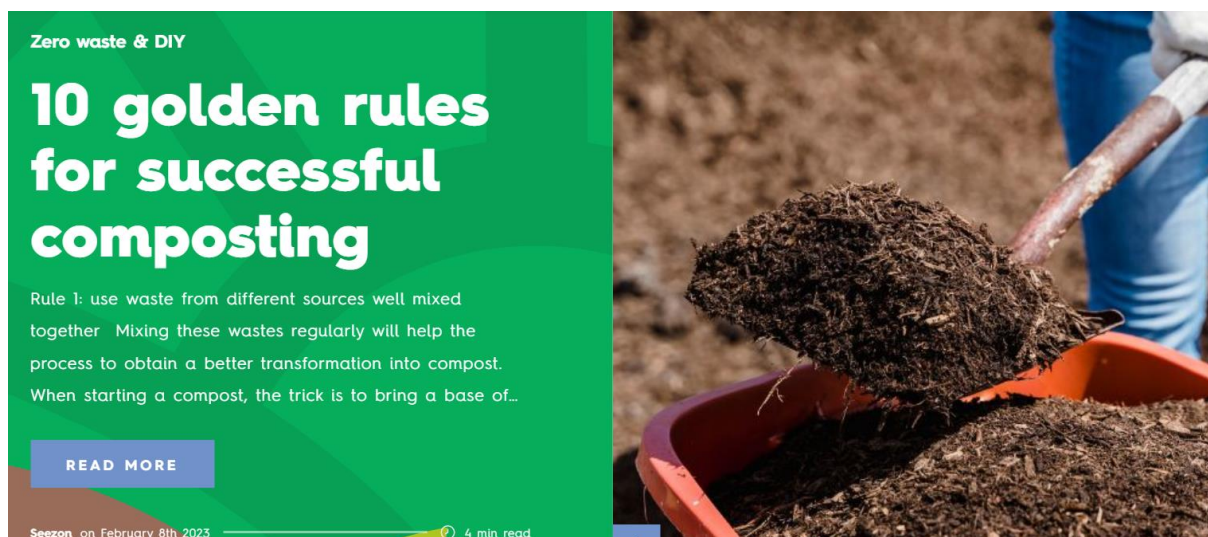


SBM LIFE SCIENCE LAUNCHES ITS WEBSITE " SEEZON.CO " GIVING HELP AND ADVICE TO AMATEUR GARDENERS

Ecully, March 10, 2023 - SBM Life Science, a major player in the garden and home market, announces the European launch of its website: Seezon.co. Designed with and for consumers, it aims to be a truly innovative, practical, educational and fun tool for all amateur gardeners looking for help to better prepare, feed, protect and beautify their plants.



"Why and how to garden naturally? When and how to plant my tomatoes? How to maintain the soil of my garden all year long? How to heal my rosebush?... What solutions to act against pests?" are some examples of the many questions that can be found on the web by Internet users looking for expert advice.

Thanks to its mobile-first website Seezon.co, available now, SBM Life Science offers several different categories:

- An **"Inspirations" space** to find ideas for plants, themed layouts, gardens adapted to a specific configuration (e.g. urban gardens), but also practical information for "do it yourself" or to practice "zero waste" gardening.

- An **"Advice" area**. Organized by topic ("Fruits & vegetables", "Flowers - Trees - Indoor plants", "Lawns" or "Natural gardening"), the gardener in search of help will be guided in the clearest



and most practical way to identify the cause of their problem, to opt for the right products or to adopt the right course of action.

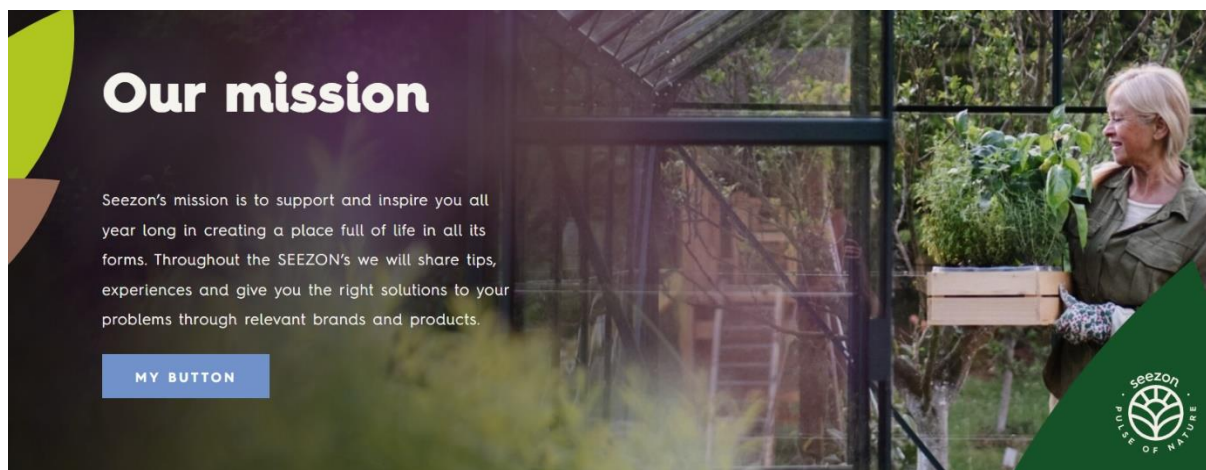
Thus, for example, a private individual wishing to know the most effective way to repair a damaged lawn will find, in a dedicated article, information on the possible causes of the deterioration of their lawn, on the best period to treat it, but also on how to proceed (in one go, in several steps...) and with which products (which they will be able to select at the bottom of the page to know where to buy them).

- A **"Solutions" area** where users can find concrete answers to delicate problems (such as aphid infestation...) endangering their plants. Here again, at the bottom of the page, they will find a selection of products adapted to their problems and will be able to see where to find them.

- Finally, a **"Products" area** that has been designed as a fully comprehensive catalog of SBM Life Science solutions, and which has been classified by major themes (e.g.: "Gardening essentials", "Vegetable garden & Orchard", "Weeds and mosses"...), for greater clarity and ease of search. Here, consumers will easily (re)find any product from the SBM Life Science family of brands (Solabiol, Or Brun, Protect Expert, Caussade...); knowing that, to make their journey a little easier, there are several solutions to pick up their products to choose from among those offered by SBM's distribution partners: click and collect, curbside pick-up, home delivery, or select from a list of stores with the desired product(s), the one closest to their home for a possible purchase directly at the checkout

"Seezon, whose name was chosen because it is punchy, short, and speaks to the greatest number of people in Europe, and in particular to a young generation that is very aware of gardening and nature, was conceived with an educational and service-oriented approach. Our objective is to accompany the consumer throughout the seasons. As for our retail partners, Seezon's digital platform and social networks are a real asset, generating additional traffic in stores and on their e-commerce site, attracting new customers and increasing the loyalty of those already acquired."

Laurent Davier, Head of Marketing & Sourcing Europe, SBM Life Science



SBM Life Science's ambition is to facilitate the daily life of all consumers by offering innovative, efficient and responsible solutions for their plants, gardens and living spaces. Launching a digital tool such as Seezon is a new step that foreshadows other major advances. SBM Life Science is already thinking about adding value-added services to Seezon for consumers (some of which will be available as early as 2024!), but Seezon is already much more than a website.

Indeed, it is a truly digital ecosystem including all the social networks of the company (Instagram, Facebook and Youtube) and all across the European level!



Discover it now on seezon.co

Let's grow
— TOMORROW —
together

ABOUT SBM LIFE SCIENCE

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®, Solabiol® and Biogents, 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 the one already 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 our website <https://sbm-company.com/>

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