



PRESS RELEASE

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Lesaffre unveils a new brand territory, in line with its evolution

As a global key player recognized for its expertise in the field of yeast and yeast extracts, Lesaffre has been developing for several years in the world of micro-organisms and fermentation. Today, the group is unveiling a new territory of communication, a true reflection of this evolution.

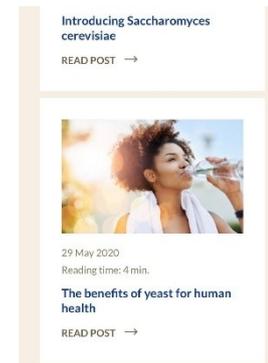
Lesaffre reaches a new milestone

For more than 165 years, Lesaffre has been recognized for its expertise in yeast and yeast extracts. Thanks to its numerous investments, particularly in Research and Development, and targeted acquisitions, the group has evolved and broadened the scope of its expertise. The time had come for Lesaffre to roll out a communications territory that asserts its identity and embodies its mission: "Working together to better nourish and protect the planet".

In a competitive and stimulating economic environment, we are accelerating our transformation to position ourselves as a key player in fermentation and thus explore and reveal the infinite potential of microorganisms. Our commitment to create innovative solutions to better nourish and protect the planet through fermentation is shared by all our employees. We needed the Lesaffre brand to reflect our fundamental convictions and our desire to collaborate with all our stakeholders, particularly our customers. Driven by this momentum, we have defined a new brand territory for Lesaffre", says Antoine Baule, Lesaffre's CEO.

A new website

"Our new territory, developed in partnership with the Babel agency, aims to embody our dynamism and entrepreneurial capacity. More modern, more streamlined, with content oriented around our mission, we want to make it a lever for coherence and affirmation of our various activities," adds Corinne Wallaert, Lesaffre's communications director.



On the left, home page of lesaffre.com website; on the right, article from the Trends Mag blog

Visually, the brand's territory translates into the use of a range of natural colours reminiscent of the colours of yeast, combined with the blue that characterizes the group, as well as the use of textures inspired by micro-organisms. An editorial charter completes this visual bias.

Driven by the desire to share its passion for fermentation and micro-organisms, Lesaffre is launching its new website, www.lesaffre.com. It includes new sections that provide a behind-the-scenes look at the group's areas of expertise:

- A "**Trends Mag**" blog is dedicated to the dissemination of knowledge on fermentation. Articles, interviews, videos and summaries: each content is based on the expertise of a contributor or an expert guest who shares his knowledge, his convictions on micro-organisms, yeasts, fermentation, health and well-being, and his intuitions on trends, naturalness, new habits and tomorrow's uses...
- A "**Achievements**" section allows you to learn more about the successes, best practices and innovations implemented by the group's teams in different fields and around the world.
- The "**Careers**" page has been entirely redesigned to present the group's business lines, notably thanks to numerous testimonials from employees who are specialists in their field.

ABOUT LESAFFRE

A key global player in fermentation for more than a century, Lesaffre, with a 2,2 billion euros turnover, and established on all continents, counts 10,700 employees and more than 70 nationalities. On the strength of this experience and diversity, we work with customers, partners and researchers to find ever more relevant answers to the needs of food, health, naturalness and respect for our environment. Thus, every day, we explore and reveal the infinite potential of microorganisms.

To nourish 10 billion people, in a healthy way, in 2050 by making the most of our planet's resources is a major and unprecedented issue. We believe that fermentation is one of the most promising answers to this challenge.

Lesaffre - Working together to better nourish and protect the planet

More information on www.lesaffre.com
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