



Sale of the HERRIAU seeders

Paris, January 22, 2016 – EXEL Industries has sold the business (assets sale) of HERRIAU seeders to its importer in Belgium: VALLAEY Landbouwmachines SA – www.vallaey.be .

The precision seeder business of HERRIAU, also known under the TURBOSEM brand, was part of products sold under the HERRIAU brand. This business had revenues lower than 1 million Euros.

“By selling our precision seeders HERRIAU to our Belgian importer, we clarify our strategy”, said Guerric Ballu , CEO of EXEL Industries. " This activity, inherited from the acquisition of the HERRIAU company in 2003 , is not part of our core business and our market share were too weak to support the investment needed for its development. We have therefore sought a buyer who can develop HERRIAU ensuring the satisfaction of TURBOSEM precision drills customers in the future. Our Belgian importer, Vallaey Landbouwmachines SA, has shown interest and we concluded the business assets sales agreements.”

About VALLAEY Landbouwmachines: www.vallaey.be ,  Facebook\ Huis Vallaey,

Vallaey, a family business based near Bruges in Belgium, is active in the distribution of ag-machinery since more than hundred years. Dealer for New Holland, Herriau, Agrifac since many years, Vallaey is now starting the manufacturing of HERRIAU seeders.

About EXEL Industries: www.exel-industries.com,  Facebook\exelindustries,  @EXEL_Industries

The main business line of EXEL Industries is sprayers for agriculture (world leader) and industry. The Group is also a European leader in consumer watering products, and the world leader in sugar beet harvesters. EXEL Industries’ goal is to develop in its markets through constant innovation with an international strategy. EXEL Industries employs approximately 3,800 people in 29 countries on 5 continents.

EXEL Industries	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015
Sales in €M	384.4	430.1	525.3	740.2	775.4	725.2

NYSE-Euronext Paris, SRD Long, CAC Mid&Small 190
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This press release is available in French and in English on the company website, as well as on its Facebook and Twitter accounts.

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