



PRESS INFORMATION  
Clermont-Ferrand, October 5, 2016

## **MICHELIN and LIMAGRAIN take a capital stake in EXOTIC SYSTEMS, specialist in the Internet of things**

**During the Sommet de l'Élevage, Tuesday, October 4, MICHELIN and LIMAGRAIN announced the signing of an investment agreement in the capital stock of EXOTIC SYSTEMS, at 20% for each of the two groups.**

Based in Clermont-Ferrand, EXOTIC SYSTEMS has, since 2007, been developing connected objects for other start-ups and a few major industrial companies. From 2017, it will present a range of connected objects for the agriculture of tomorrow.

This investment demonstrates the desire of MICHELIN and LIMAGRAIN to accelerate their digital development in agriculture. For EXOTIC SYSTEMS, it reflects its ambition to build connected solutions for agriculture. This agreement has been submitted to the various applicable authorities for this type of investment.

*"Our goal is to democratize access to connected agriculture thanks to simple-to-use objects for the farmer," says Guillaume Blanc, Chairman of EXOTIC SYSTEMS. "Working with major players in this field such as LIMAGRAIN and MICHELIN will allow us to plan for a more ambitious and faster deployment of our solutions."*

For Sébastien Vidal, LIMAGRAIN Board Member, *"This stake in a company located in the Cooperative's region is an excellent accelerator to increase our innovation potential in digital technologies and enrich our products over the long term for our farmer members and customers throughout the world. Digital is a way to model and measure farming techniques so that they can be used by the largest number of farmers. This partnership and the complementary expertise of our three companies will contribute to making the Limagne Val d'Allier plain a genuine region of agricultural excellence in Auvergne-Rhône-Alpes."*

*"This stake in the capital stock of EXOTIC SYSTEMS will allow MICHELIN to reinforce the development of its digital service products, for which the increasingly connected agricultural environment has high expectations. In 2015, MICHELIN introduced the first connected agricultural tire to the world. Today, this new collaboration is opening up new possibilities. The Group believes in the benefits of this evolution in agriculture. This is why the Group is innovating in researching digital solutions related to new technologies in order to improve agronomic yields and move towards farming techniques that are higher performing, more sustainable and more eco-friendly. Finally, I am very proud of the fact that our three companies complement each other, bringing together innovation, excellence and commitment to our region," concludes Emmanuel Ladent, Manager of the Agricultural Division of the MICHELIN Group.*

### About EXOTIC SYSTEMS

Established in 2007 by three doctoral students in electronics and IT, EXOTIC SYSTEMS is a specialist in electronic and IT technologies that contribute to making objects intelligent. In its development, the company has been supported by SOFIMAC through the regional fund JEREMIE INNOVATION. Today, it employs 12 people and is located in Clermont-Ferrand.

[www.exotic-systems.com](http://www.exotic-systems.com)

### About LIMAGRAIN

Limagrain, an international cooperative group created and directed by French farmers, moves agriculture forward to meet food challenges. As a creator and producer of plant varieties, Limagrain markets seeds intended for farmers, growers and home gardeners. The Group extends and exploits this know-how on the markets for cereal ingredients and bakery products intended for agri-food industrialists and consumers.

Limagrain is the fourth largest seed company in the world (field seeds and vegetable seeds), the second largest French baker and the third largest French pastry maker, with strong brands on its respective markets: LG, Vilmorin, Clause, Hazera, Harris Moran, Jacquet, Brossard.

*Limagrain makes sales of almost 2.4 billion Euros and has more than 9,600 employees spread over 55 countries, including more than 2,100 working in research. The Limagrain Cooperative has almost 2,000 farmer members.*

[www.limagrain.com](http://www.limagrain.com) - #Limagrain

### About MICHELIN

The mission of MICHELIN, the tire industry leader, is to contribute to the mobility of persons and goods in a sustainable way. In this regard, the Group manufactures, sells and distributes tires for all kinds of vehicles. Michelin also offers innovative digital services, such as the digital management of vehicle fleets or tools for mobility assistance. It publishes travel guides, hotel and restaurant guides, maps and road atlases. The Group, whose head office is in Clermont-Ferrand (France), is present in 170 countries, employs 111,700 people worldwide and has 68 production sites located in 17 countries. The Group has a technology center responsible for research and development located in Europe, North America and Asia.

[www.michelin.com](http://www.michelin.com)

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