

PRESS RELEASE

Kverneland Group and Kubota Corporation are entering the growing market for mechanical weeding by acquiring French manufacturer BC Technique known as Phenix Agrosystem

1 February 2023, Klepp - Norway

On 31 January 2023, Kverneland Group has signed an agreement to acquire 100% of the shares in the BC Technique S.A.S. Company (France), a leading producer of inter-row cultivators, rotary hoes, guidance interfaces and tine harrows, which are distributed under the Phenix Agrosystem brand. These products and solutions are well fitted for the future of sustainable farming, and enable the customers to achieve efficient, accurate and consistent cultivation and weed control.

Mr. Yasukazu Kamada (President and CEO of Kverneland Group) is pleased to confirm that the Phenix Agrosystem products are further strengthening Kverneland Group's and Kubota's strategic commitment to provide sustainable arable farming methods by adding this important product portfolio. Mr. Kamada: *"There are synergies in bringing the product systems and solutions from these two companies together, and thereby also valuable benefits for the distribution partners and farmers."*

Furthermore, Mr. Kamada is saying that the Phenix Agrosystem distribution partners and customers are an important asset, and he confirms the continuation of the Phenix brand and its distribution. In parallel, the products will be introduced under the Kverneland and Kubota brand and distribution networks.



Current owner of Phenix Agrosystem, Mr. Mathias Bounon and his team, are continuing in the BC Technique company to support the transition. Mr. Bounon: *"Kubota and Kverneland Group are sharing the same vision and development strategy as Phenix Agrosystem. We see great opportunities and synergies in becoming part of this Group. It will strengthen the Phenix products presence across the world, supporting environmental friendly farming practices, making farming more sustainable and healthier."*

Number of characters including spaces: 1.961

About Kubota

Kubota, a leading manufacturer of agricultural and construction equipment, ground care equipment and industrial engines since 1890, has taken on the challenges of solving global issues by providing solutions with a wide variety of products, technologies and services in the areas of food, water and the environment, which are essential to our daily lives. In the area of smart agriculture, which has attracted attention in recent years, Kubota has accelerated business development focusing on ultra-labour saving based on automation and attaining precision farming through the use of data. With its global headquarters in Osaka, Japan, offices in more than 120 countries and more than 43,000 employees in North America, Europe and Asia, Kubota had a turnover of \$20 billion in 2021. Visit www.kubota-global.net / www.kubota-eu.com / Explore the Kubota Group Solutions Hub: <https://kubota-group.eu>

About Kverneland Group

Kverneland Group is a leading international company developing, producing and distributing agricultural implements, electronic solutions and digital services. Productivity, efficiency, and sustainability are three important principles in today's agriculture, driving us every day to continuously develop our Agricultural Implement Technology. Kverneland Group offers an innovative range of soil and seeding equipment, forage and bale equipment, spreading, spraying, electronic solutions and digital farm services for agricultural tractors and implements. For more information on Kverneland Group. Visit: www.kvernelandgroup.com

About BC Technique

BCT has been a global pioneer in the development and manufacturing of advanced mechanical weeding solutions with leading position in France. The company is particularly strong in the high-end of the market and it has expanded to a full range for the customers, using inter-row cultivators, tine harrows and rotary hoes. High quality and performance is a core focus of the company, giving them a competitive advantage. Visit: <https://phenixagrosystem.fr/>

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[Mr. Kamada and Mr. Bounon signed 31.01.2023 the official share purchase agreement between Kverneland Group and BC Technique, Phenix Agrosystem](#)



[Phenix product portfolio will be available in Kverneland brand, in the front the Inter-row cultivator Onyx and the Rotary Hoe Helios in the back.](#)

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