

SBM LIFE SCIENCE STRENGTHENS ITS COMMITMENT TO NATURE AND UNVEILS ITS NEW BRAND POSITIONING

Ecully, October 11, 2022 – SBM Life Science reveals its new brand positioning to focus even more on people, collective intelligence, and its commitment to making plants a central element of well-being in everyday life.

In concrete terms, the SBM Life Science brand platform is supported by:

- **A vision:** all united to give nature a bigger place in our lives.
- **A mission:** To ease the consumer's daily life by offering innovative and responsible solutions and services for their plants and living spaces.
- **Values** that characterize SBM's culture: passion, authenticity, responsibility, and boldness.
- **A promise** of "Let's grow tomorrow together". This is a unifying and inspiring promise for employees, customers, partners, and suppliers. It reflects SBM Life Science's ambitions to act together for future generations.
- **New visuals:** bright and engaging images, chosen in consultation with employees, illustrating the brand's desire to reconcile nature and science around people, wherever they live.
- **A new website** that includes the new promise, updated messaging, and the brand's new visual identity focused on the interaction between humans and plants.
- **A corporate film** that echoes this aspirational and modern approach focused on human beings and well-being by placing plants at the heart of our lives.

In parallel, SBM Life Science is committed to a sincere, measurable, and impactful CSR approach, which is reflected in the new brand platform.

"At SBM Life Science, we are proud to materialize our ambitions through our brand platform and CSR commitments centred on respect for plants, the balance between science and nature, collective intelligence and the commitment of our partners, employees, and future employees. Our approach has reached a certain level of maturity. It demonstrates our desire to act for tomorrow not only within the group but also in the garden market in which we are fully invested and in which we fundamentally believe."

Alexandre Simmler, Managing Director, SBM Life Science

ABOUT SBM LIFE SCIENCE

Let's grow
— TOMORROW —
together

SBM Life Science responds to everyone's need to reconnect with nature by putting plants at the heart of our lives.

SBM Life Science is the Home & Garden subsidiary of SBM Company, a French group of nearly 1,000 employees in 31 countries worldwide. SBM was created almost 30 years ago, is 100% independent and family-owned, and is present in a unique way in Europe and North America on the

amateur and professional market.

SBM offers its customers and consumers innovative and responsible solutions and services for their plants, gardens and living spaces. The company boasts a full range of products for the protection, care and nutrition of plants, seeds, soil, and lawn seeds, as well as pest and mosquito control solutions. Ultimately, SBM meets the needs of consumers: to nourish, beautify, maintain, and defend.

SBM Life Science has deployed several flagship brands in Europe: Protect Home®, Protect Garden® and Solabiol®, a pioneer in natural products in France since 2001. Other successful local brands complete the offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.

In North America, SBM Life Science is a key player in innovation in the garden market and is positioned alongside flagship brands such as BioAdvanced® and Natria®, one of the leading organic brands.

In 2022, SBM Life Science was awarded the Great Place To Work® certification in Europe, which echoes that obtained in the United States in 2021. In France, as part of the JardinPlus® 2022 Trophies, SBM Life Science was elected Supplier of the Year by purchasing decision-makers from the retail sector.

For more information, please visit <https://lifescience.sbm-company.com/uk/>

PRESS CONTACT

Profile PR agency: Olivia Chabbert / Anna Lesbros
+33 1 56 26 72 – sbm@agence-profile.com

