

Press release

AMOÉBA introduces its AXPERA brand for the biocontrol application

Chassieu (France), June 5th, 2023 - 17h45 - AMOÉBA (FR0011051598 – ALMIB) an industrial biotech in pre-commercialization* specialized in the treatment of microbiological risk, developing a biocontrol agent for the treatment of plants in agriculture and a biological biocide for the treatment of industrial water, announces today the brand name of its biocontrol solutions, with a view to commercialization expected in early 2025.

AXPERA

As part of the pre-commercialization plan, Amoéba has worked on the creation of an international brand for its biocontrol solution, reflecting the values of **innovation, performance, responsibility and renewal**.

Through its new brand **AXPERA** and its botanical design, Amoéba highlights its **expertise in the service of a new "era" of plant protection**. Amoéba keeps in the brand name the AXP prefix (*Amoéba Experimental Product*), as a reminder of the different experimental formulations (AXP12, AXP13, AXP17), part of its company history. The AXPERA brand may be declined in a range of products (*AXPERA Joy, AXPERA Eva, AXPERA Noa...*) in accordance with the company's marketing positioning.

"Following the BIOMEBA brand for the biocide application, we are further concretising our biocontrol project with this new brand AXPERA. At the end of the creative process, we are delighted to present a brand name with a distinctive identity and a strong message of commitment. As we approach the launch of our product and its first commercialization, we will accelerate the notoriety of this brand, in particular on professional exhibitions and among the main actors of the industry" explains Anaïs LELLU, Communication Manager at Amoéba.

Since April 4, 2023, the **AXPERA** brand has been registered at the French **National Institute of Industrial Property (INPI)**, under the N° 4951169 in class 05 *Fungicide for agricultural use*.

More information can be found on amoeba-nature.com, "[Biocontrol](#)".

About AMOÉBA:

Amoéba's ambition is to become a major player in the treatment of microbiological risk in the water, plant protection and health sectors. Based on the natural properties of the amoeba *Willarta magna* C2c Maky, our biological solution is a viable alternative to the chemical products widely used in the industry today. Amoeba is currently focused on the closed system industrial cooling tower market in the United States estimated at €200 million (1) and on the global biocontrol market for plant protection estimated at €3 billion (2), out of a global market for chemical fungicides estimated at €21 billion (3). The commercialization of the associated biocides and phytosanitary products is subject to local regulatory approvals.

**At the end of 2022, Amoeba obtained approval of its active substance for biocidal use in closed cooling system and for biocontrol use in the United States. The substance has also been recommended for biocontrol use in Europe by the Austrian authority in the same year. The company is currently in a pre-commercialization phase for biocidal and plant protection applications and is expected to market its products by 2025. Founded in 2010 and based in Chassieu (Lyon, France), Amoéba is listed on Euronext Growth. The Company is a member of the BPI Excellence network and is eligible for the PEA-PME scheme. For more information, please visit www.amoeba-nature.com.*

(1): Amoéba data

(2): IBMA data

(3): Amoeba data

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Disclaimer

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