

FOR IMMEDIATE RELEASE

Innovad Group Strengthens Position in Brazilian Animal Nutrition Market with Acquisition of Oligo Basics

Cascavel, PR - Brazil, May 9, 2024 – Innovad Group, a global leader in animal nutrition and health solutions, announces the acquisition of Oligo Basics, a renowned player in Brazil's nutritional feed additives market. This strategic move not only reinforces Innovad Group's presence in Brazil but also synergizes the extensive product portfolios of both entities.

Forging Innovation and Partnership

By combining Innovad Group's diverse offerings with Oligo Basics' local expertise, the partnership aims to deliver unparalleled natural solutions tailored to the evolving needs of customers.

Ben Letor, CEO of Innovad Group, emphasizes:



This acquisition underscores our commitment to innovation and sustainable growth, aligning with our recent strategic expansion efforts into primary/natural ingredients, including the acquisition of Herbonis. With Oligo Basics' local team and local manufacturing unit, we are dedicated to establishing a robust foothold in Brazil and nurturing long-term partnerships locally.



Expanding Opportunities for Customers

Joan Torrent, Technical Director and co-founder of Oligo Basics, expresses enthusiasm about the integration:



Joining forces with Innovad Group not only amplifies our product reach but also unlocks new market opportunities. We are excited to leverage synergies and offer enhanced solutions to our customers.



Driving Growth and Value

Marlene Schmidt, Technical and Commercial Manager at Solene Brazil of the Innovad Group, highlights the collaborative approach:



Our goal is to drive growth and add value in the Brazilian market. The integration with Oligo Basics strengthens our market position and reinforces our commitment to diversity, innovation, and customer satisfaction. Oligo Basics' local team has built strong relationships with key players in the Brazilian market. This allows us to leverage our combined strengths to offer comprehensive solutions to our customers.



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Complementary Product Offering

The acquisition of Oligo Basics underscores Innovad Group's commitment to delivering value, driving innovation, and fostering strong partnerships in Brazil, the Americas and beyond. While also aligning with the group's broader strategy of offering sustainable and effective solutions to the animal production industry.

As Jeroen De Gussem, Business Development Director Global at the Innovad Group, concludes:



As the group continues to expand its presence and offerings, customers can expect even greater opportunities for collaboration, both locally in Brazil, Latin America and worldwide. ”

ABOUT

Innovad

[Innovad Group](#) is a leading provider of animal nutrition and health solutions, servicing clients across 75 countries. Headquartered in Antwerp, Belgium, Innovad is committed to delivering innovative and sustainable solutions to the livestock industry.

Oligo Basics

[Oligo Basics](#) is a pioneer and market leader in nutritional feed additives, with over 22 years of experience. Based in Brazil, Oligo Basics offers profitable, safe, and sustainable solutions to customers in over 20 countries.

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