



Elanco Animal Health

FOR IMMEDIATE RELEASE

ATTENTION BUSINESS EDITORS

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ELANCO LAUNCHES MEDICINAL FOOD TO HELP ENHANCE DAIRY PRODUCTION IN KENYA

Nairobi, Kenya 26TH MARCH 2019 - Elanco Animal Health Incorporated (NYSE: ELAN) in partnership with Ultravetis East Africa Ltd. has launched an animal feed additive aimed at increasing milk production in Kenya.

The additive, **Rumensin™ 200** will be used by animal feed manufacturers in Kenya to fortify dairy feed, enabling dairy cows generate more energy and have better food absorption to increase milk production.

According to Elanco, the Rumensin™ 200 medicinal food will be available to animal feed manufacturers across the country.

Through the East Africa Growth Accelerator (EAGA) project, Elanco, in collaboration with the Bill & Melinda Gates foundation is supporting the local Kenyan dairy farmers. "We are pleased to announce the launch of Rumensin™ 200, a proven product with more than 40 years of history, to make Kenyan dairy farming more profitable through healthier cattle and improved production", said Andre Westerveld, Elanco Country Director for South Africa and Sub-Saharan Africa.

"Rumensin™ 200 will improve the lactating and dry cow energy status, with better health and improved milk production efficiency. This will result in less treatment cost and higher peak milk production for farmers", he added.

Ultravetis Group Chairman, Wachira Mureithi, explained that the company's goal is to provide the most innovative technology for maximum benefits to farmers. "We are pleased that Rumensin™ 200 is being launched in Nairobi and Nakuru respectively. Rumensin™ 200 is a crowned feed additive in the global market. Our traditional dairy farmer has been experiencing difficulties increasing milk production per Kg of feed intake because of poor feed quality but with this product we believe we will offer a professional solution to the farmer which in turn will lead to an increase in milk production."

Most of the dairy industry is supplied by smallholder dairy farmers: with an annual processing capacity of 5 billion litres of milk, high cost and low quality status of animal feeds have a negative impact on the sector's productivity.¹

Elanco's EAGA project is a ground-breaking initiative to provide sustainable development solutions to address food insecurity in East African countries – Tanzania, Kenya and Uganda. This is Elanco's first pure 'Shared Value' project, which is made possible through a \$3.1million grant from the Bill & Melinda Gates foundation. The grant enables the registration, manufacturing and distribution of affordable high-quality veterinary products, along with intensive training initiatives for smallholder farmers and channel partners.

ABOUT ELANCO

Elanco (NYSE: ELAN) is a global animal health company that develops products and knowledge services to prevent and treat disease in food animals and pets in more than 90 countries. With a 64-year heritage, we rigorously innovate to improve the health of animals and benefit our customers, while fostering an inclusive, cause-driven culture for more than 5,800 employees. At Elanco, we're driven by our vision of food and companionship enriching life - all to advance the health of animals, people and the planet. Learn more at www.elanco.com.

ABOUT ULTRAVETIS

Ultravetis East Africa Ltd. is a Kenyan company that supplies farmers with veterinary, animal health, hygiene products, seeds and services. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for our employees and associates across the globe. Our mission is to offer high quality agricultural inputs and animal nutrition products by working closely with agro-chemical companies, distributors and technical experts for maximum benefits to farmers. To Ultravetis the customer is of paramount importance. As much we offer the best quality products, we also strive to provide in-depth knowledge of our product and animal diseases by providing after sales service of the highest possible quality. Visit us at www.ultravetis.com.

¹ Makoni, N; Mwai, R; Redda, T; Zijpp, A. van der; Lee, J. van der. 2013. White Gold; Opportunities for Dairy Sector Development Collaboration in East Africa. Centre for Development Innovation, Wageningen UR (University & Research centre). CDI report CDI-14-006. Wageningen.