



## NOREL TAKES A BOLD STEP FORWARD IN PET NUTRITION INNOVATION

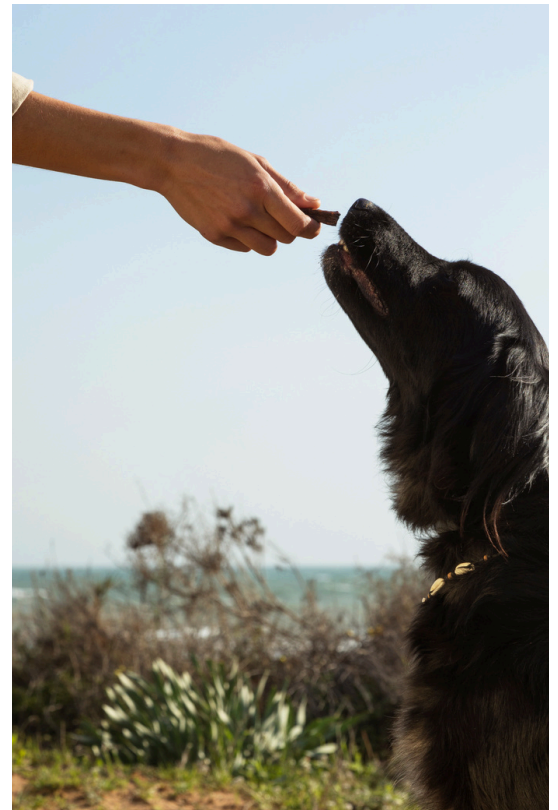
Pet nutrition is undergoing a true transformation. Pet owners and the pet food industry alike increasingly demand solutions that not only provide nutritional value but also actively promote long-term health and well-being. Aware of this reality and true to its innovative spirit, **Norel** —a company with more than 45 years of experience in animal nutrition and a global presence— is proud to introduce **Addipets**, a specialized range of functional and technological additives created exclusively for the pet food sector.

The launch of Addipets is a strategic milestone: a brand dedicated to combining cutting-edge nutritional science with advanced technological solutions. Today, formulating pet food means far more than mixing ingredients; it requires innovation, scientific evidence, and an approach capable of delivering measurable results in digestibility, immunity, metabolism, palatability, and product safety. **Addipets is here to make a difference in all these areas.**

## A PORTFOLIO DESIGNED TO DELIVER REAL VALUE

Addipets offers a comprehensive and robust range of solutions, organized into three main categories:

- **Health and well-being solutions:** Featuring high-tech sodium butyrate—available in free, protected, and encapsulated forms—that promotes gut balance and strengthens the immune system. The category also includes energy sources based on medium-chain fatty acids, especially valuable for senior pets, and highly bioavailable organic trace minerals that support vitality, cognition, and overall performance.
- **Palatability solutions:** Because food acceptance is critical to the success of any formulation, Addipets offers flavors in powder, micro-granulated, and liquid forms, designed to enhance palatability and add value to the eating experience for both pets and pet parents.
- **Technological solutions:** Focused on ensuring product safety and stability throughout the production process. This range includes natural and synthetic antioxidants, mycotoxin binders, antimicrobials, and preservatives that protect sensitive nutrients, extend shelf life, and ensure consistent quality under the industry's highest standards.



## ADVANTAGES THAT SET US APART

Addipets leverages Norel's strong scientific and technological foundation, global reach with a local focus, and internationally certified quality standards. Added to this is exceptional commercial flexibility and the ability to create tailor-made solutions, making Addipets the ideal strategic partner for pet food manufacturers seeking to stand out in a dynamic and competitive market.

**With Addipets, Norel not only reaffirms its commitment to responsible innovation, but also ushers in a new era in companion animal nutrition:** one driven by science, efficiency, and, above all, a passion for improving the lives of the pets who share our everyday lives.

