



ELEPHANT VERT GROUP

10 YEARS

SUPPORTING  
HEALTHY & SUSTAINABLE  
AGRICULTURE

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# CONTENTS

## **Editorial, page 3**

A word from Managing Director Peter Brändl

## **Part 1 : 10 years supporting healthy and sustainable agriculture, page 4**

Retrospective and key figures, page 5

Our Global Offer Strategy, page 6

Iconic Products, page 6

Strong Values, page 7

## **Part 2 : 2022 a new milestone in the history of Eléphant Vert (EV), page 8**

Key developments, page 8

New Branding Platform, pages 9-10

New Branding Image, page 11

Development, ambitions & outlook, page 12

## **Going further & Contacts, page 13**



# Editorial

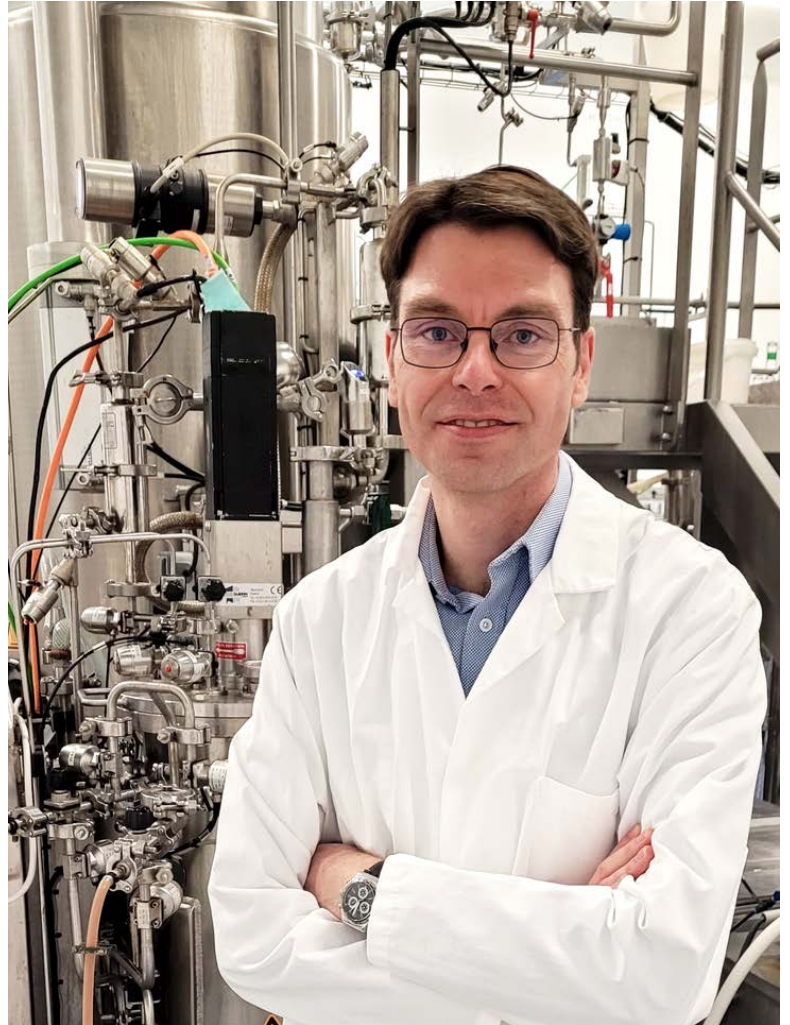
I was proud to join the Eléphant Vert Group in **November 2020**, being that since its origins, EV had known how to develop strong **societal and environmental values**. Their position echoed my own convictions.

By participating in the transformation of agriculture, Eléphant Vert has positioned itself on no less than 11 of the 18 objectives of the UN in **sustainability**.

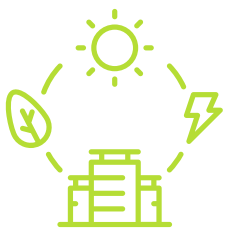
The DNA of this group is also marked by its dual implantation, in Africa and Europe, by its **fully integrated approach** from R&D to production and marketing, and by its concern for performance in its service to farmers.

Beyond being **a pioneer in biosolutions**, the value of this group lies in its men and women, who are **passionately** and enthusiastically involved on a daily basis in this global agro-ecology adventure.

It is therefore a pleasure for me to have started **a new and even more ambitious chapter** for Eléphant Vert.



**Peter Brändle, General Director, Eléphant Vert**



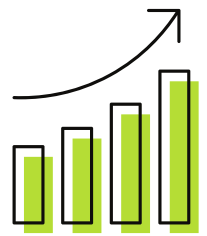
**Expertise**



**Sustainability**



**Worldwide**



**Performance**



[www.elephant-vert.com](http://www.elephant-vert.com)

# Part 1: 10 years in the service of healthy and sustainable agriculture

Eléphant Vert (EV) was born in **2012** from the conviction that a **new global agricultural model** was possible: that is, contributing to the **preservation of natural resources** and **human security** through the development of **alternatives or complements** to conventional agricultural products. EV then decided to become a major player in this change, and acquired the capacity to structure a range of **agricultural biosolutions**.



## EV priorities at start-up

**Identifying** natural microorganisms effective on crops

Working on their **development** and **formulation**

**Testing** them

**Producing** them on an industrial scale

Quickly making them **available** to African farmers

Combining **technical** and **financial assistance** when needed

Setting up a structured organization, in accordance with international standards of efficiency, quality and environmental protection



## Some of the key people at the beginning

**Gabrielle Coat, consultant in organization and quality management**

AFNOR qualified, Gabrielle set up the structure in Morocco in respect of ISO 9000 and 14000 standards, conditions were chosen to allow EV's fast development.

**Christian Kooyman, R&D Consultant**

After having developed for 10 years in Niger a natural solution against locusts and grasshoppers based on *Metharizium acridum*, Christian was asked by EV to develop products of an organic origin.

**Daouda Ndiaye, biopesticide production manager**

With more than 6 years of experience in the production of biocontrol products in Senegal, Daouda Ndiaye joined EV in 2014 to set up the biocontrol production plant in Meknes.



# Retrospective & Key Figures

ÉLÉPHANT VERT SA  
FOUNDATION

2012

Creation of the subsidiary  
Elephant Vert France

2015

2017



Certification of the first 100% proprietary  
biocontrol product Novacrid®, produced in  
Meknes, Morocco

2019



Acquisition  
Lipofabrik

2022



2014

Launch of production sites of  
organic amendments and  
fertilizers in Meknes (Morocco) and  
Segou (Mali)



2016

- Creation of the Elephant Vert Senegal subsidiary
- Launch of the microorganisms production site in Meknes, Morocco



2018

- Acquisition of the Biofertil composting platform in Ivory Coast
- Acquisition of a majority stake in the BIO3G Group, which provides the group with its own sales force in France, Switzerland and Belgium



2021

- New general management
- Rewritten strategy
- Become a product specialist in biosolutions for agriculture

## Trade development from Africa to Europe

9

Sites

36

Countries with commercial presence

## Major industrial and R&D investments focused on biosolutions

36M€

invested between  
2012 and 2016



11 production sites  
2 biotechnology sites



1 R&D site

Production capacity of 110,000 T in biofertilizers  
620 T of biostimulants and biocontrols

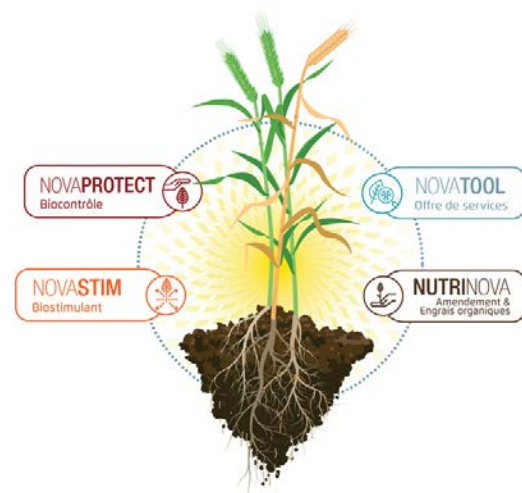
1000 m<sup>2</sup> dedicated to R&D  
3500 m<sup>2</sup> of clean rooms for biocontrol



# A global offer strategy

EV has developed a **complete range of products from crop establishment to harvesting**. Specialized in **biostimulation and biocontrol**, the catalogue has **70 references to enhancing and nourishing the soil, stimulating and protecting plants**.

EV's expertise has been developed for a **wide range of crops worldwide**, including field crops, vineyards, arboriculture, market gardening, tropical and industrial crops, and for **all types of climates, including the most extreme**.

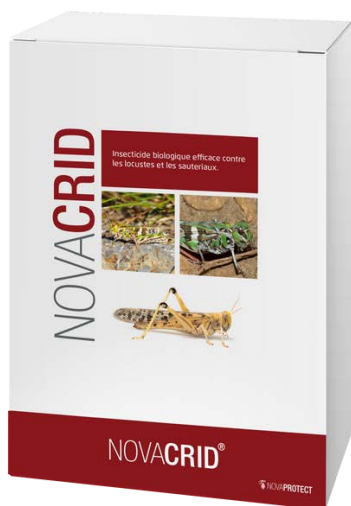


## 2 leading products

25T

20 countries

24 000 Ha



### Novacrid: FAO Recommended Biocontrol Solution

**Novacrid (*Metharizium acridum*) is the only alternative to the chemical control of locusts and grasshoppers.**

By penetrating the insect's cuticles and multiplying them by competing for water and nutrients, it thereby weakens and kills them within a matter of days. The larval bands can be eliminated in 10 days. 90% of insects are decimated.

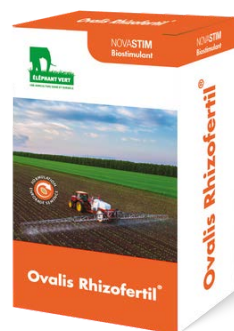
Cumulative figures from 2019

### Ovalis Rhizofertil, Xurian: Soil biostimulant

The *Pseudomonas putida* strain I-4613, PGPR, deposited at the Pasteur Institute, was isolated in Herault, France, in 2013.

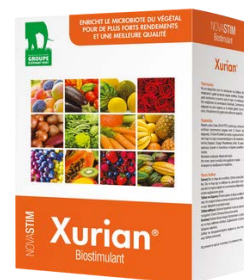
This bacterium, through its activity in the rhizosphere, participates in the transformation of organic matter in the soil into humus thus facilitating the availability of the soil's nutrients for the plant while promoting photosynthesis.

**I-4613, the EV biostimulant that revitalizes the soil!**



**+4 to 25%**

Yield improvement in different trials by crop and country



# Strong & well-established values



In 2021, EV carried out a review and implementation of its **internal values**, in order to continue uniting the teams with a clear sense of common purpose and pragmatism.

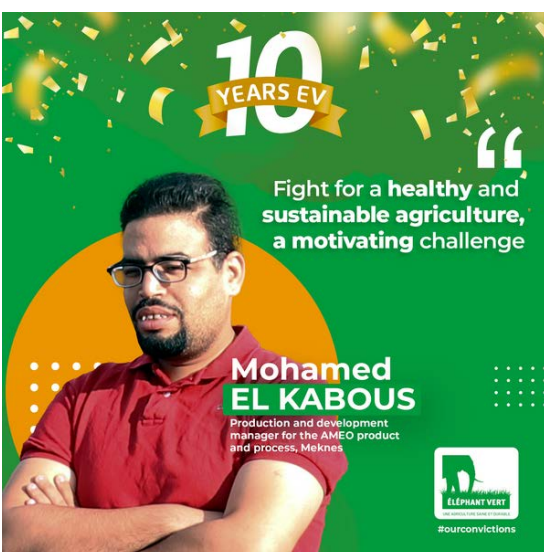
These 3 values "**Perform better**" "**Grow together**" "**Dare to do it**" illustrate the philosophy of our employer brand, which is bold, human, and in the pursuit of **individual and collective performance and development**.



## Committed staff

What unites all EV employees is above all the **pride** in working for a **universal and forward-looking** cause and in working locally.

Whether it's at the corporate level, or in its subsidiaries, awareness of contributing to a better future is the driving force behind their day-to-day actions..



800  
Collaborators



# Part 2: 2022, the implementation of a new strategy

**2021** was a year of **reflection and co-construction** between the new management committee and the board of directors in finding the best **strategic adjustments**. They gave EV the means to **accelerate its growth** in the short and medium term and to commit to becoming a market leader. The outcome impacted several areas, including:

- Strategic adjustments were made with, among other things, a real focus on **supply and distribution** as well as a recasting of activities in **agriculture**
- Accelerated development of **proprietary biocontrol products**
- **International presence beyond Africa**
- **New, more unique branding platform**



## **A range of products focused on biocontrol and biostimulation**

Our objective is to remain close to the farming community wherever we operate. Additionally, we will continue to provide biofertilization solutions locally. However, on a global level, Eléphant Vert has chosen to equip itself with its entire means so as to reinforce its position as an expert specialist in biostimulation and biocontrol. In the future, 80% of our turnover will come from these two areas. The recent acquisition of the start-up Lipofabrik was a step in the right direction, in that it has developed a promising foliar biostimulant and is currently working on a broad spectrum biofungicide solution.



## **An international agricultural target beyond Africa**

With the sale of Or Brun at the end of 2021, an historic player in natural gardening for the general public, Eléphant Vert has indicated its intention to refocus on its core business, namely agriculture.

EV also has the ambition of establishing a global presence, mainly through a network of distributors and partners, as well as conquering new markets such as Asia and America, all having great potential.



## **A big challenge in biocontrol R&D**

EEV is capitalising on its expertise in research and intends to pool its resources in the R&D centre of its new subsidiary in Lille.

The development of proprietary biosolutions, in particular biocontrol products is a priority for EV, both in its own laboratories and through its new acquisitions, with EV being on standby in the market.

Ultimately, we plan to offer 80% of EV **proprietary products**.





# A new branding platform



If Elephant Vert's ambition remains unchanged in being a leading pure player product specialist in innovative biosolutions in Europe, Africa and around the world,

If Eléphant Vert's mission to develop healthy and sustainable agriculture by providing farmers with appropriate biosolutions and services continues, then the company would like to reposition this ambition with a more global perspective. Peter Brändle expresses below:

"We believe that sustainable agriculture is a wonderful key to a successful ecological transition"

The branding platform was developed around two themes: reformulating our values in line with our new strategy so as to find the uniqueness of the brand, being more modern, more optimistic, more inventive, more international and more scientific.

## Our Promises

|| To place research at the heart of our activities to cultivate naturally and produce better.

To support and inspire farmers around the world with a range of effective, accessible biosolutions adapted to their practices and needs. ||



## Our values



“ Responsibility  
Innovation  
Authenticity  
Conviction ”

# A more passionate manifesto

Today, we are going even further by prioritizing research to help us **cultivate differently and produce better** ! We strongly believe that this sustainable and innovative neo-agriculture is the best solution for a more successful **ecological transition**.

Through a range of **tailored biosolution offers**, we provide each farmer **around the world** with the solutions they need to **produce naturally and more effectively than ever**.

**As pioneers in agricultural biosolutions**, it is with **confidence and enthusiasm** that we want to share our vision of a better future. One that enables the cultivation of our lands hand-in-hand with nature, not against it.

**Cultivating differently** is no longer an option. It is the only path towards a **more fertile tomorrow that will benefit us all**.



# TOGETHER

“ Let's cultivate  
a fertile future ”

# Logo, a bridge between history and the future



becomes



We made the choice of a symbolic logo with these 2 things in mind:

- its shape, as one can see the **elephant's trunk**
- its background, as one can read EV the **Eléphant Vert's monogram**

By this **dynamically rounded** logo, we wished to express the **proximity** and **enthusiasm** of Eléphant Vert in its everyday approach.

Finally, with the choice of colours, being lighter and brighter **green** and **orange**, our aim was to express our historical positioning as a player in **agricultural biosolutions** (green) as well as show our **dynamism** (orange)

Orange now appears more clearly in our branding image, demonstrating our desire to play on this elegant and attractive contrast.

## A more committed slogan



We chose to express our slogan in English as our desire is to be open to the world and resolutely international.

This slogan expresses our deep convictions:

To succeed **together**, with all the players in agro-ecology

To be a recognised player in sustainable **agriculture**

And finally, to invest in the future of each and every one of us on a daily basis, for a **healthier and more fertile future**

**Check out the new EV brand movie as an attachment !**

# Outlook

This new image will progressively unfold in **our corporate and commercial communications**, as well as in all EV subsidiaries, throughout 2022.

- **Product packaging and labels** will also benefit from a makeover and will gradually be transferred to our new charter until the end of 2023.

**Other important projects** will bring this new **ambition, strategy and image** to life in a very concrete and substantial way:

- In the release in **June** of a **brand new foliar biostimulant** in Europe, **Plantboost**, from the laboratories of our subsidiary Lipofabrik.
- In the presence at the **ABIM in October 2022**, where EV will be able to welcome its suppliers, partners and journalists on its stand.
- **In a website review by the end of 2022.**

**And in other projects that will be revealed at a later date.**



# Contacts

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