

Press release
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InVivo unveils its employer brand, "Reveal your field of possibilities"

InVivo has launched its new employer brand with a campaign built in collaboration with and embodied by its employees. Sixteen of them have lent their faces to this campaign, which aims to make the group more attractive and drive its recruitment of committed and diverse talent.

An umbrella employer brand representing all of the group's businesses

Conceived and deployed in conjunction with the agency *La tête dans le guidon*, this campaign is the result of close collaboration with 40 employees. The members of this diverse group of employees were interviewed before taking part in workshops and more detailed discussions. The process successfully captured the essence of the InVivo group's culture and values.

Sixteen ambassadors with different roles and levels of experience within the company are the face of this employer brand, which reflects the many businesses and career paths within the group while also responding to its corporate and digital challenges and needs.



The InVivo group's employer brand is aligned with its growth and transformation project "*Grandir Ensemble*" (Growing Together), which reflects the desire to strengthen the group's competitiveness while uniting its employees around shared objectives.



An authentic and unifying brand

InVivo's employer brand has two main objectives: to attract new talent and to boost commitment and loyalty among its existing employees.

It embodies the company's collective vision and showcases its core values, in particular as a *société à mission* (mission-led company): trust, team spirit, responsibility and commitment.

"Reveal your field of possibilities" embodies the promise made by this employer brand: to offer everyone the opportunity to realise their potential within a wide range of unique businesses and expertise. This campaign highlights the plethora of unique career opportunities at the InVivo group, while also emphasising the importance of each employee to the collective success of the company. *"The uniqueness of InVivo as an employer lies in its ability to offer opportunities for professional development and pathways to work in different businesses and at new hierarchical levels. Our employer brand embodies this and demonstrates our commitment to our employees"*, says Ségolène Jarry-Chartier, Director of HR Corporate & HR Development at InVivo.

The "Reveal your field of possibilities" campaign has been deployed across a variety of internal and external channels, and will be promoted via the group's social media, including LinkedIn, Facebook and Instagram. The initiative is rounded off by the company's page on Welcome to the Jungle.

Internally, the campaign will be underpinned by targeted communication using posters at group sites, personalised HR materials and dynamic screens, with the aim of strengthening employees' pride and sense of belonging.

About the InVivo group

The InVivo group is one of Europe's leading agricultural groups with a turnover of close to 12.4 billion euro, more than half of which is generated in France, and a workforce numbering over 14,500 employees.

It has a presence in 35 countries, with 90 industrial sites, including 63 in France.

InVivo is a leader in each of its four major strategic areas of activity: international grain trade, agriculture, agri-food (malt, wheat, wine), garden centres and food retail. A cross-functional global centre for innovative and digital solutions completes this package. Promoting agricultural transition, InVivo's ambition is to assist in the transformation of French farms and support European food sovereignty.

For more information, visit invivo-group.com — [@InVivoGroup](https://www.instagram.com/InVivoGroup)

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