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Media Release

PLAMAN Global Announces Appointment of Jose Cardenas as Vice President, Commercialization Strategy

PLAMAN Global is delighted to announce that Mr. Jose Cardenas starts today as the Vice President, Commercialization Strategy.

Mr. Cardenas has over 28 years of experience in animal nutrition and health, encompassing key animal species including poultry and swine. Prior to joining PLAMAN Global, Mr. Cardenas spent his career at Elanco Animal Health and Eli Lilly, where he was most recently the Senior Director of Global Poultry Marketing at Elanco. In this role, Mr. Cardenas was responsible for creating and executing the global species strategy for poultry and built strong relationships with poultry integrators across the globe. Mr. Cardenas also led the development of the global poultry marketing and technical community.

From 2011 to 2016, Mr. Cardenas served as the Senior Director of Latin America, where he led an organization of more than 400 employees, was responsible for the overall P&L, and oversaw the doubling of sales for the region.

Mr. Cardenas was a member of the Elanco Executive Leadership Team from January 2015 to January 2017. Prior roles at Elanco Animal Health also include Director of Marketing Food Animal, Director of US Poultry and Director of Global Poultry.

Mr. Cardenas holds an MBA from Butler University, with a major in marketing. Mr. Cardenas also holds a BA (Chemistry) from Manchester University.

Rob Aukerman – President, Animal Nutrition & Health of PLAMAN Global:

“Jose brings a wealth of experience from several markets and across many geographies to the PLAMAN Global Animal Nutrition & Health team. I am delighted to have someone with his experience, integrity, and passion for the customer and the industry on our team.”

Jose Cardenas – Vice President, Commercialization Strategy of PLAMAN Global:

“I am very excited and humbled to join PLAMAN Global and to have the opportunity to develop and launch Black Pearl. I look forward to building a great team and working closely with our customers globally to address production and health concerns with a new and unique solution.”

For more information, please contact: info@plamancorp.com

PLAMAN Global is a global animal nutrition and health company. PLAMAN Global is a pure-play animal feed additive business that is led by a world class management team with extensive experience and proven track records to execute on the company's business plan.

Black Pearl® is the brand name for PLAMAN Global's black diatomaceous earth product for animal nutrition applications. Black Pearl® is a high value natural feed ingredient that contributes to animal nutrition and feed quality. We take pride in the significant contribution we can make in the animal nutrition industry.

PLAMAN Global owns the world's only known large scale black diatomaceous earth deposit, located in New Zealand, and has a mineral reserve of 31 million tonnes (in accordance with the JORC Code and NI43-101). Black diatomaceous earth will be crushed, granulated and dried at our processing facility to form granules that will be marketed under the brand name Black Pearl®. Based on the anticipated production volumes, PLAMAN Global has an operational life of at least 27 years.

PLAMAN Global is the only supplier of Black Pearl® and plans to make it available to all major markets across the globe, including New Zealand.