

NEWS RELEASE

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AB VISTA LAUNCHES FINASE® EC IN THE EU

Poultry and pig producers in the EU can now benefit from improved economic performance, following official EU approval of AB Vista's market-leading second generation bacterial phytase, Finase® EC.

Finase® EC improves the availability of phosphate and other phytate-bound nutrients for pigs and poultry, and reduces the ecological impact from phosphate excretion, which can be harmful for the environment. Results have also shown improvements in live weight gain and feed conversion ratio, which are attributed to the increased nutrients released by the phytase.

The EU approval for Finase® EC is for broilers, layers, ducks and game birds and for growing and finishing pigs and piglets. This registration follows that of AB Vista's revolutionary enzyme, Econase® XT, which was released to the European market in 2009. Finase® EC has also been launched in several other countries worldwide, most recently in Brazil and Malaysia, where it is already performing well.

Commenting on the EU launch, Ari Kiviniemi, Global Sales Director for AB Vista, said: "With Finase® EC now available in almost every continent, this most recent product registration is another step towards ensuring that AB Vista becomes a major global player in the feed ingredients industry. We have made great progress over the past three to four years and look forward to continued success."

The registration number for Finase® EC in the EU will be 4a12. If you would like a copy of the official journal entry, please contact AB Vista via our website.

For sales enquiries please contact a member of the AB Vista sales team via our website or by emailing info@abvista.com.