



PRESS RELEASE

For Immediate Release

## **Arysta LifeScience to Access Asian Soybean Rust Market in Brazil with New Fungicide from Isagro**

**CARY, N.C. and MILAN, ITALY (4 January 2018)** – Arysta LifeScience, a Platform Specialty Products Company, and Isagro announced today they have finalized a long-term commercial agreement to distribute Isagro's Fluindapyr-based mixtures for use in soybeans and other row crops in Brazil. Fluindapyr is a new, patent protected proprietary active ingredient that has been shown to be highly effective in controlling Asian soybean rust (ASR) when used in certain premix formulations.

Soybean growers in Brazil have been battling Asian soybean rust since it first appeared during the 2000-2001 growing season. In 2016, the total fungicide market for soybeans in Brazil was around US\$ 2.1 billion at the dealer level, of which about 95 percent was for Asian soybean rust control. Approximately 100 million hectares of soybeans are treated for ASR in Brazil each year.

"New treatment options are needed for Asian soybean rust in Brazil," explained Paula Pinto, Vice President Global Portfolio Management, Arysta LifeScience. "With the addition of Fluindapyr-based mixtures to our portfolio, we come one step closer to becoming a premium one-stop-shop supplier to soybean growers in Brazil."

Arysta LifeScience also is planning to market Fluindapyr mixtures for other uses such as corn, dry beans, wheat, cotton and coffee.

"This agreement will significantly contribute to a broad distribution of new mixtures, based on this important active ingredient discovered by our company," stated Giorgio Basile, President Isagro. "Arysta LifeScience is an ideal partner, as they are already well-positioned in the Brazilian soybean market based on its existing portfolio of herbicides, insecticides and seed treatment products."

Isagro will submit the regulatory dossier for the first mixture based on Fluindapyr to Brazilian authorities in the first half of 2018.

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### **About Arysta LifeScience**

Arysta LifeScience is a global agricultural company specializing in the marketing and distribution of innovative crop protection and life science brands. With more than 200 active ingredients, Arysta LifeScience has a well-integrated biological and chemical portfolio to provide complete solutions to growers. The company's wide range of offerings includes biosolutions, fungicides, herbicides, insecticides and seed treatments. Arysta LifeScience, which has more than 3,000 employees working in 60 countries to serve customers worldwide, had 2016 revenues of US\$1.8 billion. Arysta LifeScience is owned by Platform Specialty Products Corporation, a global innovator of technologically advanced specialty chemical products and provider of technical services ([www.platformspecialtyproducts.com](http://www.platformspecialtyproducts.com)). For more information on Arysta LifeScience, visit [www.arystalifescience.com](http://www.arystalifescience.com).

### **About Isagro**

Isagro S.p.A. is the holding company of a group which has become a qualified operator in the crop protection business for agriculture, with global sales of around € 150 million and over 600 employees worldwide. Isagro Group is active in the innovative research, development, production and marketing, on a worldwide scale, with sales in 80 countries and direct distribution in some key markets. Isagro S.p.A., listed on the Milan Stock Exchange since 2003 and on the STAR – high requirements Stock segment - since 2004, in 2014 has also issued Growth Shares, an innovative category of special shares tailored for companies having a controlling subject.

([www.isagro.com](http://www.isagro.com))

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