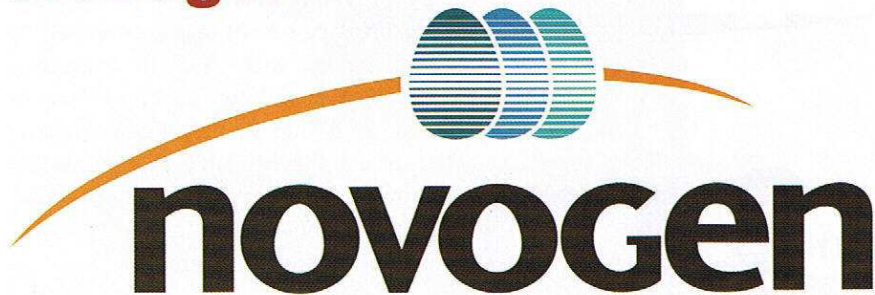


## Groupe Grimaud hatches layer breeding company Novogen



**G**roupe Grimaud has established a new company with a focus on genetic selection and distribution of layer breeding stock.

Novogen's headquarters is in Quintin, in France's Bretagne region. Groupe Grimaud is the majority shareholder.

Under the general management of Mickaël Le Helloco, Novogen SAS is focused on genetic selection, the core business of Groupe Grimaud, and the worldwide distribution of high-quality layer Grandparent and Parent Stock.

In a highly concentrated market that is looking for alternative suppliers,

Novogen offers competitive layer breeds for brown, white and tinted egg production adapted to different market segments, as well as for the conventional (cage) markets and alternative markets.

Novogen is supported by a global sales network and the expertise and experience of the technical specialists of one of the major animal breeding companies in the world.

The creation of Novogen fits Groupe Grimaud's strategy for growth and expansion of its multi-species product range, and will solidify its position in the genetic marketplace. ●