



VILMORIN-MKS CHANGES ITS NAME AND BECOMES VILMORIN-MIKADO

A year after Vilmorin SA and Mikado Kyowa Seed Co. Ltd united, the French-Japanese Business Unit of Limagrain, changes its name to become VILMORIN-MIKADO. A name embodying the roots and carrying the values of the company.

« One year after our merger, the new Business Unit **has inherited the original traits of each entity.** Therefore, just like in a family, our name must reflect both our common values and our respective features. » explains Rodolphe Millet, CEO of VILMORIN-MIKADO. « **Our French and Japanese roots make us stronger and constitute our identity.** This is why we chose this new name for our company. ».

The new name of the company combines two of the world leading seed companies:

- VILMORIN: French seed company involved in the seed market for nearly 3 centuries and which became a global player in a decade.
- MIKADO: oldest Japanese seed company and the first to developed in Asia and in the world.



Two companies with a common destiny at the origin of VILMORIN-MIKADO.

Leading companies in their home countries, Vilmorin SA and Mikado Kyowa Seed Co. Ltd opened up to the world very early.

A beautiful symbol of this common destiny is the **meeting of the two founding families in Tokyo in 1903!**

VILMORIN-MIKADO is a global company implanted close to the markets over the 5 continents, with offices in 12 countries and two strong trademarks.

VILMORIN-MIKADO offers a wide, unique and original range to all professionals in the vegetable industry.

VILMORIN-MIKADO team conveys a strong commitment to customer-service and passion for vegetables. Strong by its diversity and entrepreneurship spirit, it holds our values of audacity, proximity and excellence.



ANNEXES

Key information

Staff: 1000 employees

TURNOVER 16/17: 238.3 million Euros

% of TURNOVER used for research: 16%

CEO: Rodolphe Millet

2 headquarters:

- La Ménittré (Maine et Loire, France)
- Toke (Tokyo region, Japan)

Locations: 12 countries

(France, Japan, USA, Mexico, Brazil, Morocco, Spain, Italy, Russia, Turkey, China, Korea).

Historical markers

1743: Creation of Vilmorin

1850: Creation of Maruasa Koshibe Asagro, which will later become Mikado Seed Growers

1951: Creation of Magoshi Seed, which will become Kyowa Seed

1975: Limagrain acquires **Vilmorin**

1991: Limagrain is integrated in the capital of Japanese seed supplier Mikado Seed Growers

2000: Limagrain is integrated in the capital of Japanese seed supplier Kyowa Seed

2000: First cooperation between Vilmorin and Mikado Seed Growers in research, with the selection of co-hybrid varieties, followed by collaborations in the fields of marketing, seed production...

2007: Creation of **Mikado Kyowa Seed**, subsidiary of Limagrain resulting from the merger of Mikado Seed Growers and Kyowa Seed.

2011: Distribution of the Vilmorin range in China by Dalian Mikado, subsidiary of Mikado Kyowa Seed.

2016: Operational merger between Vilmorin and Mikado Kyowa Seed and creation of the Vilmorin-MKS Business Unit.

2017 : **Vilmorin-MKS changes its name and becomes VILMORIN-MIKADO**



VILMORIN-MIKADO is a Business Unit of Limagrain, gathering the activities of Vilmorin SA (French seed company) and Mikado Kyowa Seed Co. Ltd (Japanese seed company) since July 2016. As a global seed company, VILMORIN-MIKADO has strong basis over the 5 continents and offers a wide and original high-quality range to all the professionals of the vegetable chain. VILMORIN-MIKADO is specialized in the creation, production and marketing of vegetable and tree seeds. Entirely dedicated to agricultural professionals, the company reaches a turnover of 238,3 million euros in 2016- 2017 and has 1000 employees worldwide. VILMORIN-MIKADO devotes 16% of its turnover to research. Its seed varieties are distributed across more than 100 countries. The world leader for carrots and witloof chicory, VILMORIN-MIKADO is also a major player in lettuce, tomato, kabocha squash, daikon radish, bunching onion and tree seeds.

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 and cereal varieties, the Group markets seeds and cereal products intended for farmers, growers, home gardeners and 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 - #Limagrain