

Novus International to Shift from Direct Sales in China

SAINT CHARLES, MO (September 7, 2022) – On August 30, Novus International, Inc., announced plans to change to an indirect business model in the China market. Company leaders said they are working to establish channel partners to continue serving customers in that country.

This change is part of the international feed additive company's drive to better serve those in its core markets through its strategic business plan, Project Destiny.

"This critical business decision allows us to focus on the expansion of our business in Asia and focus our direct investment where we have tremendous growth potential," says Dan Meagher, Novus CEO and president. "Our investment and focus on our core Asia markets have never been stronger."

While this decision will allow the company to invest in other parts of Asia, Novus leaders recognize the importance of their customers in China and the country's own vital position in the animal protein industry.

"We are actively working to identify potential partners/distributors to serve our customers in the China market and represent our product portfolio," says Vaibhav Nagpal, Novus managing director for Asia.

Headquartered in the United States, Novus develops, manufactures, and commercializes feed additives for the animal protein market globally. The company entered the Asia market in 2003.

The decision to change business models in China is aligned with Novus's business strategy to simplify operations and invest in markets that are aligned with its core strengths for driving sustainable growth.

"We must continue to transform and position ourselves for further growth and increased success in markets that allow us to stand out with differentiated products and unique offerings," says Meagher.

For more information about Novus and the solutions it offers for poultry, aquaculture, and livestock producers, visit www.novusint.com.

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Novus International, Inc., is a leader in scientifically developing, manufacturing and commercializing nutrition and health solutions for the animal agriculture industry. Novus's portfolio includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other feed additives. Novus is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world. For more information, visit www.novusint.com. ©2022 Novus International, Inc. All rights reserved.