

LAURENT DAVIER APPOINTED GENERAL MANAGER SBM LIFE SCIENCE FRANCE

Ecully, January 22 January 2024 – SBM Life Science announces the appointment of Laurent Davier as General Manager France. This appointment is based on the Group's desire to capitalize on the internal promotion of its employees, as well as on the experience and synergies to be pursued between customers and suppliers. This appointment supports the Group's growth ambitions in France, already the market leader, in the wake of the investments made over the last three years.

A graduate of the Université Savoie Mont Blanc, where he obtained a Master's degree in Marketing and Management, Laurent Davier, 46, joined SBM Life Science in 2020 as Marketing Director Europe. From 2021, he assessed the position of Marketing and Purchasing Director Europe. Before joining SBM Life Science, Laurent held various positions within the Botanic group, one of France's leading garden center chains, including managing strategies for the garden market.

"With his in-depth knowledge of the market and remarkable experience within SBM in Europe, Laurent Davier's background and strategic vision will be major assets within SBM Life Science France to energize the sales, marketing, supply chain and support teams, and to successfully achieve our growth objectives in the territory", says Matthieu Schmidt, SBM Life Science Head of Europe.

Laurent Davier comments: *"It's with great enthusiasm that I take up this new challenge at SBM Life Science France. My aim is to continue to help consumers reconnect with nature, strengthen our presence on the French market by capitalizing on our recent successes, and pursue the responsible innovation policy dear to the company. We are a leading player, committed to supporting distribution and meeting consumer needs through our products, brands and solutions. It is with passion, authenticity, responsibility and boldness that our teams are committed to working alongside me to meet these challenges on a daily basis."*

Laurent Davier will take up his new functions on February 1, 2024, and will be present, with his team, at the next major industry event, the Journées des Collections from March 26 to 28, 2024 in Marseille.





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 that obtained in the United States in 2021. In France, as part of the JardinPlus® 2023 Trophies, SBM Life Science was awarded five "garden products" trophies by retail purchasing decision-makers.

For more information, please visit our web site <https://sbm-company.com/>

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