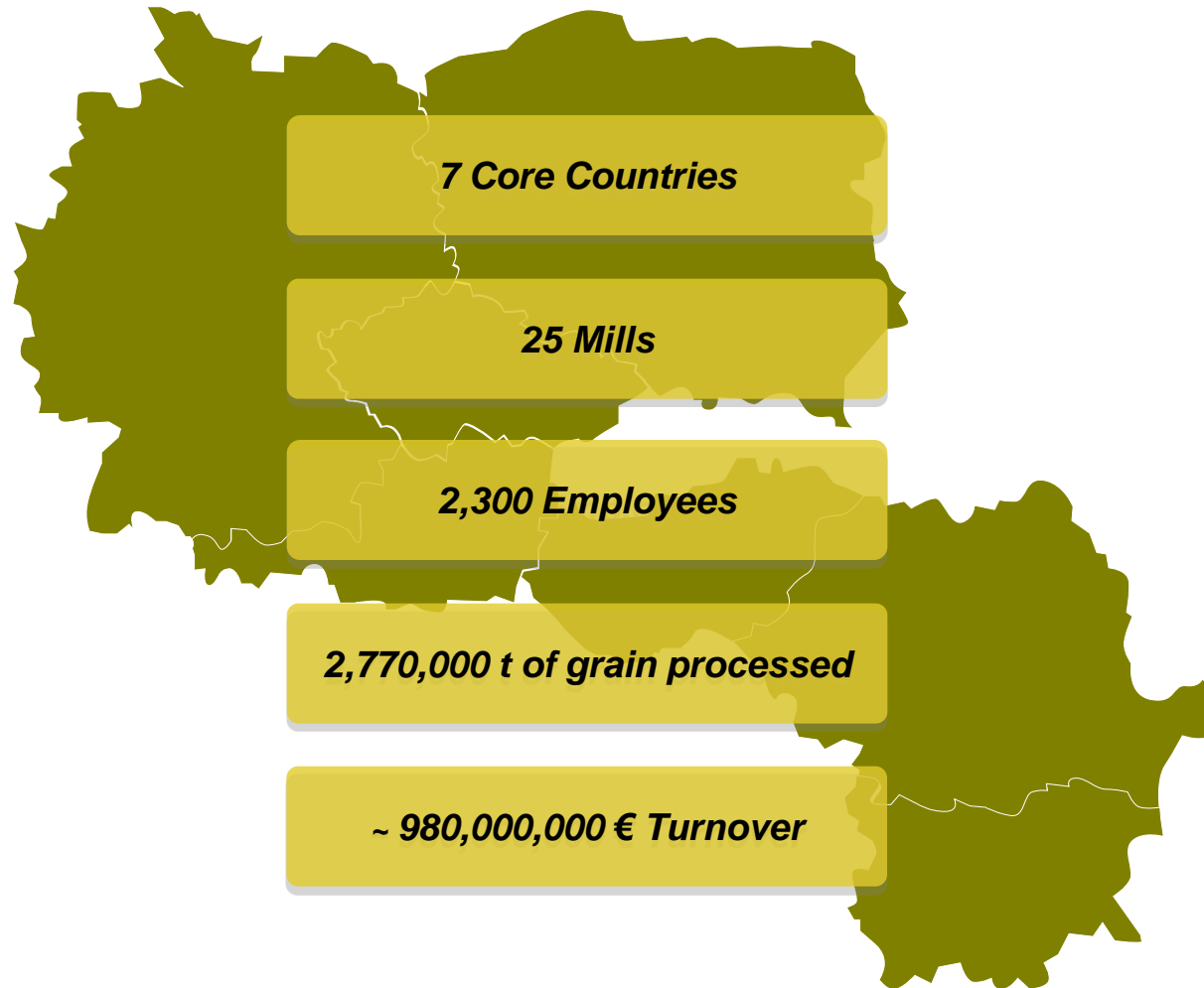


The GoodMills Group is the biggest milling company in Europe



The GoodMills Group operates 25 mills in Central Europe



CEREVAL – the right project for the GoodMills Group



- In the milling sector it is not common to have an own research department.
- We are producing around **600.000 t of bran**; so it's worth to have a closer look at this product.
- **Important was to have the project integrated in an academic structure while avoiding bureaucracy as much as possible. Further, our goal was to have the opportunity to build up strong connections with the scientific environment.**
- At the beginning, we were very open on which dimensions of bran's use to focus. But it was clear, there has to be a **concrete scope** at a certain point in the project.
- We believe that especially "**bio-refinery**" will gain a higher value for bran in the near future.

Principles to be assessed continuously



- **Feasibility** (including facts from own experience and from literature)
- **Yield** (including purity)
- **Application** (including perspectives)
- **Revenue potential**
- **Future potential**
- **Safety and quality issues**
- **Budget allocated for investigations**
- **Sustainability**

Milling and Energy

- Milling and energy was always an important combination.
- And if you look to a P&L of a milling company you still can see that energy costs are a huge costs block.
- **The GoodMills Group is interested in reducing our energy-consumption, as well as to reduce our dependence on the energy market.**



Thank you for your attention!