



Press Release

Ede, March 22th 2018

Royal De Heus continues investments in Spain

De Heus Nutrición Animal acquires Pienzos Unzué and strengthens position in North-Spain

On 20th March this year, Royal De Heus signed the agreement for the acquisition of the Spanish feed company Pienzos Unzué, a company with a very strong position in the animal feed market for ruminants in Navarra and surrounding provinces. This acquisition is in line with the ambition of De Heus to build a leading position on the Spanish market for animal feeds.

This acquisition reinforces De Heus leadership in the compound feed sector, strengthens its dealer network and extends its services and assortment in this part of Spain. Pienzos Unzué, based with two production locations in Navarra, has a production capacity of approximately 200,000 tonnes per year. In combination with the nine plants De Heus already has in Spain, De Heus improves its coverage in the north-eastern provinces of the peninsula .

“The acquisition of Pienzos Unzué forms part of our growth strategy and underlines De Heus Nutrición Animal’s commitment to the free Spanish market in general and the ruminant sectors in particular”, pointed out José Manuel García, the company’s general director in Spain. “This is a great moment in our expansion policy and a good opportunity to give a new dimension to the work being done at Pienzos Unzué. Moreover, it offers us the opportunity to incorporate the Canun petfood brand in the current De Heus portfolio. “This brand will further strengthen our position in the dealer network and is complementary to our current well-known Biona and Passaranda brands”

When asked about the future of the plants and workforce, José Manuel García stated “both plants are vital for us to be able to serve this part of Spain. We intend to strengthen our sales force considerably with talented people from the region that like to work with farmers. We will educate these new people with our nutritional knowledge and solutions and train and coach them intensively. In this way we are confident we can bring new products and services to the customers to improve their performance according to our brand promise: powering progress.



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KEY HIGHLIGHTS:

- Piensos Unzué has two production centres in Navarra, with a capacity of over 200,000 MT per year. It provides direct employment for 39 people.
- Present in Spain since 2015, De Heus is a family company of Dutch origin specialized in the development, production and commercialization of animal feed. It employs 5.000 people all over the world, 350 of them in Spain. It exports its products to 70 different countries and has its own country organizations in 16 of them.

ROYAL DE HEUS

Royal De Heus is a multinational family company. Founded in 1911, Royal De Heus has expanded to become one of the largest players in the animal feed industry. With locations in Netherlands, Vietnam, Brazil, Poland, Czech Republic, Serbia, Spain, Portugal, South Africa, Myanmar, India and joint ventures in Egypt, Ethiopia, Russia and China, it has reached a key position globally. De Heus strives to offer an active contribution to the development and progress of agriculture in all the markets in which it is active.

Additionally, De Heus is active in more than 70 countries through the export of concentrates and premixes, the main ones being Eastern Europe, Africa, the Middle East and South America. The company globally has over 5000 employees. Its head office is located in Ede (the Netherlands)

PIENSOS UNZUÉ

Piensos Unzué, whose registered offices are in Orkoien (Navarra), is a family company that was founded in 1982. It manufactures and sells animal feed products, and sells raw materials and other agricultural products to livestock farmers. It currently employs 39 people.

INFORMATION FOR EDITORS, THIS IS NOT INTENDED FOR PUBLICATION:

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