

Interview



Georges Devesa
CEO, Nutrisens

For more information:
www.nutrisens.com

“Nutrisens will see 25% growth of international sales in 2017”

What is the latest news from the Group?

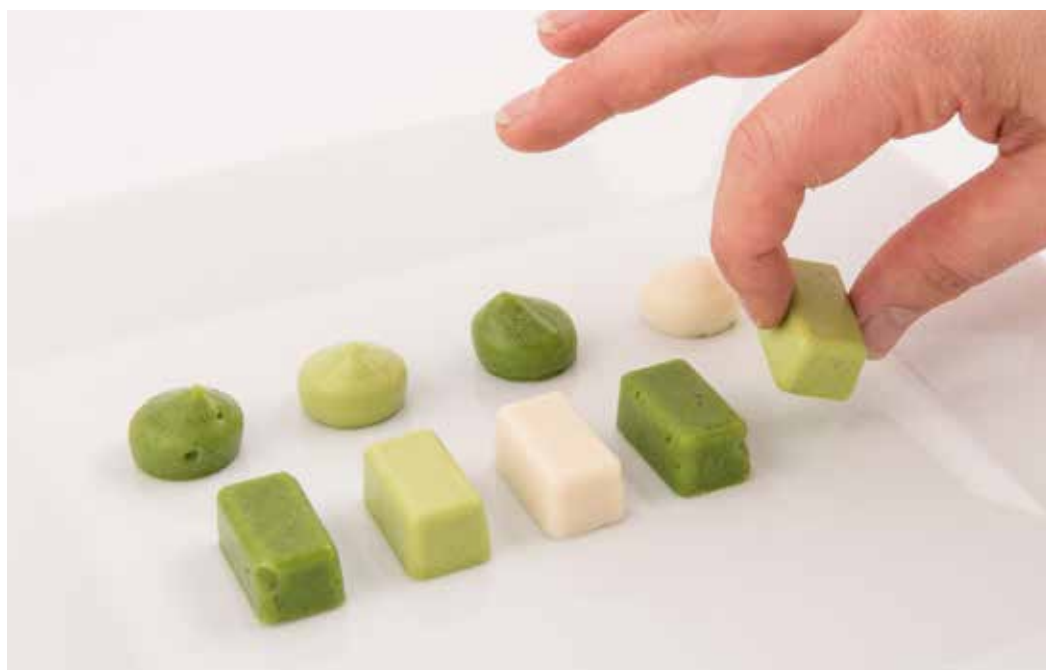
We are making progress across our three strategic focuses, namely:

- **international development** with the opening of a subsidiary in Australia, a very promising market for food for elderly people
- **the development of new ranges**, with the launch of Nutrimain, a range of ready-made meals adapted to people who have difficulties using cutlery, notably people with Alzheimer's disease
- **the shift from B2B to B2B2C**, with a partnership signed with La Poste for home delivery of fresh products

Lastly, 2017 is a year of structuring with Unigrains' acquisition of an equity interest in our Group. Drafting a five-year roadmap is a big event for us, and we are in full marching order to roll out our plan together.

Why did you choose Unigrains as a strategic and financial partner?

Unigrains was a strategic choice in terms of its expertise in agri-food, its international experience and the values we share for the construction of a long-term project. For example, we are already working with Unigrains' Italian team, which is assisting us in our development in the country.



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How do you see the health nutrition market evolving in the years ahead? What are the challenges to be met?

Our sector is having to deal with an ageing population, with a growing number of people concerned, as well as a change in healthcare structures, with notably fewer products and services covered by social security and more home care. In developed countries, 30% to 40% of the population will be aged over 70 in 2030!

French expertise in health nutrition is widely recognised and we are expanding our footprint abroad. This year, we expect to record 25% international growth.

What are the group's development prospects for the years ahead, notably outside France?

In 2018, our goal is to renew with double-digit growth and we have ambitions for international acquisitions, mainly in Europe.

The socio-economic management system that we implemented a year ago is really starting to deliver results, particularly with the industrial teams. We succeeded in fostering a dialogue in the company by replacing a top-down structure with a participatory organisation, and we intend to build on this.

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