



PRESS RELEASE

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Strategic alliance on the lawn grass seed market

On 20th April 2011, RAGT Semences and Plan SAS reached an agreement on the lawn seed market for building a durable partnership with the aim of developing and valorising their respective lawn businesses on the mass consumer market and on the trade market, both in France and internationally.

A major alliance on the trade market

As part of the alliance, Plan Jardin will transfer its Trade “ Environment Plan” assets to “Les Gazons de France”, company specialising in lawns for the trade market and a subsidiary of RAGT Semences, the European multi-species seed Group.

In return for this operation, the Plan Group holding company, Plan SAS, will take a holding of 50% of the capital of Gazons de France.

The fact that the commercial business (product ranges and networks) of Les Gazons de France and Plan Environnement are so complementary, as well as the commitment of the partners to develop their business at the international level, opens up important perspectives for Les Gazons de France to grow internationally, benefiting from RAGT genetics.

Operational management of the company will be in the hands of Philippe REVEL. Marketing management of the Les Gazons de France network will be assured by Francois DUJARDIN, whilst commercial marketing for the Plan Environnement network will be provided by Jean-Jacques MEUNIER (who will remain as Production Director at Plan Jardin).



Complementarity at the service of the mass consumer market

Specialising in the mass consumer market, Plan Jardin will benefit from preferred access to lawn varieties emerging from RAGT 2n research.

This complementarity in research and marketing should contribute to ambitious growth of both partners in this sector.

Claude GRAND, CEO of RAGT Semences, commented:

“This deal is a real opportunity for valorising the varieties emerging from our Research Services over a wide range of French and European lawn markets.”

Jean-Claude PLAN, CEO of Plan SAS, said:

“The acquisition of a holding in Les Gazons de France and access to RAGT Semences genetic lawns will enable Plan Jardin to play a major role in the lawn market”.

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RAGT Semences

RAGT Semences, based in Rodez (Aveyron), is a major French and European seed company, particularly active in the fields of cereals, crops rich in protein and starch, maize, oil-producing and fodder crops.

The RAGT Semences group has a turnover of 150 million Euros and employs more than 680 staff throughout the world.

Plan SAS

With 45 million Euros in consolidated turnover and employing 250 staff, Plan SAS is one of the major players in the European horticultural market.

An organization divided into three departments has been set up to respond to various markets: Plan Jardin for the mass consumer gardening market, Plan Environnement for the seed market for landscaping and urban planning, Plan Ornemental for the horticultural trade market.

