

## Denka to Fully Launch Biostimulant RECOLTE™ from October

-Contains Active Fulvic Acid Created Through Proprietary Manufacturing Method to Revitalize Crops-



Biostimulant RECOLTE™

Denka Company Limited (headquarters: Chuo-ku, Tokyo; president: Toshio Imai; hereinafter "Denka") plans to market RECOLTE™ nationwide through the National Federation of Agricultural Cooperative Associations (ZEN-NOH) from October. RECOLTE™ is a humic acid liquid compound fertilizer. It contains active fulvic acid created through a proprietary manufacturing process and helps revitalize crops and increase crop yields (\*1).

### What are biostimulants?

Biostimulants are defined as “substances and microorganisms that have a positive impact on plant health, stress tolerance, yield and crop quality by utilizing the natural ability of plants and its surrounding environment.” (\*2) Denka has been marketing AZUMIN®, a humic acid fertilizer which is classed as a biostimulant, for more than 50 years..

Since its decision to make a full-scale entry to the biostimulant market in February 2019, Denka has been promoting the development of new products using the technological expertise accumulated through AZUMIN®. The new product RECOLTE™ is a highly unique product developed through the use of Denka’s own manufacturing process. Denka decided to market RECOLTE™ nationwide based on the positive effects demonstrated in field trial experiments conducted under various conditions both at Denka and through third-party organizations. The brand name RECOLTE™ is based on the French word for harvest and encapsulates Denka's hope that it will help farmers reap bountiful harvests.

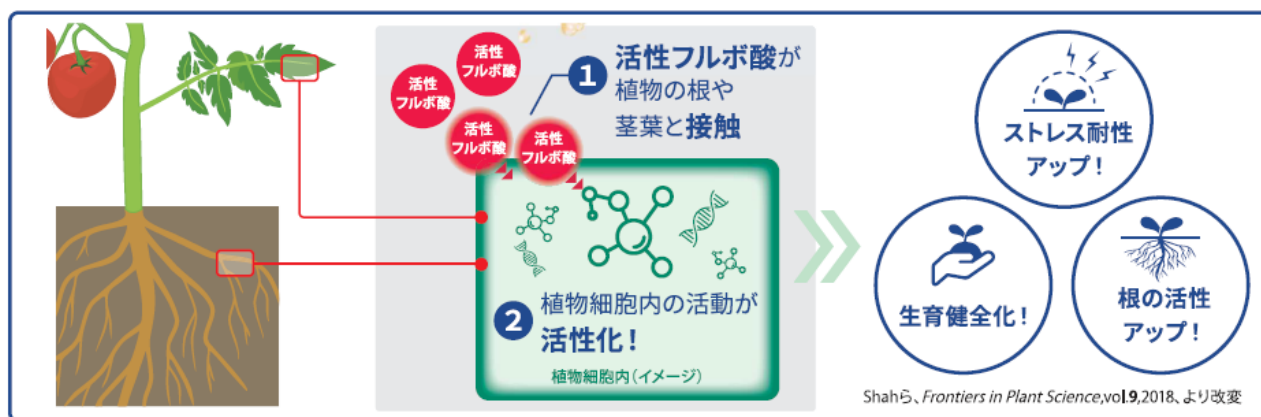
The global biostimulant market is projected to grow to approximately US\$3.3 billion in 2022, with an annual average growth rate of 10.4%. (\*3) Biostimulants are viewed as a much-anticipated solution to food-supply shortages caused by population growth and increasingly serious damage to crops associated with global

warming and other climate change-related phenomena. The EU is pushing ahead with the development of standards, regulations and laws to encourage more widespread use of biostimulants.

PRULA®(\*4), the biostimulant for the overseas market, has also proven effective in field trials conducted in South America, China, North America and Europe and Denka plans to fully launch PRULA® in regions around the world going forward.

With the SDGs as its compass, Denka aims to become a company that is irreplaceable to society, creating a better world for all through work in which Denka specializes in and can perform better than anyone else.

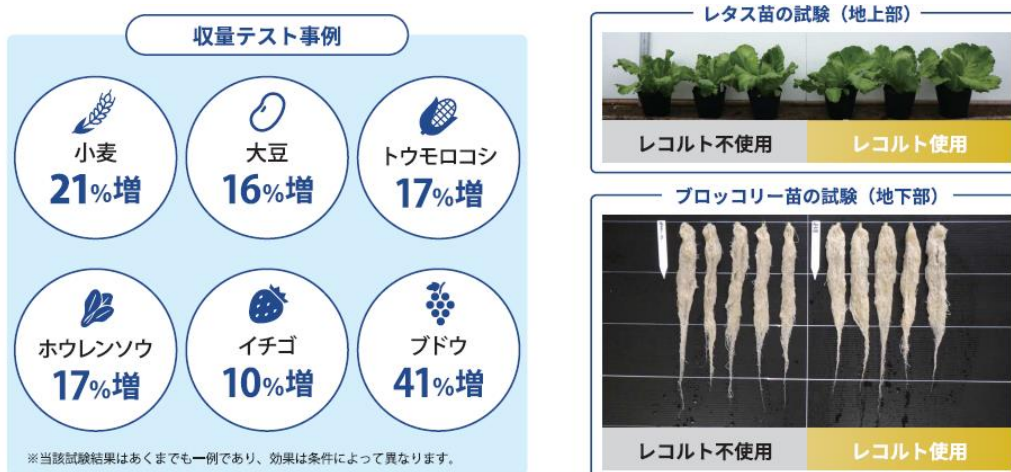
(\*1) Mechanism of action of the active fulvic acid created through the company’s proprietary manufacturing method and its expected benefits



\*Fulvic acids are humic substances that are soluble in water under all pH conditions. Fulvic acids have been shown to stimulate plant growth.

\* RECOLTE™ is a trademark of Denka Company Limited. (\*Fertilizer Registration Number: 103217)

< Experiment Results >



(\*2) Website of the Japan Biostimulant Association <https://www.japanbsa.com/index.html>

(\*3) Markets and Markets 2017

(\*4) Acronym for "Preserve Your(U) Landscape" which reflects the desire of farmers to protect their fields and is linked to the brand concept "KEY TO THE FUTURE LANDSCAPE".

PRULA® is a trademark of Denka Company Limited.

Reference:

- “Denka to Make a Full-Scale Entry into the Biostimulant Market” February 22, 2019

[https://www.denka.co.jp/eng/storage/news/pdf/224/20190222\\_biostimulant\\_eng.pdf](https://www.denka.co.jp/eng/storage/news/pdf/224/20190222_biostimulant_eng.pdf)

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