

## PHILIPPE SERTILLANGE APPOINTED SBM LIFE SCIENCE COUNTRY HEAD FRANCE

***Ecully, June 21, 2022 - SBM Life Science strengthens its position as the leader in the French garden market by appointing Philippe Sertillange as Country Head France. Philippe will be responsible for driving future growth and supporting SBM's strategy, including Or Brun, to accompany consumers throughout their gardening journeys. He will officially take up the position on July 1, 2022.***

A graduate of IDRAC Business School Paris, Philippe Sertillange has successively held positions as Area Manager, Regional Sales Manager, Marketing Product Manager, and Sales Director for the food and garden sectors. In 2007, he joined Or Brun as Sales Director. In 2020, he was appointed General Manager. He has continued in this position following the acquisition of the company by SBM Life Science in December 2021.

"Since 2021, we have experienced strong growth in the French market. With the acquisition of Or Brun, SBM has taken a new step becoming the benchmark in the French garden market", says Matthieu Schmidt, Head of Europe SBM Life Science.

"Philippe's vision and expertise will carry forward this offer, which includes a complete range of products for the protection, care, and nutrition of plants and seeds and potting soils. I am convinced that with his professional experience in the garden sector, Philippe will continue the group's dynamic development, to support our customers and meet the needs of our consumers", says Matthieu Schmidt.

"I am delighted to join the SBM Life Science teams and accompany the group in its development over the next few years. As Managing Director of France, I will focus on our innovation as well as our commitment to developing our portfolio of natural solutions by capitalizing on the expertise of our in-house teams, the company's lifeblood, as well as that of our external partners," says Philippe Sertillange, newly appointed Country Head France of SBM Life Science.

"As proof of this new momentum, we are setting up a sales organization comprising 28 sales representatives and 5 Key Accounts Managers, as well as a reinforced sales and marketing

team as of October 1 to better support our customers' demand and the deployment of our offer. This new organization, led by men and women driven by a common passion, authenticity, and strong commitment, will meet the expectations of the market and our customers," said Philippe Sertillange.

Philippe succeeds François Mazellier, who has held the position since 2020. François will accompany Philippe up to July to ensure continuity of the projects he has started. SBM would like to thank François for his commitment and professionalism during these last two seasons.

## 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 mosquito 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/>



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