

**Rosier SA to operate its own commercial activities in Europe**

To better serve its customers' needs, Rosier S.A, today announces it will per 1 May 2019 onwards set up its own commercial organisation to market, sell and distribute its product portfolio globally, on a stand-alone basis. Since 2015, Borealis L.A.T was the exclusive distributor for Rosier's products in Europe. Rosier will remain Borealis L.A.T's agent for fertilizers to markets outside of Europe.

*“Running the commercial activities for our products ourselves will bring more focus on managing long-term customer relationships and their specific requirements,” explains Willy Raymaekers, CEO Rosier. “An important share of our products are specialty products tailored to specific segments. This requires a value add sales approach and with the set-up of a dedicated commercial organization, we can give the needed support to our customers. Rosier will continue with its existing fertilizer product portfolio and service offering. Our close cooperation with Borealis L.AT continues for activities that create mutual benefits such as in digital farming and NutriGuide development.”*

Rosier, being part of the Borealis group of companies, will continue to benefit from services and expertise provided by its majority shareholder.

Borealis L.A.T and Rosier will jointly organise the transfer of contracts, with the new Rosier commercial organisation to be ready before the start of the fertilisation season. Customers will be contacted in due time to ensure a smooth hand-over without any business interruption.

**Willy Raymaekers**

Chairman and CEO of Rosier Group

**Financial calendar**

- *Publication of annual results 2018: 28 February 2019*
- *Release of annual report 2018: 30 April 2019*
- *General meeting 2019: 20 June, 10.30 am*

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