

TERACT

PRESS RELEASE

WIDE RANGE OF AWARDS FOR TERACT

Paris, November 22, 2022, 7:00 a.m. TERACT (ISIN: FR001400BMH7, Mnemonic: TRACT). TERACT has been rewarded with 5 awards for its dynamic marketing innovation, the attractiveness of its brands and its managerial energy.

The awarding of these distinctions is also the recognition of the work accomplished by all the TERACT teams.

Moez-Alexandre Zouari, CEO declares: « I am proud of the recognition shown to all of our teams on the occasion of this wide range of awards. This dynamic of success stimulates all of us to establish ourselves as the key responsible and sustainable trade retailer and thus meet the expectations of our customers. »

Guillaume Darrasse, Deputy CEO, adds: " I sincerely congratulate all our teams for these trophies which highlight their performance, their involvement and their inventive spirit. With our diverse and multiple cultures, we are always in action to allow everyone access to the benefits of our planet. »

To complete this wide range of awards, Moez-Alexandre Zouari was elected "**Retailer of the Year**" during the "Nuit du Commerce Connecté" ceremony organized by Republik Retail magazine.

Attracting Stores

Jardiland, Best Store Chain of the Year

Jardiland =



For the 7th consecutive year, Jardiland was elected Best Store Chain of the Year in the Gardening category. "Best Store Chain of the Year" is today the most important and popular consumer vote in the French retail sector. For this edition, 1,000,000 votes were counted.

Gamm vert, the most popular brand in France.

Gamm vert  =



For the 3rd year, Gamm vert was elected France's favorite gardening brand in a study conducted in January 2022 by the firm EY Parthénon with a panel of more than 9,500 consumers, counting 60,000 opinions. Proximity, decision support and in-store shopping pleasure are the most popular criteria.

A recognized dynamic marketing innovation

**ECLOZ, INVIVO Nous on sème et PURE FAMILY,
The new brands who are distinguishable**



The new brands ECLOZ, INVIVO Nous on sème and PURE FAMILY received, on November 9th, 2022, the TOP/COM Grand Prix Consumer 2022 Silver in the Design section. ECLOZ, INVIVO Nous on sème and PURE FAMILY are offering more than 1,300 new references that combine accessibility, simplicity of use and eco-design. This offer is exclusively available in our Jardiland, Gamm vert, Delbard, Jardineries du Terroir and Noa stores.

An award-winning omnichannel experience

**DIGI'MAG,
Best in-store experience optimization program**



In the spring of 2022, the **DIGI'MAG** digital store management platform was awarded the "Frontline Experience Program of the Year" at the Yoobic Awards. With DIGI'MAG, store and support teams optimize business and performance of retail network in a digital and omnichannel context.

Managerial energy recognized



The **Manager by Nature** program initiated by InVivo Retail in January 2022, as part of the ONE MANAGEMENT project led by the Nature & Talents Campus, was awarded the **Gold Trophy for Human Capital Leaders Victories** in the "Leadership and Management" category on November 8th. Co-constructed with 40 internal ambassadors, this project consists of an agile and committed coaching program for 650 managers located in stores, headquarter and logistic platform.

About TERACTION:

TERACT is a major player in the responsible distribution in the growing retail markets of gardening, pet and food distribution. Our ambition is to create a unique brands platform combining tradition and modernity, agricultural know-how and innovation, in-store and digital experiences. TERACTION responds to the attempts of the new generation of consumption is synonymous with quality, durability and traceability. Through its subsidiary InVivo Retail, TERACTION regroups the gardening/pet retail brands Jardiland, Gamm vert, Delbard, Noa and Jardineries du Terroir and the Food retail brands Frais d'Ici and Bio&Co. TERACTION's majority shareholder is InVivo, one of the leading agricultural and agri-food groups in Europe. TERACTION is listed on the professional compartment of Euronext Paris (ticker code: TRACT, ISIN: FR001400BMH7). More information on www.teract.io.

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