

26 February 2026



**ANIMAL HEALTH**

**ECO Animal Health Group plc**  
("ECO" or the "Company")

### **EU launch plans for ECOVAXXIN® MS**

ECO Animal Health Group plc (AIM: EAH), a rapidly growing global animal health company with a portfolio of marketed veterinary products and a maturing proprietary R&D pipeline, provides an update on its commercial launch strategy for ECOVAXXIN® MS, its poultry vaccine against *Mycoplasma synoviae*, across the European Union (EU).

Following the European Commission granting marketing authorisation for ECOVAXXIN® MS, announced in [December 2025](#), ECO's management team are progressing a detailed commercialisation plan designed to deliver strategic market entry across key European territories throughout 2026 and 2027.

#### **ECOVAXXIN® MS clinical need**

ECOVAXXIN® MS provides active immunisation of future layer and breeder chickens from four weeks of age, helping to reduce air-sac and foot-pad lesions and egg production losses caused by *Mycoplasma synoviae* infections. The infection causes economic loss, especially in laying hens, and the number of eggs produced by affected layers can be reduced by 5-10%.

The launch positions ECO as a comprehensive Mycoplasma solutions provider, combining best-in-class prevention through ECOVAXXIN® MS with market-leading treatment via its lead product Aivlosin®.

#### **Go-to-market strategy**

ECO Animal Health will leverage its existing comprehensive commercial network, successfully built for Aivlosin®, for the commercialisation of ECOVAXXIN® MS, taking advantage of deep expertise and customer reach in established distribution channels, and supplementing where necessary with additional technical and geographical capabilities.

The Company has secured agreements with key strategic distribution partners providing comprehensive coverage across the EU's major poultry markets. These partnerships provide access to markets representing over 220 million layer birds annually across the EU's top seven layer-producing countries.

*"This launch represents a significant milestone as the first product from ECO's proprietary R&D pipeline to be commercialised. We have developed a differentiated vaccine that addresses real producer need, with extensive technical support capabilities that have proved highly valuable to our Aivlosin customers," said David Hallas, Chief Executive Officer of ECO Animal Health. "We look forward to updating the market on our progress as we move through our commercial launch plans over the coming months and later across different territories."*

### **Phased launch strategy**

The ECOVAXXIN® MS pre-launch phase, currently underway, comprises distributor training programmes, technical assessment completion, establishment of distribution agreements, marketing, and customer segmentation activities across key markets.

An official launch event will be held from 30 June to 1 July 2026 in Madrid, Spain, bringing together key opinion leaders, genetics companies, major layer producers and distribution partners from across Europe. This will be followed by several regional launch events between Q3 2026 and Q1 2027 targeting key layer-producing countries.

### **Financial impact**

The Company expects sales of ECOVAXXIN® MS to be immediately margin accretive and anticipates a material contribution to EBITDA from the product's sales for the 2027/2028 financial year.

**Andrew Buglass, Chief Commercial Officer of ECO Animal Health, said:** *"Following the receipt of EU marketing authorisation for ECOVAXXIN MS over a month ahead of schedule, we are on track to execute our comprehensive and well-structured launch plan for ECOVAXXIN MS across the EU. Our training programmes are being rolled out and our marketing materials are in final preparation for our launch event in June. With a best-in-class product, coupled with strategic enhancements to our established EU commercial network, we are well positioned for successful market entry."*

**-Ends-**

### **Contacts**

#### **ECO Animal Health Group plc**

David Hallas (Chief Executive Officer)  
Christopher Wilks (Chief Financial Officer)

020 8447 8899

#### **ICR Healthcare (Financial PR)**

Mary-Jane Elliott  
Jessica Hodgson

020 3709 5700

#### **Singer Capital Markets (Nominated Adviser & Joint Broker)**

Philip Davies  
Jalini Kalaravy  
Samed Ethem

020 7496 3000

#### **Panmure Liberum (Joint Broker)**

Emma Earl  
Will Goode  
Mark Rogers  
Rupert Dearden

020 3100 2000

#### **Equity Development**

Hannah Crowe  
Matt Evans

020 7065 2692

**About ECO Animal Health**

ECO Animal Health is a world leader in animal health, developing and marketing branded veterinary pharmaceuticals globally, with expertise in antibiotics and vaccines for pigs and poultry. We have a maturing proprietary R&D pipeline.

Headquartered in the UK, with global offices including R&D and manufacturing, we have marketing authorisations in over 70 countries and employ over 200 people worldwide.

Our lead product, Aivlosin<sup>®</sup> is a proprietary, patented medication which is effective against both respiratory and intestinal diseases in pigs and poultry.

Click here for more information: <https://ecoanimalhealth.com>