



LIENERT AUSTRALIA PTY LTD
Livestock Nutrition • Stockfeed Premixes • Animal Health Products



MEDIA RELEASE

Tuesday 10 June 2008

Lienert Australia expands family stockfeed premix business

Stockfeed premix company Lienert Australia today announced that it has negotiated to purchase the premix, supplement and trading business of the Netherlands-based animal nutrition company, Provimi Australia.

According to Lienert Australia Managing Director Nick Lienert, the deal would be effective from 1 July 2008, subject to settlement.

“We are pleased to announce this new development in the company that will position Lienert Australia as one of the leading stockfeed premix and feed ingredient distribution businesses in Australia,” Nick said.

“This decision has taken place after several months of negotiations and strategic planning and we are pleased with the result”.

“The move will strengthen our company, provide our staff with greater career opportunities and enable us to broaden our customer base.

“ProviCo, the leading milk replacer company in Australia, is not affected by this impending sale.”

Lienert Australia is a family owned, Australian company established in 1970 with its head office at Roseworthy, South Australia. It specialises in the manufacture and supply of stockfeed premixes and supplements, feed ingredients and nutritional advice.

Its operations include its Roseworthy headquarters and manufacturing plant, a sales team and warehouse in Bendigo and a distribution arm in Sydney, Supply Plus Rural Services.

The acquisition of Provimi’s premix, supplement and trading business includes its head office operations at Macclesfield, South Australia and its manufacturing plant at Forbes, New South Wales.

Lienert Australia will continue to operate the plant at Forbes along with the plant at Roseworthy. Staff based at Macclesfield will be transferred to Roseworthy early in 2009.

Provimi Australia General Manager Allan MacGillivray said Provimi made the decision to sell the operation because the potential of the business could be better realised as part of a focused Australian business.

“This is in line with the global Provimi Group’s strategy to focus on businesses with potential to grow to leading positions within their market,” Allan said.

“The sale to Lienert Australia provides an excellent opportunity for the business generated by Provimi over the past seven years to continue.

“It also offers customers improved service through the distribution opportunities created by the combined businesses.”

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