

Chappes (Puy-de-Dôme, Auvergne) France, Tuesday September 20th 2011

■ **Limagrain's ambitions for Jacquet-Brossard**

After Jacquet acquired Brossard last June, Limagrain decided to review the strategy of its Cereal Products Division, the 3rd pillar of the Group's organization. The Vegetable Seed and Field Seed activities, or its 1st and 2nd pillars respectively, are gathered under Vilmorin & Cie holding, while Cereal Products are part of Groupe Limagrain Holding.

Daniel Chéron, CEO of Limagrain, made the following statement at a press conference held on Tuesday September 20th in Paris: "Limagrain's long-term ambition regarding Jacquet-Brossard is for it to become an international player and market leader in the Bakery Products sector with strong roots in the agricultural world." He went on to explain: "We have a long-term vision because the majority stakeholder in Limagrain is a cooperative run by farmers. We have a clear understanding of agricultural production and wheat quality through our plant improvement activities. And we have highly efficient research facilities for creating new products and developing innovative manufacturing processes. Our mastery in these sectors and the reputation of our brands, combined with our international expertise in terms of development are all invaluable assets." He concluded by reminding his audience that "Limagrain, with €1.5 billion in turnover on 30/06/11, is based on three pillars that represent its main activities: Field Seeds (€595 million), Vegetable Seeds and Garden Products (€592 million) and Cereal Products (€232 million¹). The Group has decided to develop its 3rd pillar and internationalize it over the long term, just as it has done with its two seed-related pillars".

Emmanuel Aimond, CEO of Jacquet-Brossard added: "First, we need to consolidate the new scope of Jacquet-Brossard's business, which represents, with Brossard, €252 million² in turnover, 1,300 employees and 9 production sites in France and Belgium. With this new perimeter, Jacquet-Brossard has now reached the critical mass required to develop its pastry segment, which started with the acquisition of Milcamps in 2008 (waffles) and Crêperie Lebreton in 2009 (crêpes). He went on to say that: "The range is present in 4 segments (sandwich bread, specialty breads, crisp breads and pastries).

¹ Cereal Ingredients with Limagrain Céréales Ingrédients + Bakery Products with Jacquet (excluding Brossard)

² Jacquet with €184 million + Brossard with €68 million (fiscal year on 30/06/2011)

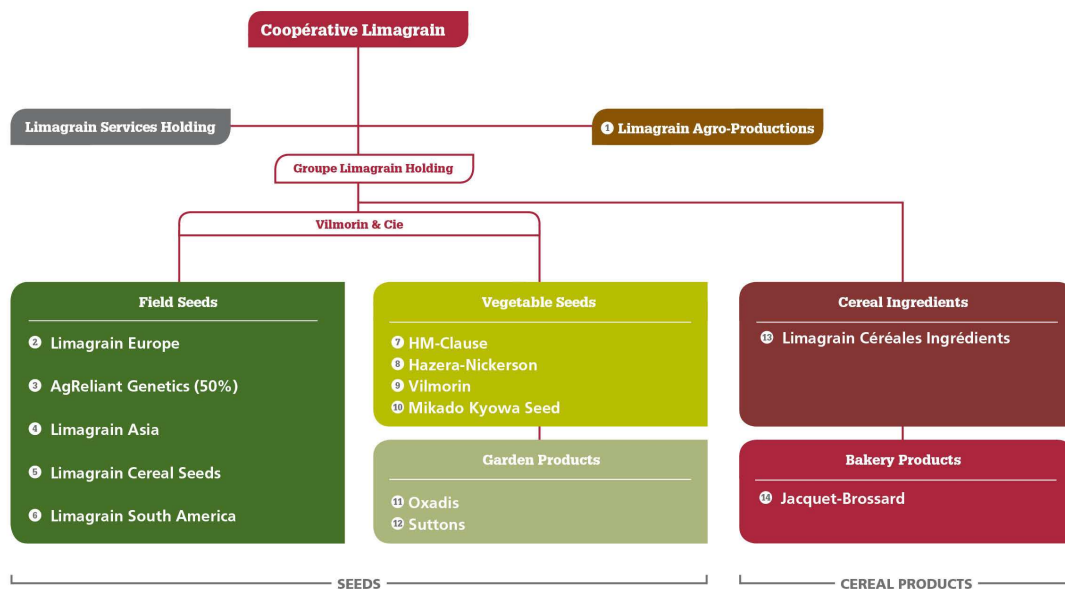
Our strongest positions - n°2 for the Jacquet brand in industrial Bakery products with 15% of market share in terms of volume and n°2 for the Br ossard brand in industrial Pastries produced in France with 19% of the market in volume - need to be reinforced. We would like to strengthen our leadership in specialty breads (30% of the market in this segment), reinforce our positions in sandwich bread and expand the brand's territory in pastry".

Organization of Coopérative Limagrain:

3 internationally oriented pillars: Field Seeds, Vegetable Seeds, Cereal Products

2 holdings: Groupe Limagrain Holding and Vilmorin & Cie

14 Business Units including Jacquet-Brossard



Limagrain is an international agricultural cooperative, **specialized in field seeds, vegetable seeds and cereal products**. Founded and managed by farmers, Limagrain is the 4th largest seed company in the world through its holding **Vilmorin & Cie**, European leader for functional flours through **Limagrain Céréales Ingrédients** and 2nd largest French industrial baker through **Jacquet-Brossard**. The Group makes annual sales of more than € 1.5 billion and has a headcount of 7,000 in nearly 40 countries including 1,300 researchers. In Auvergne the Cooperative has 3,500 member farmers. It conducts its business within the framework of a global, sustainable vision of agriculture and agri-food based on innovation and the regulation of agricultural markets.

For more information visit: www.limagrain.com

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