Datamars acquires Simcro in deal to expand products and services, strengthen market position

4th April, 2018 – **Datamars and Simcro announced today that Datamars has completed the acquisition of all shares of Simcro Limited, a New Zealand-based world leader in animal health delivery systems. The products and solutions delivered by the two companies are complementary.**

Datamars and Simcro announced today that Datamars has acquired all shares in Simcro Limited.
Both companies are global leaders in their respective areas of the animal health industry.

Datamars has been a leader in unique animal identification solutions for 30 years and provides solutions for tracing and tracking both companion and livestock animals. Animal Identification is used to associate data on behavior and treatment of animals for disease control, animal control and management, and animal welfare purposes.
Simcro is the market leader in delivery systems for the animal health industry and provides solutions to help users easily and accurately administer vaccines and other medications
to animals. It serves multinational animal health companies and retail distribution partners all around the world.

With the integration of Simcro, the existing client base of both companies will be better served by a now even more extensive network of service, sales, distribution channels and partners. By combining the expertise and experience of the companies, innovative integrated solutions will be generated.
In particular, the partnership of sophisticated animal health delivery systems with animal identification technology is a step towards integrated animal management systems that the combined company will develop further.

The portfolios of Datamars and Simcro are complementary. Simcro will become a strong business unit within the Datamars group and further develop their portfolio from their Hamilton, New Zealand, and Gosford, Australia, bases. Simcro, NJ Phillips and ISL Animal Health brands will be part of Datamars' strong product brands family.