

From early October 2025 Carr's Group plc will be renamed as Fevara plc 
Fevara, pronounced *fev-ah-rah*.

Our new name will reflect the start of a new chapter and reaffirms our commitment to being a pure-play Agriculture business. The name change also reflects the marketplace in which we now operate, an international Agriculture business with exceptional brands and providence. We have a strong heritage as a well-respected business, and we are very proud of that, and we will continue as a values-led business under the new name.

Our new name, Fevara, draws on the Fehu rune, meaning “cattle” or “wealth”, the Old English word feoh (“cattle as wealth”) and the term “vara” (or vera) which in Latin primarily means “straight” or “true”. It will, therefore, reflect our heritage as a global specialist in extensive ruminant supplementation, and our commitment to quality, integrity, and sustainable farming.

1. Why?

- **The business has changed**, the historic connection with the Carr's brand relates to biscuits, flour and products which we are no longer involved in. The commercial value is in our portfolio of ruminant supplementation product brands.
- **Opportunity to re-present the business**, with the focus to position our business as experts in extensive ruminant supplementation, changing the name reinforces this journey.
- **Customer confusion**, with Carr's biscuits, Carr's flour and Carr's Billington, it is counterproductive and makes it harder to do business.

2. Will we lose brand awareness through this change?

- Brand awareness is in the product brands. We are proud of the Carr's history, but the business is very different today and with where we want to be in three to five years, we need a new identity to reflect that.

3. What value does this bring the business externally?

- Fevara enables us to establish independent recognition as experts in extensive ruminant supplementation through a portfolio approach, bringing all products into discussions. The new name allows us to present our business externally as a straightforward investment case based on our future strategy.

4. What will this mean for the names which our customers know, such as Carrs Agriculture, Scotmin Nutrition, Scotmin Retail, Caltech, New Generation Supplements and Animax?

- Only the plc will change its name early October. Carrs Agriculture Limited is our main UK trading company, a change in name would involve changing invoicing and bank account names etc, and we do not want to make this change during the peak trading period, therefore, we envisage this change to take place later. We will look to adopt the Fevara brand in other areas of the business where it has the potential to add value to our strategy.

5. Will this name be used globally?

- Fevara plc will be the global name, however, local markets will continue to have their local brands appropriate to the market they are in.

6. **What will the changes mean to customers for ordering/invoicing/bank payments?**

- There will be no immediate change to ordering/invoicing/bank payments, it will be business as usual for our customers. This will be reviewed later in the financial year.

7. **Will we be changing our website?**

- Yes, the Carr's Group plc website will be replaced with the new Fevara plc website.

8. **I have shares in Carr's, what does this mean for them?**

- There is no need for you to take any action in respect of your shareholding. We will not be issuing any new share certificates as a result of the name change so existing share certificates for Carr's Group plc will remain valid.

9. **Are you cutting any jobs through this process?**

- The name change will not lead to any job losses.

10. **How much will this change cost, is there a better use of resources?**

- There is undoubtedly work and resources needed to change the name of a plc, however, this has been undertaken in partnership with our new strategic level PR firm, Hudson Sandler, at a minimal but necessary investment to the business.
- Investing in the name change will enable us to have a clear identity to forge a path forward, positioning ourselves as a global Agriculture business. Increasing the potential to maximise commercial growth in our current markets and unlocking prospects worldwide, whilst at the same time improving our operating margin; ultimately leading to the future growth and longevity of the business.
- We are confident that the name change will also present opportunities externally as we seek to build alliances with other likeminded organisations for commercial gain.

If you have a question regarding your shares, please contact our registrar, **MUFG** at www.signalshares.com
Telephone: +44 (0)371 664 0300, MUFG Corporate Markets, Central Square, 29 Wellington Street, Leeds LS1 4DL

(calls to 0371 are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom are charged at the applicable international rate). 09:00 - 17:30, Monday to Friday excluding public holidays in England and Wales.

If you have a general question regarding our company name change, please contact **Hudson Sandler** at fevara@hudsonsandler.com Telephone +44 (0) 20 7796 4133, Hudson Sadler LLP, 25 Charterhouse Square, London EC1M 6AE