, and differentiation.

**A comprehensive, differentiated, and sustainable source of value creation**

Neovia's business model positions the company across the entire value chain from managing the procurement of raw materials to the marketing of breakthrough innovations. This comprehensive approach is based on a holistic view of customer needs worldwide on a comprehensive and scalable product and service offering. Based on daily contact with the environment and the analysis of the practices of each customer, this approach is a vector of differentiation. Neovia is emerging as a responsible stakeholder in a logic of sustainable growth attaching particular importance to the reasoned use of resources and respect for livestock in its activities.

**An entrepreneurial and innovative vision**

Neovia encourages entrepreneurship combined with a collaborative approach to work and customer relationships. Therefore, understanding the uses and needs of its stakeholders (farmers, customers, private and cooperative partners, suppliers, employees, and consumers) requires products and services to be co-developed. In this context, the company has developed a Design Thinking initiative that places market and/or societal expectations at the heart of innovation and has succeeded in structuring a strong global network of partners. Today the company incubates innovative projects with partner start-ups and has just launched its global innovation incubator in France. This incubator, called We'nov, will be mainly working on five areas of innovation: Smart farming, Aquaculture, Resource optimisation, Interactive petline, and Functional ingredients. The recent creation of an investment fund of five million Euros dedicated to innovative start-ups clearly marks a decidedly entrepreneurial approach.

**“Neovia, innovative science feeding mankind”**

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*For more information, please contact:*

**Matthieu Leroy**  
Head of Projects, Information Systems, and  
Communication  
[mleroy@neovia-group.com](mailto:mleroy@neovia-group.com)

**Corentine Dutoit**  
Communications Manager  
Tel: +33 (0)2 97 48 55 04  
[cdutoit@neovia-group.com](mailto:cdutoit@neovia-group.com)

**About Neovia:** the company has a turnover of 1.6 billion Euros and operates in seven business lines: complete feed, aquaculture, petcare, firm-services, additives, animal health, and testing laboratories. It has 74 production sites and employs 7,700 people in 28 countries. [www.neovia-group.com](http://www.neovia-group.com)