

FOR IMMEDIATE RELEASE

## Innovad is acquiring Herbonis to Strengthen Natural Specialty Feed Ingredients Portfolio

**Antwerp** — Innovad®, a leading provider of animal nutrition and health solutions, is pleased to announce that it is acquiring all the shares of Herbonis a Swiss-based company and its affiliates, including Wyreside in the UK. The acquisition aims to strengthen Innovad's portfolio of natural speciality feed ingredients and align with its strategy of expanding into primary ingredients. Herbonis is recognised as a leader in a niche market and Panbonis, a product containing the plant-based source of the metabolic active form of Vitamin D, represents a unique and highly technical product with proven health benefits in poultry, swine and dairy. From its inception, Innovad has been formulating its products with plant-based ingredients and this acquisition will strengthen its position — adding capacity and knowledge to support the growth in its botanicals, nutraceuticals product portfolio.



**Ben Letor**, Innovad CEO: *"We view Herbonis as a high quality and recognised leader operating in a niche market. Herbonis has an impressive track record, dedicated team, independent mindset, and outstanding know-how on botanicals. Herbonis Group highly scientific and plant-based proposition matches perfectly with Innovad's strong strategic commitment to becoming the centre of excellence and knowledge in phytogetic and plant-based products. Natural solutions represent a megatrend in our industry to address sustainability objectives as well as consumer demand, provided that such plant-based alternatives are well-researched, well-documented, cost-effective and with the lowest carbon footprint."*



**Raetus Boehlen**, Herbonis CEO *"Having deep understanding of bioactive plants with proprietary analytical tools, Herbonis has succeeded in bringing to the market an effective 100% plant-based technology. Panbonis has demonstrated its performance and return through its strong customer base & partnership. Many publications and outstanding scientific dossier evidence its unique mode of action. Being able to include Panbonis as part of Innovad's broader product portfolio will allow Herbonis to tap into new entry points with a broader customer base. It was essential for the owners of Herbonis to hand the company to a group that would continue to invest, support and recognise the value of Herbonis and its team."*



**Massimo Neri**, Innovad Director Europe: *"We are highly motivated to combine Herbonis with Innovad. We believe that Innovad's strong sales organisation, well-established European footprint and global commercial network perfectly fits with our strategy of delivering the Panbonis brand more directly to end users. With a presence in 75 countries, we expect Innovad's platform to help accelerate brand awareness and market access for Herbonis's products. Together, we can create a strong portfolio of innovative and sustainable solutions which will support animal health and welfare."*



**Remko Hilhorst**, Managing Partner at IK Partners and Advisor to the IK IX Fund: *“In today’s volatile environment, it is exciting to be adding Herbonis to Innovad’s product portfolio as we continue to work with the management team to unleash its plan for further sustainable growth. We hope this will help establish the Innovad Group as a global primary producer and leader focused on botanicals, biomonitoring programmes and specialised in feed solutions.”*

## About Innovad

Innovad is a leading provider of animal nutrition and health solutions. The company offers a wide range of innovative and sustainable solutions to the livestock industry. Its patented, innovative Myco-marker® biomonitoring programme is truly a game changer in the industry. Innovad services integrators, producers, nutritionists, veterinarians, feed companies with a focused range of on farm water soluble and in-feed solutions. [www.innovad-global.com](http://www.innovad-global.com)

## About Herbonis

Herbonis is a company specialising in plant-based bioactive molecules, the leader in the niche vitamin D3 market with its product Panbonis, which offers a powerful natural source of the metabolic active form of Vitamin D. With a focus on sustainability and natural ingredients, Herbonis is committed to providing innovative solutions to the animal feed industry. [www.herbonis.com](http://www.herbonis.com)



## About IK Partners

IK Partners (“IK”) is a European private equity firm focused on investments in the Benelux, DACH, France, Nordics and the UK. Since 1989, IK has raised more than €14 billion of capital and invested in over 170 European companies. IK supports companies with strong underlying potential, partnering with management teams and investors to create robust, well-positioned businesses with excellent long-term prospects. For more information, visit [www.ikpartners.com](http://www.ikpartners.com)