**Date: 15 January 2021**

**Media Release**

**AUSTRALIAN ANIMAL HEALTH COMPANY BUILDS LOCAL ANIMAL WELFARE PORTFOLIO**

* **MAJOR ACQUISITION TO BRING MANUFACTURING ONSHORE**
* **INVESTMENT IN PROTECTION OF SHEEP FLOCKS TO BENEFIT PRIMARY PRODUCERS**

Australian-owned company Troy Animal Healthcare is to acquire a suite of assets from multinational Elanco Animal Health in a deal that is set to further enhance animal welfare and bring onshore manufacturing of key products to protect Australia’s sheep flock.

Troy Animal Healthcare will add to its existing animal health portfolio with the acquisition of the rights to Elanco’s trusted sheep livestock brands Avenge®+Fly in Australia, and the Zapp® Encore® and Maggo® sheep ecto parasite products in New Zealand.

Avenge+Fly is a leading treatment for sheep lice and blowfly strike prevention in Australia. Maggo and Zapp Encore sheep ecto parasite products are used extensively by primary producers in New Zealand for the treatment and prevention of flystrike. Troy will work to further develop the reach of the products in both markets.

The deal will see manufacturing of Avenge+Fly move from New Zealand to Troy’s western Sydney factory at Glendenning where new jobs will be created as production ramps up.

Troy Animal Healthcare Chief Executive Officer Nicolas Shortis said, “We are very pleased to add these important brands to our portfolio of products. As an established Australian-owned manufacturer of animal health products, we are proud to be building our capacity to support primary producers in Australia and New Zealand by offering products to reduce the effects of parasites and ensure the health and welfare of sheep flocks.

“Troy has considerable depth of management experience and strong supply and distribution relationships to support sheep livestock products. We plan to combine our expertise and this acquisition to further innovate the rural OTC market.

“Elanco has invested in research and development to launch and build these brands, establishing them as market leaders. In the case of Avenge+Fly in Australia, the extension of use to prevent flystrike is particularly important. Elanco are well respected in the market as a provider of education and support to the agricultural sector and we are pleased to have been provided the opportunity to acquire and grow these brands.

“This is an important time for the Australian sheep industry as growers rebuild flocks following the drought and as the La Niña weather cycle contributes to the potential for increased flystrike.”

Troy’s current business plans include further development in the sheep parasiticide area as well as vitamin and mineral supplements. The company’s portfolio includes Vitamin ADE, a significant product which supports the health of sheep, cattle and pigs, Doramate, an effective injectable parasiticide product for cattle and pigs, and Buccalgesic, an innovative animal welfare product which is used to provide pain relief for cattle and sheep during animal husbandry procedures.

The acquisition of the rights to Avenge+Fly in Australia includes registrations, trademarks and a lengthy patent, and has been approved by the ACCC. Acquisition of the rights to Zapp Encore and Maggo products in New Zealand includes registrations and trademarks, and has been approved by the NZCC. The deal closed today.

 

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[www.troylab.com.au](http://www.troylab.com.au)

**About Troy Animal Healthcare**

Established 60 years ago by Australian Veterinarians, Troy Animal Healthcare is committed to delivering innovative, high quality, affordable animal healthcare solutions which meet the challenging and changing needs of veterinary professionals and animal owners.

Our search for better clinical outcomes has been the source of our growth for the past 60 years and has been critical to our success.

Troy prides itself on being an Australian owned business that meets the high standards of ethics and professionalism that is expected of us by the communities that we serve.

Our vision is to be the largest Australian supplier of animal healthcare pharmaceuticals, and we believe that passionate, driven and innovative people are key to bringing this vision to life.