



PRESS RELEASE

For Immediate Release

ARYSTA LIFESCIENCE TO LAUNCH BANZAI™, NEW BIOSOLUTIONS TECHNOLOGY FOR WEST AFRICAN COCOA PRODUCTION

Based on Plant Impact's Alethea™ technology, marketed to reduce the impact of crop stress in cocoa

HARPENDEN, UNITED KINGDOM & ABIDJAN, IVORY COAST (6 JULY 2015) – Plant Impact plc and Arysta LifeScience Africa, India and Middle East (AIME) today announced that Arysta LifeScience will launch BANZAI™, a new product that improves cocoa yields under stressful growing conditions. BANZAI™ is based on Plant Impact's Alethea™ technology, and Arysta LifeScience will become the exclusive marketer for the product in the important cocoa-producing countries of Ivory Coast, Ghana, Cameroon, Nigeria and Togo. Together, these countries account for more than 70 percent of total global cocoa production.

In 2011, Arysta LifeScience made a strategic equity investment in Plant Impact, in connection with Arysta LifeScience's evaluation and distribution of certain Plant Impact products and technologies. Over the past three years, the companies have collaborated to evaluate and test Plant Impact's technologies in West African cocoa-producing conditions. This newly-announced launch of the product BANZAI™ marks the important beginning of the commercial growth phase for this product.

BANZAI™ is a foliar spray applied to cocoa trees to reduce the stress and resulting loss of cocoa pods (fruit) caused by widespread diseases such as Black Pod (*phytophthora spp.*). In certain cases, use of BANZAI™ may allow growers to reduce other traditional chemical inputs, improving the environmental sustainability of overall cocoa production. Recent demonstration trials in Cameroon have shown yield improvements in excess of 25 percent.

“Our strategic aim is to offer the West African cocoa grower a complete, integrated solution, including agrochemicals, biosolutions, fertilizer, equipment and advisory services,” explained Patrick Dupard, CEO of Arysta LifeScience West Africa and MENA business. “The launch of BANZAI™ in the Ivory Coast this year is an important step forward in our development of full grower offers to support sustainable, low-residue cocoa production.”

“Plant Impact’s technologies require expert positioning with growers, and Arysta LifeScience’s long history and leading presence in the region make it the ideal partner for us,” commented John McGillivray, Plant Impact’s Commercial Director for Europe, Middle East and Africa (EMEA). “The launch of BANZAI™ marks our company’s first entry into small-holder cropping markets, and we are pleased to work with a local expert like Arysta LifeScience to ensure the commercial and technical success of the product.”

Under the arrangement between the companies, Arysta LifeScience will exclusively market BANZAI™ to regional distributors, cooperative boards and growers, and Plant Impact will provide structured technical support. Financial details of the arrangement were not disclosed.

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About Plant Impact

Plant Impact is a leader in plant science innovation. The company develops and formulates products that realise and enhance crop capacity, enabling growers to improve quality and deliver consistently higher marketable yields. The company’s products and technologies are backed by a robust research and development programme, managed from its head office and research facilities at Rothamsted, Harpenden, United Kingdom. Plant Impact’s shares are publicly traded on the AIM market of the London Stock Exchange, where its ticker is PIM. Find more information at www.plantimpact.com

About Arysta LifeScience

Arysta LifeScience, now owned by Platform Specialty Products, is a leading crop protection and life science company with 2014 revenues of US \$2.2 billion. An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products that meet the needs of its global partners. Find more information at www.arystalifescience.com

For more information please contact:

Plant Impact plc – Marketing Communications

John McGillivray (EMEA Commercial)

Tel: +44 1582 465 540

Stefanie Hingley (Corporate, UK)

Arysta LifeScience AIME – Communications

Anne Malet (Communications & PR)

Tel: +27 31 514 5658