

## **Neovia acquires Biomix, third largest player on the Colombian premix market**

*Neovia becomes the majority shareholder of Biomix, the third largest player on the Colombian premix market. This acquisition allows Neovia to strengthen its positions on the global premix market and gain a significant market position in Latin America's fourth-largest economy. Neovia believes in the growth potential of the Colombian premix market and will progressively deploy its international brand of premix and services, Wisium, to supplement Biomix's current offering.*

### **Biomix, a specialist on the growing Colombian premix market**

Founded in 1999, Biomix is the third largest player on the Colombian premix and services market. The company is mainly active in poultry; however, it does offer solutions for other species, such as swine and ruminants. The company has a FAMI-QS certified factory of 2,500 m<sup>2</sup>, storage space, and employs nearly 80 people near Medellin, Colombia's second largest city 400 km from the capital Bogota. Biomix has a portfolio of recognised brands, such as Toxibond and Biocalcio, and offers reference solutions against mycotoxins as well as mineral supplements.

### **Colombia, third largest poultry-producing country in Latin America**

With a population of 49 million\* and a steady growth over the past fifteen years, Colombia is positioning itself as a high-potential market. In 2017, GDP growth stood at 2.2% according to the IMF, placing it among the largest dynamic regional economies, behind Peru. Increasing standard of living combined with the country's political stability make Colombia a promising market. As such, the country is currently the fourth largest livestock feed market in Latin America, behind Brazil, Mexico, and Argentina. The country is also the third-largest poultry producer in Latin America with 774\*\*\* million broiler chickens in 2017 and a 9% production increase in recent years.

### **An enhanced offer serving the performance of local livestock farmers**

Biomix enjoys an excellent reputation with customers and has recognised expertise of almost 20 years. The merger with Neovia will allow the company to expand its portfolio of products and solutions and gradually deploy Neovia's international premix and innovative services brand, Wisium, which is already present in over fifty countries, including several major Latin American countries, such as Mexico and Brazil. **Carlos Saa, CEO of Biomix**, said, *'we are delighted with the Biomix-Neovia merger, and, in particular, the growth potential this represents for our future products and solutions. This is a great opportunity for all Biomix employees who will benefit from Neovia's global innovation centre, know-how, and expertise.'*

**Eric de Seguins Pazzis, Chief Marketing and Business Development Officer**, added *'the acquisition of Biomix materialises our desire to accelerate our development on high-growth potential markets and strengthens the historic global expertise of our premix and services*

*business. The synergies identified in species expertise and innovation will enable us to develop new products and innovative solutions adapted to the needs of Colombian livestock farmers and boost export to neighbouring countries, such as Peru, Ecuador, and Bolivia. This major acquisition reinforces our leading premix and services positions in Latin America (Mexico and Brazil) and reflects our belief in the growth potential of the Colombian market.'*

\*INED

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\*\*\* FENAVI

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**About Neovia**

*The company has a turnover of €1.7 billion euros in six business lines: complete feed, aquaculture, petcare, premix/firm services, additives & ingredients and analysis laboratories. It has 70 production sites and 8,950 collaborators in 26 countries.*

[www.neovia-group.com](http://www.neovia-group.com)