

CYRILLE MANCHE APPOINTED SALES DIRECTOR SBM LIFE SCIENCE FRANCE



Écully, September 2, 2024 – SBM Life Science France announces the appointment of Cyrille Manche as Sales Director France. This appointment reflects both the Group's desire to continue strengthening its sales strategy, and to continue supporting customers in the transformation of the market.

This appointment will also enable the group to support SBM's growth ambitions in France, already a market leader, drive SBM's sales teams towards operational excellence.



A graduate of ESSEC Executive, where he obtained a Master's degree in Sales and Marketing, Cyrille Manche, 54, joined SBM Life Science France on August 26, 2024.

With over 30 years' experience in sales, Cyrille has worked his way up from field salesman to key account and business development manager, before moving into sales management. He most recently held the position of Sales Director France at Husqvarna, drawing on his in-depth knowledge of the garden and home sector.

Cyrille's main missions within SBM will be to redefine sales policies and lead sales teams in order to support them in executing action plans and achieving the ambitions set by the Group.

"I am personally delighted to welcome Cyrille to the SBM team!"

We've launched a new dynamic, working closely with our customers, taking into account their expectations and challenges, both in terms of our product offering and their CSR ambitions in the current environmental context.

With his knowledge of the sector, Cyrille will be able to be close to our customers, an essential quality for SBM, a family-owned group present for 30 years and leader in France, our market of heart", says Laurent Davier, Director of SBM Life Science France.

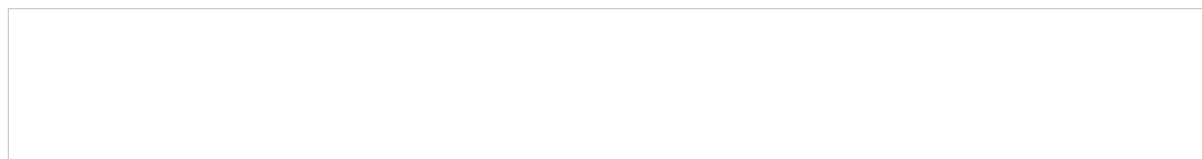
Cyrille Manche will be present at customer shows throughout September to kick off the 2025 season.



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.

Recognized by its employees internationally, SBM Life Science has been awarded Great Place To Work® certification in Europe in 2022, a recognition that echoes the one obtained in the United States in 2021. In France, as part of the Trophées JardinPlus® 2022, SBM Life Science was voted Supplier of the Year by retail purchasing decision-makers.

For more information, please visit lifescience.sbm-company.com

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