

DE SANGOSSE GROUP strengthens its international presence through the acquisition of Norac Concepts Inc and establishes operations in Canadian market

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The acquisition gives DE SANGOSSE a direct foothold in Canada, strengthening its adjuvant business while opening a new route for its biocontrol, biostimulant and plant nutrition technologies



This strategic transaction marks a new milestone in the Group's international development. It aims to strengthen DSG's position in the adjuvant market while creating a major growth platform for the deployment of its full portfolio of biosolutions and innovative technologies across the Canadian agricultural market. Norac Concepts Inc joins the DSG ecosystem as an operating company, therefore maintaining usual business operations with key historical customers, suppliers and stakeholders.

An Acquisition Supporting a Sustainable Growth Ambition

Thanks to its proven expertise in adjuvants and spray assist products registrations, extensive distribution network, and strong market presence, Norac Concepts Inc. represents an ideal platform for advancing DE SANGOSSE Group's long-term growth strategy.

The integration of Norac Concepts Inc. will significantly strengthen the Group's global footprint in the adjuvants market, a strategic segment that plays a critical role in maximizing the performance of crop protection and plant nutrition solutions. This acquisition will also provide a valuable gateway for the progressive introduction of DE SANGOSSE Group's innovative portfolio of biocontrol, biostimulant, and plant nutrition technologies to the Canadian market, further supporting the Group's ambition to deliver sustainable and high-value solutions to growers.

"The acquisition of Norac Concepts Inc. is fully aligned with our international growth strategy. Beyond strengthening our position in the adjuvant market, this transaction provides a solid foundation to accelerate the deployment of our biosolutions in Canada and support growers in their transition toward increasingly efficient and sustainable agricultural practices," said Nicolas Fillon, CEO of DE SANGOSSE Group.

"Joining DE SANGOSSE GROUP represents a tremendous opportunity for Norac Concepts Inc. Our expertise in adjuvants and spray assist products, combined with DSG's innovation capabilities, will enable us to expand our offering and deliver even greater value to customers across Canada," added Bob Chyc, General Manager of Norac Concepts Inc.