

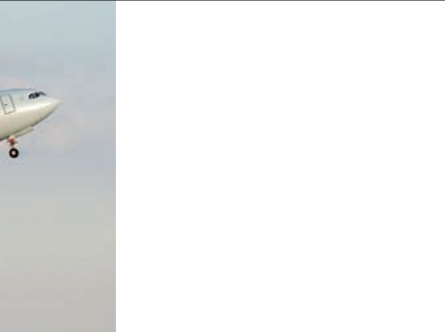
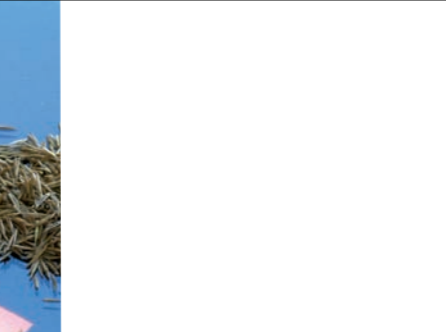


A reviving new image... for the future

nature ajoutée™
added nature™



audacious, ambitious, dynamism



richness, personality, origin



research, breeding, cultivars



production, valorization, partnership



listening, service, innovation

... the spirit that animates the women and the men of the company and its partners.

...the state of the art for the care of our farmland,

... the craftsman's mastery in the world of seeds,

... the passion and the respect for our environment,

...the wish to give others the best of our nature.



Our new corporate identity reflects our roots and business: Land, Seeds and Farming. The spiral shaped logotype shows a seed germ and a plantula, which illustrates the heart of our business environment: Life and Nature.

The choice of the colours, an earthy red and a golden sunny yellow, marks us out affirming our open nature turned towards innovation.



Our company evolves and grows. Every season, we develop new areas of competence, enriching core values.

This dynamism, created by the performance of creative women and men has led to the birth of a new visual identity.

This beginning affirms our core values with the visualisation that extends to our team and partners:

Added Nature

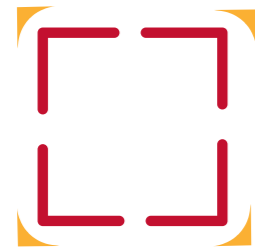
We would like to invite you to discover the image within these pages, and participate in its creation, so that we can develop together the image of this new brand territory.

Patrice LABOULET
Directeur Général

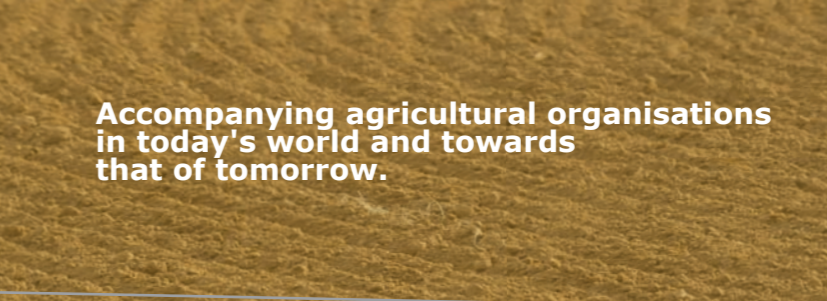


The unique typographical letter is technological elegant. It expresses our spirit and ambitions.

The fractal shape evokes the dynamism, energy and ambition of the company's women and men. It symbolises the sum of our competences and talents as a team.



ADDED NATURE
Agriculture

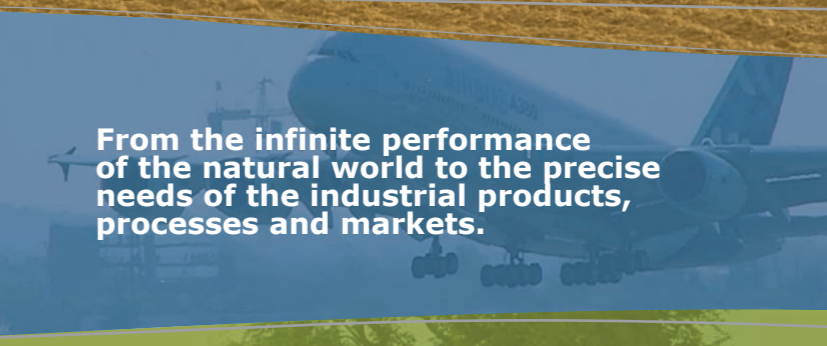


Accompanying agricultural organisations in today's world and towards that of tomorrow.

- 11 000 ha available for world agriculture
- The performance and the quality of certified seeds
- A service that is easily accessible and listens.



ADDED NATURE
Industry



From the infinite performance of the natural world to the precise needs of the industrial products, processes and markets.

- Pivot of innovation
- Promoter of supply chains
- When impossible becomes possible



ADDED NATURE
Environment



Consistency of beauty and good for the service of the community.

- A sustainable development
- Natural projects
- Green Passion