

PRESS RELEASE

SBM GROUP CELEBRATES IT'S 30TH ANNIVERSARY



Écully, December 1st 2024 – December 1, 2024 marked the 30th anniversary of the SBM Group. More than a celebration, this date allows us to appreciate how far we've come, and is a source of great pride for the men and women who have contributed to its success.

SBM's history is unique in many ways. Indeed, the industrial group has remained French, independent and family-owned over the years, to become today the only player with an international presence in both the consumer and professional markets.

Thus, December 1, 1994 marked the start of an incredible human adventure marked by milestones shaped by collective intelligence, passion and its entrepreneurial DNA, the foundation of the Group.

SBM was born under the impetus of Jean Paul Simmler, the Group's current President and a former Rhône-Poulenc executive. He decided to save from closure a plant in Béziers specialized in the formulation and packaging of crop protection products. Subsequently, he chose to diversify his portfolio by developing the group in the garden market in 1996, then in aromatherapy in 2009.

Joined by his son Alexandre in 2003, these two entrepreneurs have never ceased to invest in and develop the group to support their long-term vision.

As pioneers of natural solutions, their aim has always been to perpetuate, grow and transform their activities within an ecosystem based on trusting relationships and mutual support between suppliers, customers and loyal partners.

One of the highlights of this entrepreneurial adventure was undoubtedly 2016, with the acquisition of Bayer Jardin. This decision enabled SBM to take on a new international dimension both in Europe and in the United States, and also to open up to a strong and diversified cultural base that is its greatest today.

Subsequently, the group continued to invest, firstly in the French market, with the aim of extending its brand portfolio by integrating new segments such as seeds with the BHS and SPG companies, and also in potting soils with the iconic Or Brun brand.

Then internationally, with the desire to acquire an industrial site with the purchase of the Pasadena plant in the US, and the development of the fertilizer segment with the purchase of the NutriOne brand in Italy and Maxicrop in the UK.

Most recently, the acquisition of a majority stake in BIOGENTS, reinforces SBM's determination to become a leading player in the fight against mosquitoes worldwide.

This anniversary is an opportunity for the two entrepreneurs to meet their teams, not only to share this formidable history, but also to look forward together to a promising future driven by the determination to develop the group in a responsible and sustainable way.

Jean-Paul Simmler: *"I would like to thank all our employees who have been passionately committed to this collective adventure for thirty years now. Those who have believed in our vision and always supported us. This date marks the success of which we are all proud, that of a family business that has managed to remain French. This success I share with my son Alexandre, but also every day with our 1,000 employees, as well as our customers, partners and suppliers. Thank you and bravo to each and every one of you. You can count on us to keep this adventure going!"*

Alexandre Simmler adds: *"Today, SBM has unique assets and strong values as a family-owned group. The adventure we began 30 years ago is just the beginning. In the years to come, we will continue to join forces to give nature a greater place in our lives. To make this vision a reality and a long-term sustainable business, we need to adapt to change and constantly transform ourselves. All this requires us to grow. Not in search of "more" and absolute growth, but in search of "better". That's what I believe in. Our history has shown us that we have been able to make the right choices and take the necessary risks to ensure the long-term future of our company. Our strength lies in the human relationships we've been able to develop thanks to our values and trust. The result is an energy and dynamism that we must maintain and, tomorrow, strengthen. "Let's grow tomorrow together. Let's grow tomorrow together. My sincerest ambition."*



Jean-Paul Simmler, President SBM Company
Alexandre Simmler, Managing Director SBM Life Science.

Discover the history and highlights of SBM in a book and comic strip available at sbm-company.com

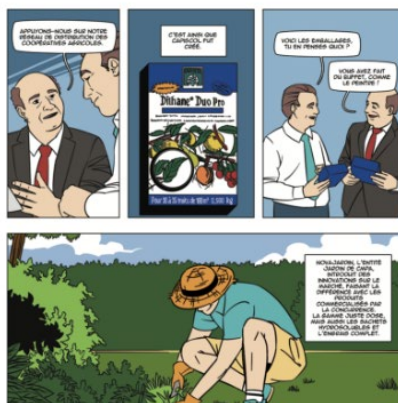
SBM HAS A UNIQUE STORY TO TELL

Discover the incredible adventure of a family-owned group, created 30 years ago, with strong entrepreneurial roots.



THE BOOK

[Read it here →](#)



THE COMIC

[Read it here →](#)



ABOUT SBM

SBM is a French family-owned industrial Group, founded in 1994 and present in over 31 countries across Europe and North America.

SBM designs, homologates, produces and markets products for the care and protection of crops, gardens, homes, people and animals. Recognized for its expertise in both the agricultural and consumer markets, SBM controls its entire value chain, from R&D to the consumer. Innovation is at the heart of the Group's strategy, enabling it to constantly adapt to market trends.

The Group is positioned in three areas of activity:

- Agricultural crop protection, through the SBM Crop Protection (ex-CMPA) business unit;
- Garden and Home, which today constitute the Group's core business, with its subsidiaries SBM Life Science in Europe and the United States, and SPG and Or Brun in France;
- Aromatherapy and natural skincare, under the LCA brands for beauty, health and personal care; VETOform and VetoNUT for pet food and care in pharmacies and parapharmacies. And in garden centers under the Aphicare and Florabiol brands.

Our key figures :

351 M€ sales in 2024

~1,000 employees

31 countries in which SBM operates

For further information, please visit www.sbm-company.com



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