

## Evonik to launch new global marketing campaign on MetAMINO®

December 4, 2017

Essen, Germany. Best quality, best handling, best performance: How Evonik's leading amino acid DL-methionine helps support efficient livestock production is the key focus of the new global campaign "Best results with MetAMINO®".

**Press Contact**

**Dr. Jürgen Krauter**

Head of Communications  
Nutrition & Care  
Phone +49 6181 59 -6847  
juergen.krauter@evonik.com

Through a series of adverts and the dedicated website [www.metamino.com](http://www.metamino.com), Evonik aims to connect with decision makers in the feed and livestock industries to demonstrate how MetAMINO® enables customers to optimize their productivity, and decrease operational costs due to its intrinsic value as pure and effective methionine source.

**Contact person specialized press**

**Michael Giffels**

Head of Communications  
Animal Nutrition  
Phone +49 6181 59 3763  
Fax + 49 6181 59 73763  
michael.giffels@evonik.com

Evonik will address a range of functions within the livestock and feed industry with its "Best results"-campaign. Aimed at various targets groups from purchasers to nutritionists and feed production managers, the new online platform [www.metamino.com](http://www.metamino.com) is at the heart of the campaign and contains important and yet easy to understand information about why MetAMINO® is the most efficient methionine source available.

On the new microsite [www.metamino.com](http://www.metamino.com), visitors will find a modern mix of infographics, videos and short clips with varying levels of detail to browse and learn about the benefits of MetAMINO®. In addition, the new online hub is optimized for the use on mobile devices.

The "Best results"-campaign will feature across the industry's leading trade journals and online portals. During 2018, the campaign will be a cornerstone of Evonik's Animal Nutrition market communication.

**Evonik Nutrition & Care GmbH**

Rellinghauser Straße 1-11  
45128 Essen  
Telefon +49 201 177-01  
Fax +49 201 177-3475  
Germany  
[www.evonik.com](http://www.evonik.com)

Evonik's Animal Nutrition business is a globally operating provider of science-driven products and services for sustainable and efficient production of meat, fish, eggs and milk. More than 60 years of experience in the production of essential amino acids for animal nutrition make Evonik a highly reliable partner for

**Supervisory Board**

Dr. Harald Schwager, Chairman

**Managing Directors**

Dr. Reiner Beste, Chairman  
Dr. Hans Josef Ritzert  
Michael Gattermann  
Markus Schäfer

Registered office Essen  
Registered court  
Essen local court  
Commercial registry B 25784  
HR no. FN 431387 v

customers in over 100 countries today. Additionally, the company's scientific excellence helps to conserve natural resources and reduce the ecological footprint.

**About Evonik**

Evonik is one of the world leaders in specialty chemicals. The focus on more specialty businesses, customer-orientated innovative prowess and a trustful and performance-oriented corporate culture form the heart of Evonik's corporate strategy. They are the lever for profitable growth and a sustained increase in the value of the company. Evonik benefits specifically from its customer proximity and leading market positions. Evonik is active in over 100 countries around the world with more than 36,000 employees. In fiscal 2016, the enterprise generated sales of around €12.7 billion and an operating profit (adjusted EBITDA) of about €2.165 billion.

**About Nutrition & Care**

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 7,500 employees, and generated sales of around €4.3 billion in 2016.

**Disclaimer**

In so far as forecasts or expectations are expressed in this press release or where our statements concern the future, these forecasts, expectations or statements may involve known or unknown risks and uncertainties. Actual results or developments may vary, depending on changes in the operating environment. Neither Evonik Industries AG nor its group companies assume an obligation to update the forecasts, expectations or statements contained in this release.