

PRESS RELEASE // March 2018

Alliance of Phileo Lesaffre Animal Care and Diana Pet Food to boost pet health globally

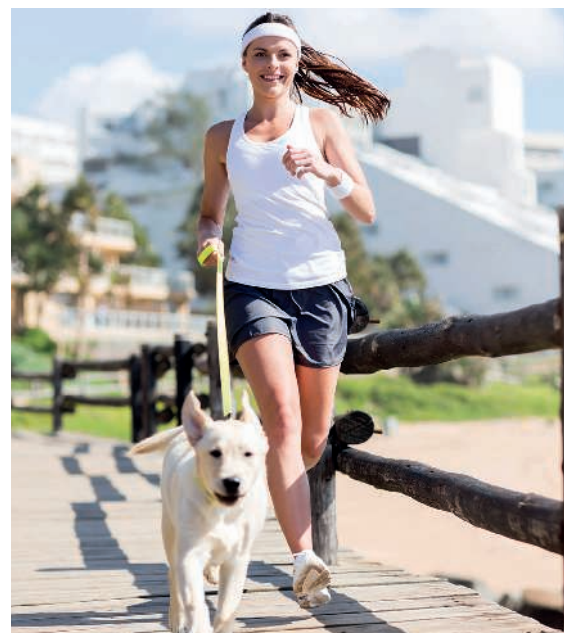
Phileo, Lesaffre's business unit dedicated to Animal Care and Diana Pet Food have entered into a partnership in yeast and bacteria solutions for the pet food industry.

Marcq-en-Baroeul and Elven, France
March 2018

Phileo Lesaffre Animal Care, a global producer of innovative solutions from yeast probiotics and yeast fractions for animal care, and Diana Pet Food, global leader in high value solutions improving pets' well-being and owners' satisfaction today announced the decision to market and develop a complete portfolio of yeast and bacteria solutions for pet food manufacturers.

Yeast and bacteria related products are located at crossroads where several health benefits relevant to our beloved pets meet: food acceptance, digestion, coat condition, protein quality, and immunity. These added value ingredients are well-perceived by pet owners, and their multiple effects make them competitive ingredients as they address several market needs whilst keeping recipes simple.

The partnership brings together two global players with a solid track record in offering high performance nutrition and health solutions to the industry, who share the ambition to always better serve their customers and to increase the value given to the pet food industry. Diana Pet Food receives the exclusive distribution of the Phileo portfolio of yeast and bacteria solutions to pet food manufacturers on a global level. Starting today both companies will be collaborating in the development of a probiotic solution especially created to meet the specific demands of the pet food market.





“The joint resources of Diana Pet Food and Phileo will allow the pet market to get quicker and easier access to the complete program of yeast-and bacteria based solutions from Phileo Lesaffre Animal Care,” says *Frédérique Clusel, General Manager of the Phileo Business within Lesaffre.*

“Our portfolio covers all cat and dog life stages, from birth to senior, which contributes greatly to consumer brand loyalty. Combining our core expertise on live microorganisms and dedicated nutritional solutions for pets, results in probiotic solutions to raise the health of our pets naturally.”



To learn more about Phileo please visit www.phileo-lesaffre.com



“This partnership follows the ongoing strategy of Diana Pet Food to answer the global and growing concern of the pet food market today: the health and well-being of our four legged companions.” says *Bertrand de Launay, President of Diana Pet Food.*

“Phileo Lesaffre Animal Care’s portfolio will complete the solid health and nutrition solutions of our expert brand Vivae. We are also thrilled to associate our teams to develop new opportunities based on probiotic solutions.”



To learn more about Diana Pet Food and Vivae please visit www.diana-petfood.com/vivae



About Lesaffre

As a global key player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for Baking, Food taste & pleasure, Health care and Biotechnology. A family group created in Northern France in 1853, now a multi-national and a multicultural company, Lesaffre is committed to working to better nourish and protect the planet. In close collaboration with its clients and partners, **Lesaffre employs 10,000 people in 78 subsidiaries based in 50 countries. Lesaffre has an annual turnover of 2 billion euros.**



About Phileo Lesaffre Animal Care

Backed by 30 years of experience and a global staff of 150 people, Phileo, Lesaffre’s business unit dedicated to Animal Care, is viewed as a major player in the animal nutrition, health and welfare market. Phileo works at the crossroads of nutrition and animal health, designing, developing and delivering innovative nutritional solutions to improve animal health and performance. Our innovative capacity and mastery of manufacturing processes enable us to meet the most stringent industry and livestock production demands. Thanks to Lesaffre global presence, we aim to stay close to our customers and be able to adapt readily to their needs.



About Diana Pet Food

Diana Pet Food is the global leader and pioneer of high value solutions improving pets’ well- being and owners’ satisfaction. The company provides multiple products and services improving pet food palatability, pet health and pet food protection, and develops innovative scent & care solutions for the pet care market. **Diana Pet Food is present on 5 continents with 900 employees, 17 industrial sites, 18 sales offices and 3 expert-measurement centers with more than 600 cats and 250 dogs.** Diana Pet Food is part of Diana, a division of the Symrise Group.



About Vivae

Vivae is Diana Pet Food expert brand dedicated to the health and nutrition of cats and dogs. Vivae’s entire product development is inspired by pet owners’ expectations and consumers understanding. From the choice of ingredients to the final product labeling, every step answers one simple question: “what does the client need?”. Vivae provides innovative and natural nutrition solutions visibly improving pet health and wellness..

PRESS CONTACT

Phileo Lesaffre Animal Care
Clementine Marien
c.marien@phileo.lesaffre.com

Diana Pet Food
Perrine Extier
pextier@diana-petfood.com