



# GROUP OVERVIEW

## PETFOOD SERVICE

Oasis-Shadrin Group  
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# THE STORY OF A PASSIONATE, FAMILY VALUES

Since forever, Olivier has been an active sportsman. His ambition and his desire to achieve a certain excellence pushed him to the highest level. An injury put an end to his handball career at the age of 22.

At this time, **he decided to take a dog, his first Siberian Husky**, to keep a physical activity. He was always fascinated by this breed, that kept his primitive instinct and remains very close to nature. He quickly get a second dog and all his free time is devoted to dog sport as breeder and musher.

As a passionate breeder, he earned in a few years only a world-wide solid reputation and achieved incredible results in a very short time. **More than 200 championship titles, including International, World and European champions** have been earned. 2008 the famous American magazine «Siberian USA» elected Olivier as «Breeder of the year 2008», the highest distinction in the breeder world.

In the meantime, Olivier practices sled raid with his dogs, this activity is essential to the breed's needs.

His dogs are real athletes and Olivier understood in a **practical and natural way their nutritional needs**. But he could not find the quality required on French or even European petfood market. Moreover he was convinced that the quality of raw materials and the composition rich in animal proteins coming from different types of meat are essential factors for the maintenance of good health and achievement of physical goals for his dogs.

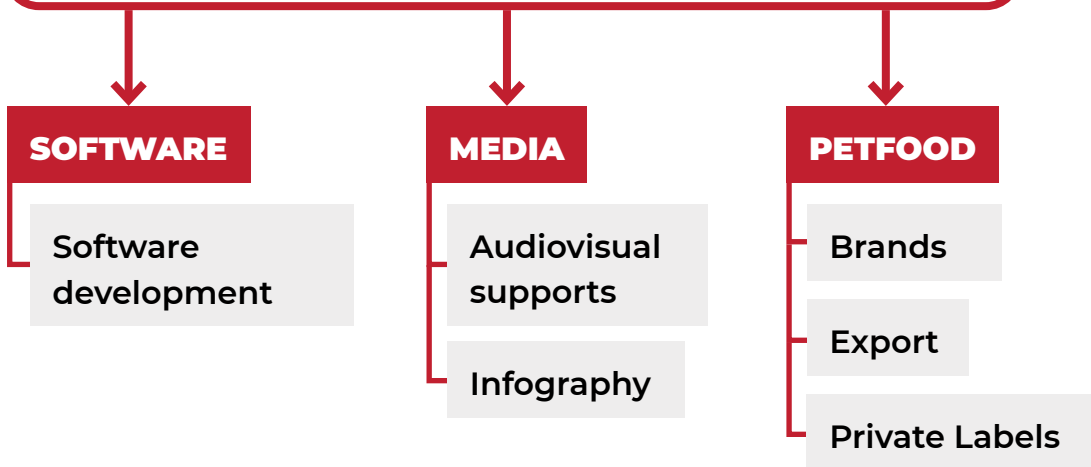
Therefore, from the year 1995, Olivier **decided to produce his own recipes**, selecting the raw materials, developing food preserving health of the pets.

At this time, petfood production was not the main activity for Olivier. Very soon, sales grew throughout European countries and out of Europe, and so petfood became his principal professional activity.



**Olivier as breeder left a significant mark on the Siberian Husky breeder's world AND on the petfood market : he combined both to achieve a level of quality so far rarely reached. He makes the difference with high quality petfood containing high percentage of meat based on a philosophy far away from the profit motive alone.**

# THE GROUP



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*Our business see steady growth like our dynamism and our goal to always improve our products for an appropriate food for our pets, whether they are athletes or companions. We focus on the environmental impact and especially epigenetic and we go further than the majority of industrials petfood producers. We want to impose a vision of a safer and more respectful world, for the preservation of the health of human beings and their pets.*

Olivier Schimpf

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**156 employees  
in the service**

from Oasis-Shadrin Group  
and its partners

**3 production plants**

France Belgium and Czech Republic

**2 warehouses**

Luxembourg and Czech Republic

**Over 2000 references**

and more than 1 million  
products continuously  
in stock

# IN A FEW DATES

**1995**

Beginning of the development of foods that meet the nutritional needs of dogs.



**1998**

Creation of his first private label and development of the first recipes



**2008**

International launch of NATYKA and BON APPETIT



**2013**

Organisation of the company in its current status  
› Petfood & brands service  
Development of the 1<sup>st</sup> software, Software Service creation



**2016**

Launch of the brand WOLF'S MOUNTAIN  
Development of the Media Service



**2018**

Creation of 2 subsidiaries :  
Oasis-Shadrin Czech Republic export service  
Oasis-Shadrin Russia for the CIS Delegation



**2019**

Launch of the brand NATURA WILD



**2021**

Launch of 2 additional brands



# INTERNATIONAL PRESENCE



# OUR ACTIVITIES



## PETFOOD

**We develop high and very high quality food since 1995.**

The production of Oasis Shadrin Group pet food has been certified with the IFS – International Food Standard, one of the most important and most widely recognized certificates in the food-processing industry.



Our company is one of the few belonging to this branch, to use renewable sources of energy.

Our products are shipped all over Europe and the world.

## OUR BRANDS



### **NATYKA**



The highest quality food for dogs and cats

### **BON APPÉTIT**

A whole range of Ultra Premium feeds for dogs and cats



### **WOLF'S MOUNTAIN**

Grain free dog food of very high quality, high meat content



### **NATURA WILD**

The highest quality grain free dog food, high fresh meat content



# OUR ACTIVITIES



## MEDIA

- Graphic identity
- Creation of tools for all media
- Corporate Communication
- Video & Motion design
- Newsletters & E-mailing

In a world where image is becoming very important, it's necessary to offer the quality of communication that it deserves.

We propose to create the visuals of your various communication supports intended for the printing or the setting up of a showcase site.

We also produce audiovisual content. The video allows you to be more impacting, but also more educational. It covers all your needs in internal and external communication, marketing and advertising.

## SOFTWARE



- Custom audit
- Specific constraints related to your activity
- Functionalities adapted for your profession
- Time saving interface
- Respect of your business constraints

We offer companies wishing to have tailor-made software adapted solutions.

We develop web solutions and tailor-made software based on your objectives, we can advise you a solution with features tailored to your business.

Our interventions take place in a logic of understanding your business and risk prevention. The use of your software is then simplified with a clean and clear interface.