

## Press Release

### Interagro transitions to Nichino Europe: New Brand, Same Commitment to Agriculture

**Cambridge, March 2025** – We are excited to announce an important transition in the agricultural industry. **Interagro (UK)** will officially be superseded<sup>(\*)</sup> by **Nichino Europe Co., Ltd**, marking the start of a new chapter for our company. This rebrand aligns us more closely with our parent company, **Nichino Europe** and formally concludes the takeover process which began in April 2023.

Utilising the known and well trusted platform provided by Interagro, Nichino Europe will start marketing existing proprietary products based on Pyraflufen-ethyl products (GOZAI, KABUKI) from January 2025 and from summer 2025 onwards, products based on Flutolanil.

**Nichino Europe**, incorporating **Interagro**, will jointly develop and introduce new and innovative solutions to support plant health in key UK and Irish crops.

In forthcoming years, the introduction of new solutions based on Pyraflufen-ethyl, a biostimulant specifically dedicated to root and bulb crops (e.g. potatoes), and other innovations are planned.

Effective from April 1<sup>st</sup>, 2025, the business will be known as **Nichino Europe**, but for the time being, our communications, labels and advertising will feature the tagline “**formerly known as Interagro**” to ensure a smooth transition for our customers, partners, and stakeholders. Over time, the “**formerly known as Interagro**” reference will be phased out, and the Nichino Europe name will stand as the sole identity moving forward.

### Key Information for Our Customers:

- 1. Social Media Transition:** If you currently follow us on X (formerly Twitter) under the Interagro name, we will inform you on X in due time when to switch to **Nichino Europe** to continue receiving updates and important information. This change will help ensure that you're always in the loop with the latest developments from our brand.
- 2. Website and Search Results:** All web searches for Interagro products, services, and brand-related information will still direct you to the correct, updated content under the Nichino Europe brand. You will continue to find all the information you need, and no disruption will occur in your experience.
- 3. Our Products and Services:** While the brand name is changing, our commitment to providing high-quality products and exceptional service remains unchanged. Our teams will continue to support farmers with the same level of dedication, and we will keep delivering solutions that enhance crop productivity and sustainability.

### **Why the Change?**

This rebrand reflects our integration with **Nichino Group**, which strengthens our global position while reinforcing our shared vision of advancing sustainable agriculture. As **Nichino Europe**, we will continue to

innovate and respond to the evolving needs of farmers, while ensuring that we provide cutting-edge solutions to support British and Irish agriculture. Under the **Nichino** brand, we will offer future oriented adjuvant, crop protection and biostimulants solutions.

### **Looking Ahead**

The shift to **Nichino Europe** marks an exciting new chapter, but it is important to note that we are still the same trusted company, committed to the same values. We look forward to continuing our long-standing relationships and building new ones under this unified brand.

### **About Nichino Europe**

Nichino Europe is a subsidiary of **Nichino Group**, a global leader in crop protection solutions. **Nichino Europe** continues to provide sustainable, innovative solutions designed to increase agricultural productivity while promoting environmental stewardship.

For any inquiries, please contact:

#### **Will Ramsay**

Operations Director for UK and Ireland

#### **Nichino Europe**

Email: [wramsay@nichino-europe.com](mailto:wramsay@nichino-europe.com)

(\*). Dissolution process of Interagro UK will be completed by the end of 2025, subject to authorization and administrative process.