# Field Trip Animal Nutrition

# The MetAMINO<sup>®</sup> Success Story

**Dr. Emmanuel Auer Head of Animal Nutrition Business Line** Antwerp, 1 October, 2015



### What we have heard so far ...







- Strong market growth for amino acids remains unchanged
- Efficiency and sustainability are major growth drivers
- Competences of Evonik Animal Nutrition are well set for further growth in the methionine business
  - Customer intimacy through direct sales presence in more than120 countries
  - Unparalleled global reach and excellence in global supply chain management
  - Continued innovation in service offers
  - Differentiation in new markets and animal species such as aquaculture and ruminants
  - Aspiration to generate additional growth beyond strong amino acid core

### Methionine at a glance: Much more than just chicken









Methionine Product Types 2015			
	DL-Methionine (solid)	<b>MHA</b> (Methionine Hydroxy-Analogue, liquid)	L-Methionine (solid)
Market Share 2014	• ~70%	• ~30% <sup>1</sup>	• 0%
Supplier	<ul> <li>Evonik, ChemChina, Sumitomo, CUC, Volzhsky</li> </ul>	<ul> <li>ChemChina, Sumitomo, Novus</li> </ul>	CJ Cheil Jedang
Market Positioning	<ul> <li>Industry standard established for more than four decades</li> <li>Easy to ship and to handle</li> </ul>	<ul> <li>De facto not an amino acid</li> <li>Liquid product as alternative to solid DL-methionine</li> </ul>	<ul> <li>New product launch 2015</li> <li>Combination of biotech and chemical synthesis</li> </ul>
Relative product bio-efficacy <sup>2</sup>	<ul><li>100% scientific</li><li>100% claimed</li></ul>	<ul> <li>65% scientific</li> <li>88% claimed</li> <li>80% used for capacity calculations</li> </ul>	<ul> <li>approx.100% scientific</li> <li>at least &gt;100% claimed</li> </ul>

<sup>1</sup> Based on total volume output

<sup>2</sup> Relative bio-efficay: comparison of relevant performance parameter per kg methionine product used in feed formulations

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## Implemented innovations 2014 in Singapore:

- Further minimization of toxic intermediates
- Realization of economy of scale (150 kt)
- New highly efficient energy integration concept

# Excellence in technology is one of our key strength for reliable and sustainable supply

#### **Advantages of Evonik**

- "The Right to Play": 60 years of experience and process know-how
- "Setting standards": Continuous innovation leadership for cutting-edge safety technology
- "Best in Class": Continuously optimized manufacturing and technology position
- Fully backward integrated production complexes
- Economies of scale with world-scale plants to meet market growth timely





#### **Setup of Methionine complex**

Evonik has demonstrated its commitment to customers over the years by investing considerable funds both in additional capacity and supply chain





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Me4 investments and expansions build world's largest methionine complex and global export hub



#### 2006 Me4 Investment -- 2011 Expansion of Methionine Complex Antwerp

- Significant investments made in Antwerp to meet growing global market demand
- All investments in the Antwerp methionine complex completed on time and budget
- Embedding of Evonik supply chain into harbor infrastructure of Antwerp: A globally reliable export and distribution hub for methionine



Me5 investment complemented asset footprint and established production capacity in fast growing Asian market



#### **Me5 Investment**

- Backward integrated Me5 complex constructed as greenfield plant and executed on time and budget
- Successful ramp-up from November 2014 onwards as per plan and according to Evonik market commitments made by press release in 2010
- Favorable export logistics to secure supply to Subcontinent, Asia and Australia/Oceania





#### Lever of sustainable feed formulations on global methionine demand

~ 2.2 million tons       Total market potential 2019: (Dutch formulations as current best practice for sustainable nutrition)         ~ 1.5 million tons       Estimated world market 2019         ~ 1 million tons       World market 2014 actual	~ 2.5 million tons	Additional market potential 2019: enabled by concept of "next limiting amino acid"
	~ 2.2 million tons	(Dutch formulations as current best practice for
~ 1 million tons World market 2014 actual	~ 1.5 million tons	Estimated world market 2019
	~ 1 million tons	World market 2014 actual

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Me6 investment answers future market needs on reliable and sustainable global supply



#### **Rational of Me6 Decision**

- Evonik will reliably meet customer and market demand for methionine, indispensable for efficient and sustainable animal nutrition
- The recent plant in Singapore took up its operations at the time Evonik had announced in 2010
- New project to be completed in the same timely manner to secure supply to Asia

