



**SECURITIES AND EXCHANGE COMMISSION**

**SEC FORM 17-C**

**CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c) THEREUNDER**

1. **18 March 2025**  
Date of Report (Date of earliest event reported)
2. SEC Identification Number **21134**
3. BIR Tax Identification No. **000-234-398**
4. **VITARICH CORPORATION**  
Exact name of issuer as specified in its charter
5. **Bulacan, Philippines**  
Province, country or other jurisdiction  
of incorporation
6.  (SEC Use Only)  
Industry Classification Code:
7. **Marilao San Jose Road, Sta. Rosa I, Marilao, Bulacan**      **3019**  
Address of principal office      Postal Code
8. **(+632) 8843-3033**  
Issuer's telephone number, including area code
9. **Not applicable**  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the  
RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<u>Common Stock</u>	<b><u>3,054,334,014</u></b>
<u>Total Shares Issued and Outstanding</u>	

11. Indicate the item numbers reported herein: **Item 9. Other Events**
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**Item 9. Other Events**

18 March 2025 – Vitarich Corporation (PSE: VITA) a leading poultry integrator and manufacturer of animal feeds and food products in the Philippines, introduced its partnership with NOVOGEN, a French breeding company specializing in layer genetics, for the exclusive distribution of the NOVOgen WHITE breed in the Philippines.

Attached is a copy of the Press Release titled “Vitarich introduces NOVOgen WHITE breed featuring high egg production, feed efficiency, and adaptability”.

**SIGNATURES**

Pursuant to the requirements of the Securities Regulation Code, the Issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Registrant - **VITARICH CORPORATION**

By:



**MARY CHRISTINE DABU-PEPITO**  
Assistant Corporate Secretary, Corporate  
Information Officer and Compliance Officer

Date: 18 March 2025

**PRESS RELEASE**

**Vitarich introduces NOVOgen WHITE breed  
featuring high egg production, feed efficiency, and adaptability**



March 18, 2025 – Vitarich Corporation (PSE: VITA) a leading poultry integrator and manufacturer of animal feeds and food products in the Philippines, introduced its partnership with NOVOGEN, a French breeding company specializing in layer genetics, for the exclusive distribution of the NOVOgen WHITE breed in the Philippines.

At the launch event held at the Clark Marriot Hotel, VITA shared its vision for how farmers can achieve better livelihoods and contribute to a more resilient agricultural sector. It was attended by about 250 participants, including farm partners, customers, distributors, representatives from government and private sectors, and members of the media.

For VITA CEO Rocco Sarmiento, the partnership represents VITA's dedicated effort to promote sustainable food production and livelihoods. "This aligns with our commitment to improve the country's food security and livelihood opportunities by introducing superior genetics with excellent productivity and quality. Farmers are increasingly looking to trusted sources to help them increase production and incomes. With NOVOgen WHITE, we can deliver better value to farmers and stakeholders in the food industry including end consumers."

"What truly goes into producing a high-quality egg—one that is nutritious, affordable, and sustainably farmed? The answer lies not only in the care farmers provide but also in two critical factors: superior poultry genetics and optimal nutrition," said VITA CEO Rocco Sarmiento. "Today, VITA and NOVOGEN are bringing these two elements together, ensuring



that Filipino egg producers have access to world-class solutions that enhance productivity and profitability. This partnership also signifies an important step in international cooperation. The exchange of technology and expertise between France and the Philippines represents the kind of global synergy that leads to long-term economic growth and innovation."

NOVOGEN CEO, Mickael Le Helloco: "Innovation has been in NOVOGEN DNA from the beginning. We use various tools to select and improve the products generation after generation: mix of traditional and innovative environments, genomic, RFID technology, and artificial intelligence. Thanks to the implementation of these tools in research and development, we have been able to speed up the yearly genetic progress by 2.5 times compared to the yearly progress observed 10 years ago. Today, NOVOGEN products are sold in more than 50 countries and sales is increasing every year at the global level and especially in Asia. To serve the local market and to succeed, we need a strong distributor, working closely with NOVOGEN team and if possible, with the same DNA: market knowledge, field oriented, feed expert, quality oriented, support and services. NOVOGEN had the chance to meet VITA a few years ago, and in few years, our teams have become closer by sharing the same values. This is just the first step for a long common story together."

NOVOgen WHITE hens are well known for their high productivity, feed efficiency, eggshell strength, and adaptability.

- High productivity: They can lay efficiently for 100+ weeks with up to 470 eggs per cycle, providing a longer and more productive laying cycle than other breeds.
- Excellent feed efficiency: They benefit from better feed conversion compared to other breeds, requiring less feed per egg which leads to lower production costs and maximized profits.
- Superior eggshell strength: They form strong and uniform eggshells through gradual increase of egg weight until the end of production, which reduces losses from breakage.
- Adaptability and calmness: They perform well and can realize their production potential under the most varied conditions, including the tropical climate of the Philippines.

Customers can expect expert technical and marketing support, including guidance on housing, nutrition, and layer business management, as well as supply chain support for sourcing high-quality feeds and medications. They can also get assistance for laboratory tests for quality of water, feeds, and raw materials.

### **About Vitarich Corporation**

Vitarich Corporation (PSE: VITA) is a leading poultry integrator and manufacturer of animal feeds and food products in the Philippines. Certified to international standards for sanitation, food safety, and quality, VITA operates in three primary industry segments: feeds, foods, and farms—forging livelihood and nourishing lives. For more information, visit [vitarich.com](http://vitarich.com) or contact [ir@vitarich.com](mailto:ir@vitarich.com).



### **Forward-looking statements**

This disclosure contains forward-looking statements that are, by their nature, subject to risks and uncertainties. Such forward-looking statements are made based on management's current expectations or beliefs as well as assumptions made by, and information currently available to, management. Because actual results may differ from those contemplated in the forward-looking statements, undue reliance must not be placed upon them.