

PRESS RELEASE

SBM LIFE SCIENCE EXPANDS ITS RANGE OF NATURAL SOLUTIONS AND SIGNS AN EXCLUSIVE PARTNERSHIP WITH AXIOMA

Ecully, March 31, 2022 - SBM Life Science France took the opportunity of the JdC Garden Trends to formalize an exclusive contract with French start-up AXIOMA. This agreement will enrich SBM's range of natural solutions and allow it to offer distributors and their customers a brand-new plant booster based on natural plant extracts to stimulate the growth of vegetable garden plants.

The alliance between SBM Life Science and AXIOMA is the result of the two companies' shared commitment to responsible innovation and mutual values. They have now signed a supply agreement for exclusive distribution to complete the garden beauty range sold by the group.

For AXIOMA, a French start-up operating in the agricultural market since 2012, the partnership with SBM propels it into the amateur gardener market, starting in France for the 2023 season and then in Europe from the 2024 season.

The biostimulant developed by AXIOMA will be added to the PURE range of 8 products designed to protect and reinforce the natural vitality of vegetable gardens and plants. It will be launched in France in 2023 and offered by SBM under the SOLABIOL® brand. The plant booster offers preventive gardening in response to a constantly evolving market and strong demand from expert and amateur gardeners for easy-to-use alternative solutions that provide natural effectiveness.

The 100% natural plant booster offers many benefits: it helps plant growth, fights against thermal and abiotic stresses, improves and regulates the natural physiological processes of plants, and increases the shelf life of fruits and vegetables and their taste qualities. It acts on both vegetable gardens and fruit trees by stimulating their growth.

Alexandre Simmler, Managing Director of SBM Life Science, says: "The choice of a partner is based on a common desire and values-based above all on responsible innovation and commitment to advancing natural gardening. The meeting with Anthony Bugeat was based on the complementary nature of both our companies, our distribution strength in France and Europe combined with our existing ranges of natural solutions for the garden".

Anthony Bugeat, CEO of AXIOMA, adds: "This partnership with SBM Life Science allows us to rely on their positioning and network in France and Europe as well as their knowledge of the sector. Our common desire to develop and propose natural and innovative ranges goes beyond the agricultural sector to the expert and amateur gardener sector, and SBM also opens the doors of Europe to us".

The official signing of the 3-year contract took place at the JdC Garden Trends on March 31, 2022, in the presence of Alexandre Simmler, Managing Director of SBM Life Science and Anthony Bugeat, CEO of AXIOMA.

ABOUT SBM LIFE SCIENCE

SBM Life Science is the Home & Garden subsidiary of SBM Company. With 450 employees over 22 sites worldwide, the subsidiary represents €270M in turnover.

SBM Life Science offers innovative and responsible solutions and services to its customers and consumers for their plants, gardens, and living environments. Its range of products includes plant protection, soil and lawn seeds, plant food, and pest and mosquitoes control products to meet consumers' needs: to Nourish, Beautify, Maintain, and Defend.

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

In the United States, SBM Life Science Corp. is a key player in innovation in the lawn and garden market and stands with leading brands such as BioAdvanced® and Natria®, one of the leading brands in organic products.

For more information: <https://sbm-company.com/>

ABOUT AXIOMA

Founded in 2012 by Anthony BUGEAT, AXIOMA's strategy is to offer efficient and sustainable solutions to the agricultural sector. A motto for the I-NOV 2020 and NA20 laureate company is: "Innovation without respite".

AXIOMA is designing, approving, and now manufacturing new inputs that provide technical and economical answers to agriculture actors. To reach its objectives, AXIOMA has just acquired a new production unit in Brive-la-Gaillarde. Thanks to its plan to revive the strategic sectors of which it is laureate, AXIOMA benefits from the support of the State in its change of scale. This unit will allow the company to produce up to 15,000,000 liters per year from September 2022 and position itself in larger markets in France and internationally.

On the way to Europe. The harmonization of the European regulation, which should come into force on July 16, 2022, will allow AXIOMA to sign not only national but European agreements. The company is even proposing alliances in Asia and Latin America.

<https://axioma-france.com/>



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