

PRESS RELEASE

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InVivo NSA is targeting the ruminant market and consolidating its range of services and innovative solutions with the launch of a new global brand of licking bucket: PHYSIOlick

InVivo Animal Nutrition and Health is innovating ruminant feed and developing a new global licking bucket range: PHYSIOlick. Launched on the Europe, Middle-East and Africa market on the 14th and 15th of January, this new solution is the result of InVivo NSA nutritional expertise, combined with unique industrial know-how. A new development which illustrates the company's strong ability to innovate and its desire to anticipate and find the optimum solution for breeders' expectations in target markets worldwide.

InVivo NSA is continuing to invest in a high potential segment: ruminants

Thanks to advanced technical expertise and comprehensive know-how in animal health and nutrition, InVivo NSA intends to continue its expansion in the ruminant segment. With a leading position on the French market (45% market share of complete feed produced under InVivo NSA techniques) and a diverse portfolio of services and solutions (minerals, compound feeds, licking buckets, additives), the company wishes to develop the high market potential of its main sites: EMEA, South America, Central America and Asia. This strategy is supported by strong industrial positions and in-depth knowledge of customer expectations and target market environments.

A solution tailored to breeders' requirements

The PHYSIOlick range fulfils breeders' requirements thanks to a particularly innovative feeding method: licking bucket. Based on the important need of ruminants to salivate, this solution makes it possible to adjust nutrient intake to the specific needs of each animal and facilitates use for breeders (see text box below). Furthermore, the design of PHYSIOlick buckets is suitable for use in breeding conditions due to their excellent resistance to changes in climate (temperature and humidity).



PHYSIOlick buckets offer a response to ruminants' natural need to lick. Increasing salivation, the feed intake and the nutritional utilization are optimized for maximum performance.



PHYSIOlick allows each animal to feed itself according to its particular needs. PHYSIOlick buckets benefit from an optimised formulation which fulfils the requirements of different ruminant species in each production cycle. This approach makes it possible to meet animal nutrient and physiological requirements during the most critical periods (weaning, pasturing, changes in diet, drying off) and guarantees better yield for breeders.

Unique industrial know-how in the market

The innovative manufacturing process known as "pouring" allows InVivo NSA to avoid the use of heating or pressure. This key stand-out industrial approach enables "sensitive" ingredients to be incorporated into the feed formula (vitamins, plant extracts), without altering their benefits. This unique know-how gives InVivo NSA an undeniable competitive edge in the licking bucket market.

In France, InVivo NSA is the undisputed leader on the licking bucket market (equivalent to approximately 30 000 tons of licking bucket per year). This activity has experienced strong growth for several years and currently generates 30% of its turnover from export, mainly in Europe (Germany, Belgium, Portugal, etc.). InVivo NSA has a production site based in Verton (62), France, which will manufacture the PHYSIOlick buckets sold in Europe.

A global range now launched on European markets

The new range is currently being launched as the same global PHYSIOlick brand. In this context, sales teams met in France at Verton site on the 14th and 15th of January for the official commercial launch in the Europe, Middle-East and Africa zone. This deployment will be expanded in 2015 by the start-up of production and marketing of the new PHYSIOlick range in Central and South America.

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About InVivo NSA: *InVivo Animal Nutrition and Health has five core businesses: complete feed, firm-services, additives, analysis laboratories, and animal health. It employs 6,830 people on 72 production sites in 28 countries. InVivo Animal Nutrition and Health generates a turnover of 1.5 billion Euros.*
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