



Press Release –

– September 1st, 2020

EURALIS Semences and CAUSSADE Semences Group: birth and first day of Lidea, finalization of the rapprochement of the two companies.

The rapprochement of EURALIS Semences and CAUSSADE Semences Group has been effective since September 1st, 2020. It resulted in the birth of Lidea. Already one of the top 10 global field seeds companies, this new entity aims to achieve leadership positions in certain species in the enlarged Europe.

This convergence was born of the desire of the two entities to capitalize on their complementarities in terms of species, research, industrial tools and markets.

In a business where competition is fierce, this now finalized merger offers several advantages. Firstly, it allows the new entity to reach a critical size, whereas mergers have multiplied in recent years. Secondly, it offers the possibility of continuing the industrial and R&D investments necessary for the development of the activities and thus significantly strengthening the positions of the brands present on the European markets. The result is a wide range of products and varieties recognized by farmers and distributors and the ambition to develop on existing and new territories.

Thus, **Lidea** should rapidly reach leadership positions thanks to its complementary, multi-species offer and its network of producers and industrial tools in France and Europe.

Governance

Pierre Pages was appointed Chairman of the Board of Directors of the new entity. He is also Vice-Chairman of EURALIS. A farmer in Viella (32), Pierre Pages is a producer of seeds, maize and cereals.

Pierre Flye Sainte-Marie has been appointed Chief Executive Officer of **Lidea**. Chief Executive Officer of CAUSSADE Semences Group since March 2019, he has a 30 years international experience in agricultural supplies. He was previously Vice President of CORTEVA Europe Africa, after serving as Head of DOW AGROSCIENCES Europe, Middle East, Africa and Asia Pacific.

Mission

Lidea's mission is to create and offer, in proximity to its ecosystem, customized and sustainable multi-species seed solutions that create added value throughout the year. It is therefore a question of participating in the evolution of agricultural practices and supporting farmers in these changes, taking care to preserve the profitability of their farms.

A new corporate identity

The name **Lidea** has been chosen: it is a modern, different, international brand which expresses novelty without forgetting its roots since each of its letters is derived from at least one of the two original brands. Finally, **Lidea** is easy to pronounce and memorize; its sound is positive and highlights the creativity and innovation of the new entity.



For Pierre Flye Sainte-Marie, **Lidea's** Chief Executive Officer, *"with better geographical coverage, critical size and the ability to rely on solid partnerships, **Lidea's** ambition is to become one of the key players in the international market in which it operates. The challenges to be met are numerous and exciting; they create a positive dynamic and are a source of motivation for the teams in place"*.

For Pierre Pages, Chairman of **Lidea's** Board of Directors, *"we are confident for the future of the new entity. Indeed, the key success factors are there: proximity, the ability of the teams to collaborate effectively, their creativity and, more generally, operational excellence"*.

The new entity in key figures

- More than 2,000 employees.
- 350 million euros turnover.
- 8 production sites in France, Romania, Ukraine, Spain, and soon in Russia.
- 17 research stations throughout Europe.
- More than 30 million euros devoted each year to industrial and R&D investments.
- 45,000 hectares of production in 5 countries.
- Active on different species: maize, sunflower, rapeseed, straw cereals, fodder crops, soya, sorghum, pulses.

Press contact

Nathalie Salmon EURALIS Group (+33) 6 48 08 52 88 / nathalie.salmon@euralis.com