

# COMMUNICATION MATERIAL 2024



**World leader in innovation**  
for **soil nutrition, fertilisation,**  
**biostimulation** and **animal production**

TIMAC AGRO, LEADING ACTIVITY OF THE GROUPE ROULLIER



All contents and data from this document can be used externally.

 2024

# HOW TO PRESENT TIMAC AGRO

**TIMAC AGRO, a pioneer in soil nutrition,  
plant and animal nutrition for high-performance  
sustainable agriculture**



As a world leader in innovation in soil nutrition, fertilization, biostimulation and animal production, **TIMAC AGRO** works with farmers on a daily basis. The company relies on agronomic and industrial innovation to offer efficient and sustainable solutions. We are committed to meeting today's major economic, social and environmental challenges.



As a world **leader in innovation in soil nutrition, fertilization, biostimulation and animal production**, TIMAC AGRO works with farmers on a daily basis.

The company relies on **agronomic and industrial innovation** to offer efficient and responsible solutions for all types of farming and the food sovereignty of the countries in which it operates. Thanks to a unique scientific approach, **TIMAC AGRO creates and manufactures products that reconcile agronomic performance, i.e. high yields, and environmental performance, i.e. reduced impacts.**

These are technological products, adapted to each crop, each soil and therefore each farmer. They are in line with today's major economic, social and environmental challenges.

TIMAC AGRO is a unique player in the agricultural world, because it is the only one to have developed an **original model entirely dedicated to the performance of farmers, based on the simple observation that each breeder, each producer has his own problems, needs and expectations, and that each of them should therefore be entitled to a personalized support.** All our actions revolve around this notion of tailor-made solutions.



**7,400**  
employees



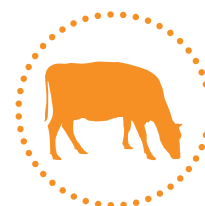
**39**  
subsidiaries



Soil  
Nutrition



Plant  
Nutrition



Animal  
Production

# THE TIMAC AGRO MODEL: COMMUNICATION ESSENTIALS

## TIMAC AGRO: soil nutrition, plant and animal production for high-performance agriculture

Our model is based on 4 dimensions. It is applied in each country, with a high degree of **autonomy** through **local adaptation and management**. Farmers' expectations in Brazil cannot be the same as in Poland or Morocco. TIMAC AGRO has developed a model enti-

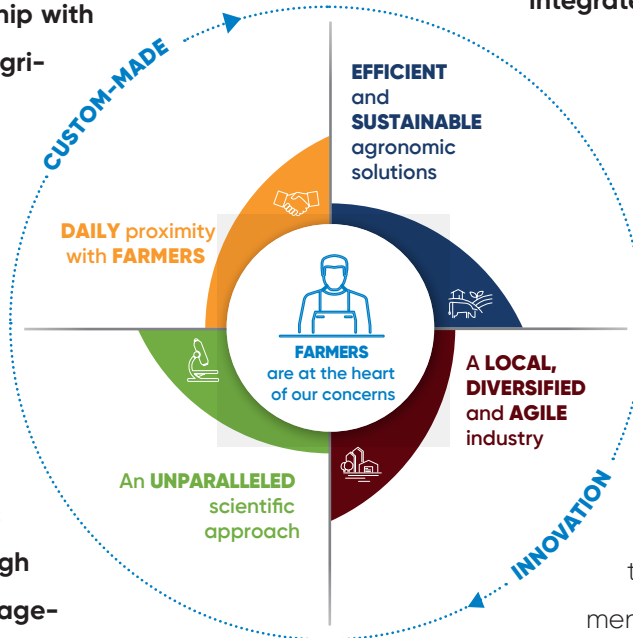
rely dedicated to the performance of farmers, based on the simple premise that each breeder and producer has his or her own problems, needs and expectations, and that each of them should therefore be entitled to specific support and tailor-made solutions.

In each of our subsidiaries, TIMAC AGRO has set up a unique network of **representatives permanently present in the field and maintaining a real partnership with different actors in the agricultural sector.**

**TIMAC AGRO develops amendments, fertilizers and biostimulants with innovative technologies which, combined with its selection of raw materials and its industrial know-how, are integrated into nutritional programs that meet the challenges of farmers.**

**TIMAC AGRO has set up a unique dynamic to develop breakthrough products in soil management, plant nutrition and animal production, combining its dedicated R&D toll, the Centre Mondal de l'Innovation Roullier, with scientific partnerships.**

**TIMAC AGRO has chosen to design and produce everything it sells.** This translates into the establishment of a local industry close to its markets, thus combining reactivity, flexibility and optimization.



# OUR 2024 KEY FIGURES

A strong local footprint and a

unique proximity to the farming world



**7,400**  
employees



**39**  
subsidiaries



**4,000**  
+ field representatives



+ more than  
**1,000**  
raw materials used







194

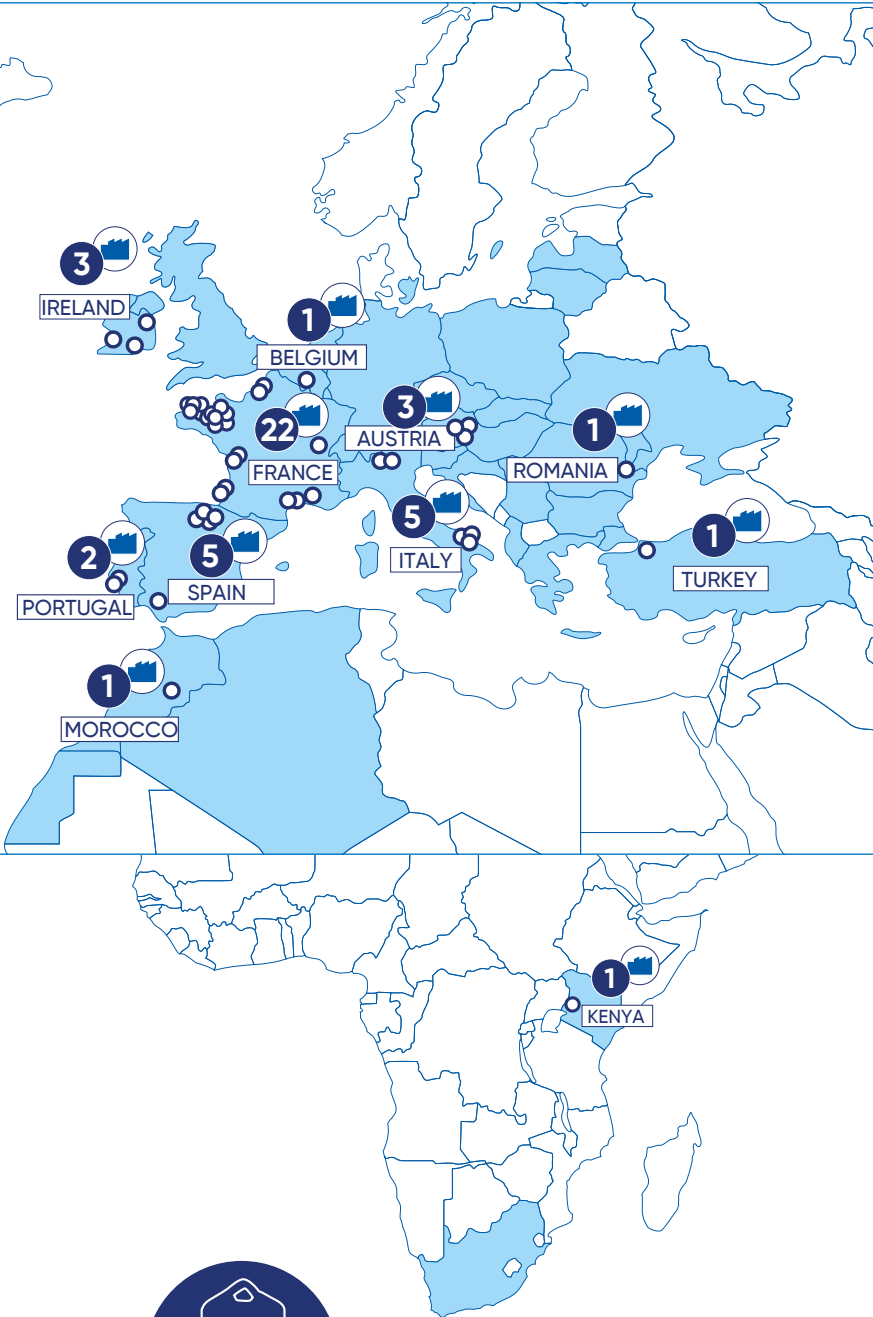
active scientific partnerships



213

patent families,  
accreditations and  
awards

More than  
75 countries  
of commercial  
presence



32

product families



84




production units\*

*\*(excluding viticulture units)*



1,850

industrial  
collaborators

-  Industrial countries
-  Industrial sites
-  Subsidiaries

# HOW TO TALK ABOUT PROXIMITY?

## A territorial network and a unique proximity to farmers

In each of our subsidiaries, TIMAC AGRO has set up a **unique network of field representatives who are permanently present** in the fields and maintain a genuine partnership with the various players in agriculture. Farmers are therefore at the heart of its business model: TIMAC AGRO is the **only company in the world to have set up this on-the-ground network** to foster close relations with farmers and suppliers, and the only one to offer a **tailor-made approach to nutrition**.

TIMAC AGRO has developed a model based on listening to farmers and understanding the needs of soils, plants and animals to meet the specific requirements of all types of farming. The company relies on this network to constantly **innovate, enhance and refine its offering**.



**4,000**  
Field representatives

**Field representatives** are in the blood of the TIMAC AGRO model. They know every hectare, every soil structure, crop plant, animal of their perimeter, while being attentive of their customers' needs and constraints. Each of them has the ability to adapt to the diversity of crops or breeding practices they encounter. TIMAC AGRO field reps have a double expertise:

To promote agronomic performance, soil quality and optimum livestock management, TIMAC AGRO works alongside farmers to help them develop their production while preserving their capital resources: the soil and/or their livestock.

Regularly trained in plant and animal nutrition innovations, our field experts have all the tools to analyse soils and diagnose the condition of crops and livestock, enabling them to make **personalised recommendations tailored to each farm** and to carry out long-term performance analyses.



Externally: avoid using the term ATC, preferring the term field representative or TIMAC AGRO field representative. This name will be more meaningful to your audience.

- **Product expertise**, as they have perfect command of the mechanisms of the technologies developed by TIMAC AGRO and their applications.
- **Field expertise** because they are the real experts of the crops and livestock they support.



To illustrate proximity, use photos showing your women and men in the field instead of stock images. Don't forget to always ask for their right to use the image.

# HOW TO TALK ABOUT OUR INDUSTRY?

## A local and flexible industry

## for tailor-made solutions

Industrial performance is a key pillar of the TIMAC AGRO business model. The company has chosen to **design and produce everything it sells**. This means setting up a local industry as close as possible to its markets, combining reactivity, flexibility and optimisation.

Our factories are part of a **complete industrial value chain**, each link of which is essential: flexible production sites, high-performance logistics, and optimised storage and transport capacities. On a day-to-day basis, this performance is underpinned by strong strategic themes shared by our teams: safety, productivity and energy. Their management ensures the optimization of all the processes.

Our industrial sites are located in strategic countries, close to sources of supply, ports and customers. This ensures rapid delivery of raw materials and efficient logistics for finished products. This strategy enables us to be responsive and to have an **economically efficient and profitable model** for our customers, suppliers and farmers.

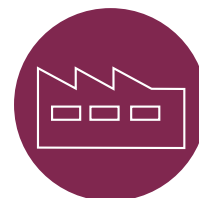
TIMAC AGRO's industrial facilities are characterised by their flexibility. In order to respond as precisely as possible to the specific requirements of each crop, each production unit has the capacity to transform raw materials of various origins and to switch production from one formulation to another in a matter of hours,

This organisation enables it to **manufacture its innovative solutions locally, thereby contributing to the vitality of the regions in which it operates**.

with no impact on product quality. Raw material supplies can also be modified in a highly reactive way to adapt to needs, but also to the geopolitical context. This kind of agility contributes to **TIMAC AGRO's uniqueness**, unlike other players in the fertilizer market who specialise in standardised products.



**1,850**  
Industrial  
collaborators



**84**  
Production units\*  
*\*excluding viticulture units*



When using photos of factories, avoid photos showing smoke coming out of the plant, and make sure that employees are wearing their PPE.



# How to talk about our products?

Tailor-made agronomic solutions,  
efficient and environmentally friendly

## PLANT NUTRITION

**TIMAC AGRO has developed a wide range of products to meet the agronomic challenges of today and tomorrow. From soil enrichers to biostimulants and fertilizers, TIMAC AGRO helps farmers to produce more and better, while respecting the environment. Indeed, through its technologies, TIMAC AGRO is working towards a more sustainable agriculture. These technologies allow for limiting losses to the environment and minimising the impact on air, water and soil.**

### SOIL ENRICHERS: NOURISHING THE SOIL

In addition to their amending properties (pH correction), TIMAC AGRO products also include innovative technologies designed to **improve soil properties and plant benefits**.

The uniqueness of our products lies in the combination of a highly soluble calcium carbonate and active substances incorporated into the products to specifically stimulate microbial life and root growth.

Our products are part of a truly global approach to supporting crops from the earliest stages of development, by acting on the soil's physical, chemical and biological fertility simultaneously.



### FERTILISERS: MAXIMISING THE EFFICIENCY OF THE NUTRIENTS SUPPLIED TO THE PLANT

Without fertilizers, soils would be impoverished harvest after harvest and yields would fall year after year. To avoid this and to maximise yields and feed tomorrow's population while reducing the environmental impact, TIMAC AGRO is developing ever more innovative fertilizers. This innovation focuses primarily on improving the **efficiency** of the fertilizer units applied. And this nutritional efficiency depends on two factors: **improving the availability of elements and optimising the use of these elements by the plant**. With solutions such as these, dose reductions are possible, and above all, are already being taken on board by some farmers: choices should be guided by the quantity of fertilizer units actually used by the plant.



**TIMAC AGRO's expertise in organic farming** is embodied in a dedicated, specific and diversified range of products. Amendments, fertilizers, granules, micro-granules and water-soluble products - all forms are considered to meet the demand for nutrition and adapt to the equipment used by organic farmers. As with sustainable production, crops managed in organic farming require all possible levers to ensure viable production in terms of quantity, quality and the sustainability of agroecosystems. With this in mind, TIMAC AGRO's range is rounded out by foliar products that can be used in organic farming and whose action is biostimulant in nature to boost the physiological development of the crops of interest.



## BIOSTIMULANTS: STIMULATING PLANT DEVELOPMENT



Biostimulants are useful supplements to help plants develop properly. They are not nutrients. Extracted from plants, algae, mineral derivatives or micro-organisms, **biostimulants are not a substitute for fertilizers. They can be used as a supplement to help the plant cope with various**

**climatic hazards** (cold, drought, excess water, etc.), stimulate certain metabolic pathways (transport of nutrients, photosynthetic activity, etc.) and thus preserve yield and quality potential until harvest. They also enable the plant to be in its best physiological state.

Over 30 years ago, thanks to its knowledge of living organisms and their complexity, TIMAC AGRO was able to find compounds of physiological interest for plants. This is how the company became a pioneer in biostimulation for field crops. The historic Fertiac-tyl and Fertileader ranges (which became SEACTIV in 2022 for most of the subsidiaries) are respectively the 2ème and 3ème best-selling technologies at TIMAC AGRO. They reflect the expertise and know-how of TIMAC AGRO, recognised throughout the world.

TIMAC AGRO's biostimulation solutions don't stop there. Innovation goes on and on. We strive to answer tomorrow's questions today.

## ANIMAL PRODUCTION

TIMAC AGRO's solutions in Animal Production are divided into two types of action: either on the animal's **environment**, or as a **complement to its feed**. Our ambition is to help livestock farmers meet the social (animal welfare, reduction in the use of antibiotics, etc.) and environmental (reduction in greenhouse gases, lower pollution, etc.) challenges they face today, and to anticipate those of tomorrow.

For easy identification, our ranges are organised according to the solution offered to the farmer: Spadea for feed efficiency, Ceteia for health and well-being, Luneo for growth, Timafeed the ruminal nitrogen activator, Eurosil for forage conservation, Actisan 360 for litter hygiene and Actipost 360 for effluent recovery.

To meet the different needs of breeders around the world, our products are available in a range of formats: **blocks, buckets, micro-granules, liquids, powders and pellets**. Our historic block is unique in that it combines a sodium base (allowing the animal to self-regulate) with



finely ground lithothamnion (for effective action on the rumen). The combination is slowly dried in our factories to ensure better conservation of the nutrients. This combination ensures that the technologies present in our products are better assimilated.

5 videos to present the main formats of TIMAC AGRO products

### • Fertilizers



### • Amendments



### • Biostimulants



### • Animal Hygiene Products



### • Feed supplements



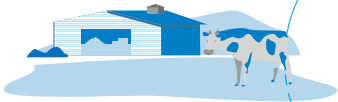
# HOW TO TALK ABOUT A TIMAC AGRO INNOVATION?

**Innovation to meet the challenges of farmers  
to produce more, better and sustainably**

## STEP 1

### KNOWLEDGE OF THE FIELD

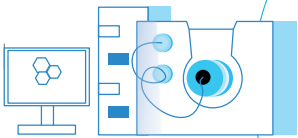
Everywhere in the world, TIMAC AGRO is the link between the farmers who work the land and the agronomic experts who study it, a position that enables us to know exactly which issues to focus on.



## STEP 2

### RESEARCH

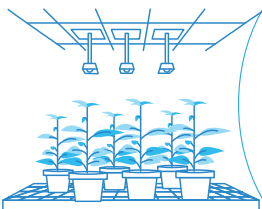
TIMAC AGRO conducts research with international universities and partner farms, as well as with our own private research centre where scientists carry out cutting-edge agronomic research. We work with international leading experts, who are tasked with identifying molecules of interest that can be used to solve the problems faced by farmers today and in the future. Using their expertise, the researchers define possible solutions and then begin testing them.



## STEP 3

### TESTS

We carry out tests using state-of-the-art equipment such as greenhouses, growth chambers, artificial digesters... Following these tests, field trials are carried out with our partners from universities, suppliers and farmers around the world. These trials enable us to certify that our technologies are effective and sustainable.



## STEP 4

### INDUSTRIAL DEVELOPMENT

Once a new technology has been created, tried and tested in the field by our partners, TIMAC AGRO sends the solution to a pilot plant to determine the most efficient way of producing it. If the new technology can be produced with impeccable quality in the pilot plant, it is then tested in TIMAC AGRO production facilities around the world to be manufactured as a new TIMAC AGRO technology.



## STEP 5

### AN INNOVATION IS BORN

This technology is then made available to the farmers who need it, thanks to the in-depth knowledge of our field representatives, who give the latest advice to their customers.



• Make sure to use this video to present our innovation



# HOW TO TALK ABOUT THE CMI ROULLIER: ROULLIER GLOBAL INNOVATION CENTER



## The Roullier Global Innovation Center in Saint-Malo

In 2015, the CMI Roullier was created. It is a unique tool in the world of plant nutrition and animal production. It is the true hub of the Groupe Roullier R&D approach for the benefit of its activities and TIMAC AGRO in particular.

It coordinates all the work and partnerships set up with its network of international researchers. It brings together experts capable of mobilizing researchers from all over the world to work with them on new issues in fertilisation or animal production. It also integrates a wide range of technological tools, thanks to the installation of state-of-the-art equipment: plant imagery, microbiology, physical chemistry, molecu-

lar biology and bioanalytical laboratories, culture chambers and a marine biotechnology production unit.



### How to present the Centre Mondial de l'Innovation Roullier / Roullier Global Innovation Center in your communications?

The name can be translated into your languages or left in English or French. The official presentation phrase: The Roullier Global Innovation Center (CMI Roullier) is the cornerstone of TIMAC AGRO's research. It coordinates all the work and partnerships set up with its network of international researchers.

## THE MAIN LINED OF R&D IN PLANT NUTRITION



**NEW RAW MATERIALS**  
AND OPTIMISATION OF PREMIUM  
RAW MATERIALS



**MINERALS OPTIMIZATION**  
AS THE BASIS OF  
PLANT NUTRITION



ADAPTING AGRONOMICAL  
SOLUTIONS TO  
**ENVIRONMENTAL CHALLENGES**



**BIOINFORMATICS AND PLANT  
IMAGERY** TO DRIVE  
TECHNOLOGICAL INNOVATION



**BETTER PLANTS STIMULATION** TO FIGHT  
ABIOTIC STRESSES AND  
BIODIVERSITY LOSS

## ANIMAL PRODUCTION



**FEED EFFICIENCY**  
A PRIORITY FOR RUMINANTS



**HEALTH AND WELL-BEING**  
CREATE INNOVATIVE  
SOLUTIONS TO STAND OUT  
FROM THE CROWD



**ENVIRONMENT**  
DEVELOPING RESPONSES TO  
EMERGING ISSUES

# HOW TO TELL TIMAC AGRO STORY WITH KEY DATES?

## TIMAC AGRO has become a world leader starting from Saint-Malo

TIMAC AGRO was born on the docks of Saint-Malo in 1959, when Daniel Roullier bought a deposit of maërl, foreseeing its potential for agricultural amendment. Visionary and entrepreneur at heart, he was the

first person to come up with the idea of creating a grinding unit to make this natural calcium much more absorbable by the acidic soils of the Breton region. And so the company TIMAC was born (Industrial Processing

### » 1959

Creation of TIMAC, which then became TIMAC AGRO, in Saint-Malo, France, by Daniel Roullier. For the very first time, marine calcium has been processed industrially. Its extremely fine grinding ensures optimal absorption by the soil.



### » 1970

Launch of TIMAC AGRO on the NPK market. After nourishing the soil, TIMAC AGRO focuses its attention on plant nutrition.



### » 1971

Opening of the first granulation plant on the Quai-Intérieur site in Saint-Malo.



### » 1997

TIMAC AGRO arrives in Brazil and acquires a granulation plant in Rio Grande.



### » 2004

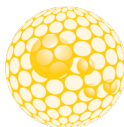
Invention of the ACTIPOST 360: a solution that recycles livestock effluent and reduces its environmental impact.



### » 2001

Invention of N-PROCESS. TIMAC AGRO revolutionises the nitrogen market with a technology that tames the complexity of combining nitrogen in industrial form ammonia and urea, allowing for gradual diffusion.

#### N-PROCESS



### » 2010

Invention of TOP-PHOS. TIMAC AGRO revolutionises the phosphate fertilizer market thanks to the development of a protected phosphorus guaranteeing superior efficiency.

#### TOP-PHOS



### » 2015

Opening of the Roullier World Innovation Centre in Saint-Malo.



### » 2020

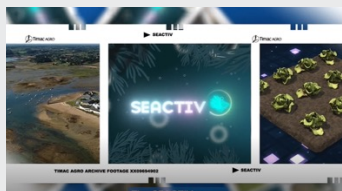
TIMAC AGRO is consolidating its pioneering position with the DNA concept, leading to a new generation of biostimulants.



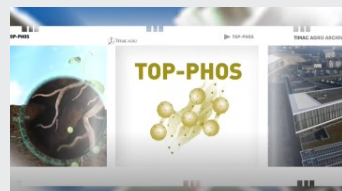


Tell our «product» stories with Living Memory Series videos

• L'histoire des biostimulants



• L'histoire de Top-Phos



of Maerl for Soil Enrichment). His enthusiasm for the world of agriculture and his desire to help it evolve soon led him to explore other types of soil then crops and his knowledge to work in animal production. The

adventure of TIMAC AGRO, and more broadly that of the Groupe Roullier, is off to a flying start.

» 1972

TIMAC AGRO passes the mark of 100 representatives in the field.



» 1978

TIMAC AGRO opens its first international subsidiary in Switzerland.



» 1984

Creation of the Spanish subsidiary and acquisition of the first international granulation site in Spain, in Lodosa.



» 1989

TIMAC AGRO is creating the market for biostimulants for field crops to limit climatic stress.



» 1987

TIMAC AGRO is revolutionising the fertilizer market by offering technological fertilizers. The classic function of nutrition is complemented by a technology that stimulates the metabolic functions of plants.



» 1985

TIMAC AGRO is moving into animal production solutions by developing the first nutritional block based on lithothamnion and algae.



» 2021

TIMAC AGRO is aware of the immense potential of soil electrical fertility and has developed Energeo, a dedicated solution for REDOX potential.



» 2024

Nearly 4,000 TIMAC AGRO representatives on the ground alongside our agricultural customers around the world.



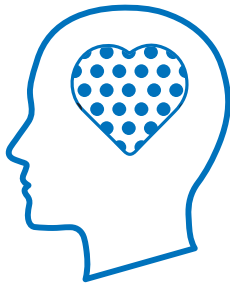
# TIMAC AGRO VALUES

4 new values launched in 2024 to be deployed



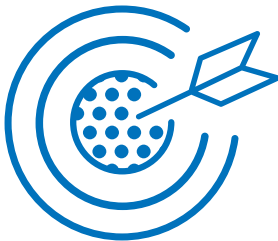
## PROXIMITY

At TIMAC AGRO, our actions are unique because they are based on the strong, close and trusting relationships we build with our employees, customers, partners and suppliers. By getting to know each of them individually and intimately, we are able to understand their specific needs and provide solutions tailored to each and every one of them.



## PASSION

Working alongside farmers to produce better, preserve and feed the planet... This is our project, this is what drives us every day with enthusiasm. Together, we work to overcome obstacles and achieve ambitious goals. We're proud of our difference, of the relationships of trust that bind us. We like to work hard to achieve excellence.



## RESPONSIBILITY

We all share the same mindset: to advance sustainable agriculture while respecting the environment. We depend on the earth and we care about it. At TIMAC AGRO, preserving the environment is a source of innovation. We are constantly investing more and better to provide concrete solutions for increasingly sustainable agriculture.



## PIONEER

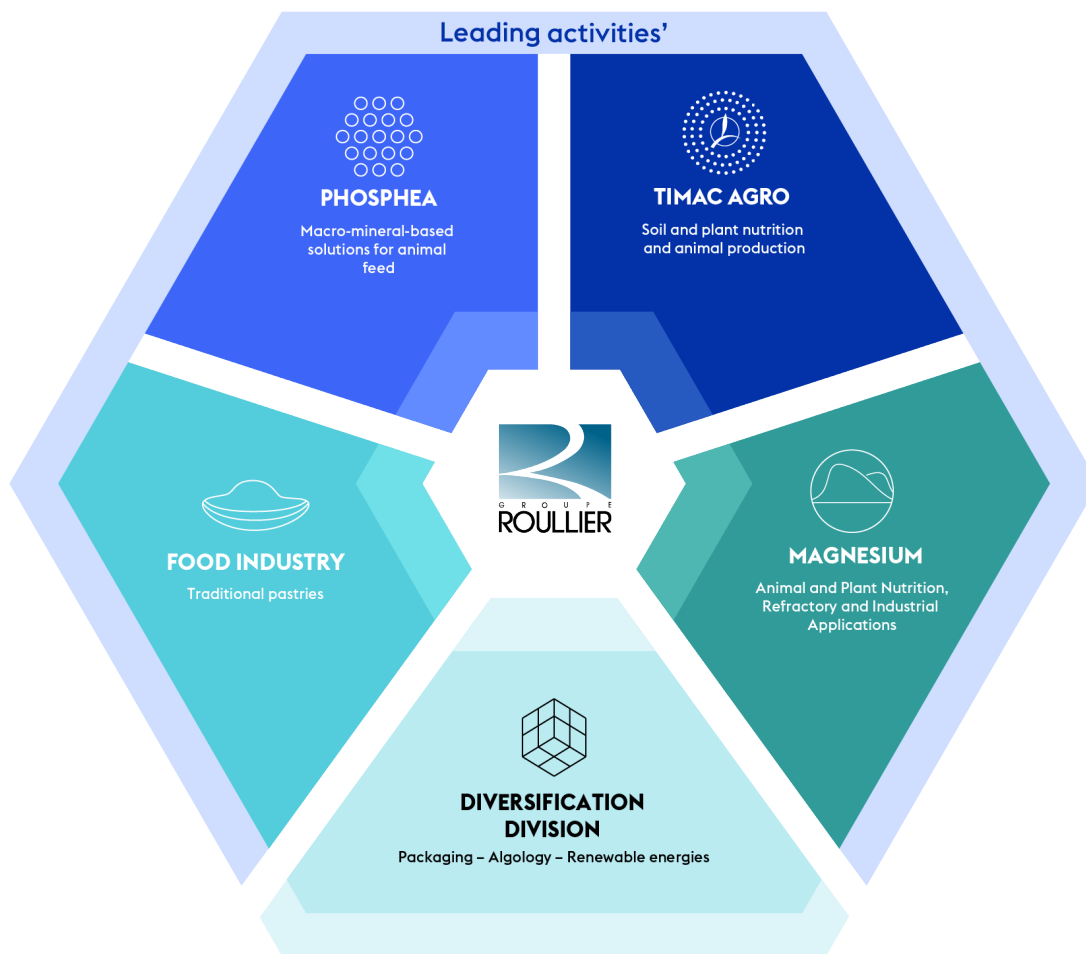
At TIMAC AGRO, we dare to create our own voice. Innovation has been part of our DNA since 1959. We draw on the mechanisms invented by nature to extract their principles and integrate them into our innovative solutions. We collaborate with all professions and skills to create pragmatic solutions that benefit as many people as possible.

# HOW TO TALK ABOUT GROUPE ROULLIER

## TIMAC AGRO, leading activity of the Groupe Roullier

The Groupe Roullier is an independent, family-owned industrial group with consolidated sales of 3 billion euros, thanks to its 10,400 employees, 70% of whom work outside France. Its diversified activities (soil, plant and animal nutrition, agri-food, renewable energies), focused on human needs, demonstrate the open-mindedness of a Group connected to the challenges of the future. With 110 production units

around the world, the Group is always on the move, making innovation and continuous improvement a daily challenge, and giving its leading activities (TIMAC AGRO, Phosphea, Magnesia, Agrifoods) and its diversification pole (Algology, Renewable Energies and Plastics) the autonomy and freedom to test and move forward.



**The Groupe Roullier logo can be added to institutional corporate or HR communications.** However, it is not recommended for commercial communications.

Don't forget to add a sentence explaining the link between Groupe Roullier and TIMAC AGRO.

Example of a corporate document:

**Timac AGRO**  
World leader in innovation  
in soil nutrition, fertilization  
biostimulation and animal production

TIMAC AGRO, LEADING ACTIVITY OF THE GROUPE ROULLIER

