



## **Press Release**

16 January 2012

### **Rebranding of UK agronomy services business**

Origin Enterprises plc ('Origin' or 'the Group') is pleased to announce the combining of the Group's UK agronomy services businesses, Masstock and UAP under a new identity - Agrii.

Agrii communicates clearly and simply the focus of the business which is to deliver superior agri-intelligence and innovation to UK farming based around the essential components that underpin and maximise sustainable crop yield and profitability.

Agrii signifies the strong relationship that exists between agronomist and farmer along with the delivery of Agrii's 'Agronomy Plus' proposition which combines the most up-to-date agronomy capability, crop technology and complementary expertise in specialist areas.

Commenting on the announcement, Origin Chief Executive Officer Tom O'Mahony said:

"Agrii represents a key milestone in bringing together two of the UK's leading agri-service organisations onto a single platform.

Agrii expresses the essential attributes of our agronomy services business; a commitment to research based agri-intelligence, the expertise of the agronomist and the increased power of individuals working together for the benefit of farmers.

Agrii also distinctively reflects the strength of the Group's market position, combining the benefit of scale with an enhanced technology services capability in smart agriculture solutions and sustainable crop technologies to meet the needs of an increasingly professionalised and automated farming sector."

**Agrii**

Two to the power of you



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For further information on the launch of Agrii please visit [www.originenterprises.com](http://www.originenterprises.com)

Note to the Editor:

Agrii has been designed with a unique logotype represented by the two 'ii's of the name. The 'ii's have been crafted to symbolise the coming together of Masstock and UAP as a pivotal catalyst for empowering our employees, agronomists and customers through providing unrivalled agronomy expertise, technology access and support to UK farming. We have expressed this as “Two to the power of you”.

Agrii contains a 'hidden' plus sign between the 'ii's signifying the strong relationship that exists between agronomist and farmer along with the delivery of Agrii's 'Agronomy Plus' proposition which combines the most up-to-date agronomy capability, crop technology and complementary expertise in specialist areas.

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### **About Origin Enterprises plc**

Origin Enterprises plc is a focused Agri-Services group providing on-farm integrated agronomy advice and the supply of agri-inputs. The Group also has associate and joint venture interests in consumer foods and marine proteins and oils. The Agri-Services business through its manufacturing and distribution operations in Ireland, the United Kingdom and Poland has leading market positions in the supply of specialist agronomy services, crop nutrition and feed ingredients. The Group is listed on the ESM and AIM markets of the Irish and London Stock Exchanges.

ESM ticker symbol: OIZ  
AIM ticker symbol: OGN

Website: [www.originenterprises.com](http://www.originenterprises.com)