

PRESS RELEASE

KWIZDA AGRO & SBM LIFE SCIENCE ENTER INTO A STRATEGIC PARTNERSHIP IN THE HOME & GARDEN AREA IN AUSTRIA

In the future, Kwizda Agro will distribute both product ranges as a single source - customers benefit from a comprehensive range with first-class advice and support.

Vienna, October 10, 2018 - **The family companies Kwizda Agro and SBM Life Science will add a strategic partnership in the home and garden sector to their cooperation in the agrochemical field: as of January 1st 2019, Kwizda Agro will receive the rights to the exclusive distribution of SBM products (including former Bayer Garden products), making it one of the top 3 in this segment. SBM Life Science is nominally retained in Austria for the approval of plant protection products / biocides. With the expansion of the product portfolio, Kwizda Agro will also increase their sales organization and advisory service team. The Austrian family owned company will thus improve their competences in customer support and service.**

"Kwizda Agro and SBM Life Science have agreed on a long-term content-related and strategic partnership. Both companies are owner-managed family businesses and share the same values of a sustainable business as such," says Ronald Hamedl, explaining the reasons for the collaboration. "The product portfolios of our two companies complement each other perfectly. We can now offer our customers a comprehensive range of organic and traditional products," emphasizes Hamedl. As part of the partnership, a joint brand presence is to be created in the medium term. In the garden product sector there will be PROTECT GARDEN and the organic range SOLABIOL and in the household products sector PROTECT HOME and the organic line NATURID. The two companies' products will be combined under these brands in the future.

"We have found the best solution for everyone involved, which most of all will benefit our customers. The product lines are clearly distinguishable to consumers according to application areas as well as active ingredient preferences. SBM will also bring well-known product brands - such as LIZETAN insecticides and LOREDO weedkiller for lawns - into the joint portfolio," emphasizes SBM Life Science Managing Director Alexandre Simmler. "Supported by a strong sales network and an excellent advisory service quality, we offer our customers an extensive product portfolio and are therefore a reliable partner in the Austrian market in the sectors of plant protection, plant care and biocides."

Extension of the range of organic products

Over the course of the partnership, the SOLABIOL brand will be significantly enlarged in the coming years in Austria through expansion with products from Kwizda Agro and biological formulations, which are in the pipeline at SBM Life Science. In addition, Kwizda Agro brings in a strong organic line and the SBM ready-to-use expertise. Both companies plan to increase the common range of natural products and active ingredients in the coming years.



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Ronald Hamedl (General Manager Kwizda Agro), Josef Steger (Sales Director SBM Life Science Austria), Bernhard Neubauer (Kwizda Agro Product Manager Home and Garden) and Joachim Brandstätter (Kwizda Agro Key Account Manager) are happy to offer a comprehensive product portfolio to the home and garden customers in Austria now.

About Kwizda Agro

Kwizda Agro GmbH is one of the leading suppliers of plant protection products in Austria. The focus is on the one hand in sales, on the other hand in the development of modern products regarding integrated crop protection. Kwizda Agro is part of the Kwizda group of companies, consisting of activities in the fields of Pharmaceuticals, Trade of pharmaceuticals, Agrochemicals and Sealing Systems. The operational management of Kwizda Agro lies with KR Andreas Stöckl and Dipl.Ing. Ronald Hamedl, MBA. In total, over 300 employees work at the various Kwizda Agro locations. The headquarters is located in Vienna, and in addition to Austria there are distribution centers for plant protection in Hungary and Romania, as well as for biocides in France, Germany, Italy and Spain.





ABOUT SBM LIFE SCIENCE

SBM Life Science develops, registers, produces and distributes plant protection and plant care products for agriculture as well as for home and garden, thus taking on all the tasks in the value chain itself. In this way SBM Life Science guarantees the high quality and safety of its products. The French family business was founded in 1994 and is currently represented in the market with more than 2,500 products in 31 countries in Europe, North America and North Africa. Recognized for its expertise in the agricultural and home & garden sector, SBM Life Science always strives to optimally implement the wishes and requirements of its customers and to offer solutions that are as environmentally friendly as possible. The respect and the awareness for an intact environment are the philosophy of the company and its 350 employees as well as the requirement for the products of SBM Life Science.



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