



GLOBAL COVID-19 NEWS FOR YOU - 10 APRIL 2020

Dear colleague,

This edition has a special focus on how the COVID-19 virus is affecting Dümmen Orange. We all are doing the utmost to ensure the continuity of our supply to our customers while complying with the local regulations.

This newsletter informs you on the latest news per region regarding our teams, our business, and our local support. The final article in this edition is a column of our CFO Arjan Kaaks. We will update you bi-weekly with the latest news on COVID-19 until the end of this pandemic.

APAC

Our people

- Our Chinese team remain safe and grateful for the strong approach taken by the government to protect the population. Self-isolation for many employees has been for more than 10 weeks, but the government has started to relax these restrictions and our team can start to move more freely. Whilst many employees are still working from home, others are now able to work from the office, and importantly our sales team are able to visit customers within their own province.

- In Japan, restrictions are increasing with a state of emergency being declared in some parts of the country by the government. Our team is encouraged to work from home whenever possible and has been requested not to use public transport.

- In Taiwan, our team is safe and focused on the business at hand and looking for solutions to manage our inventory until demand can return.

Our business

- In China there is some positive news. Consumer demand is starting to resume for both potted plants and cut flowers. Interestingly we are also experiencing monumental shifts in the value chain with what looks to be a transformative and rapid shift in the buying behaviours of Chinese consumers with a huge shift to purchasing via e-commerce channels.

- To celebrate the relaxation of self-isolation in China and to thank the employees and their families for their patience during this difficult time, the China Leadership Team distributed cut flower bouquets to all employees. Surprisingly, but very nicely, this turned into an impromptu photo competition via WeChat.

- In Japan, we have a great story on industry collaboration. Dalat Haasfarm, our production partner in Vietnam, is supporting Dümmen Orange by chartering a flight to ship chrysanthemum cuttings to Japan. Furthermore, a huge thanks to our team in Spain for liaising with logistics partners to get our carnation supply into Japan this coming week.

Our local support

- Our Chinese team is in discussions with one of the large e-commerce platforms in China to establish a joint initiative to promote locally grown flowers and reignite demand for cut flowers. Details are to be confirmed but we hope to drive a positive impact for our customers and brighten the lives of many by bringing some colour into people's lives and putting some money in our grower's pockets.



EMEA

Our people

- Colleagues in EMEA are working remotely where possible and complying with local regulations.

- In Uganda, despite a forced 14 days' national lockdown and thanks to the efforts of our local management team, we have been granted an exemption to house 230 colleagues on the farm, which secures not only mother stock maintenance but also harvesting capacity for current orders.

- The HR and CS teams in the Netherlands have created a digital platform named 'Work looking for people' to connect colleagues with administrative and non-administrative tasks that require support. If you are interested please click on the following link:

<https://trello.com/invite/b/UyLGRnz0/3beb37cd970aa24b5acb64bab574c8d2/work-looking-for-people>.

- Breeder Ruth Kobayashi was not able to come to her trial in Rheinberg, Germany. Our IT team and local colleagues created a virtual trial by setting up a video conference in the greenhouse. Everything worked and Ruth was very happy with this solution!

Our business

- Since 19th March we are able to quantify the impact of COVID-19 on our business thanks to the daily tracking of cancellations and delayed orders processed by our Customer Service teams.

- Operations in Italy and Spain are far from being as normal but despite state of emergency, the limited workforce and reduced demand, Peter and Antonio's teams continue to consign quantities to our customers.

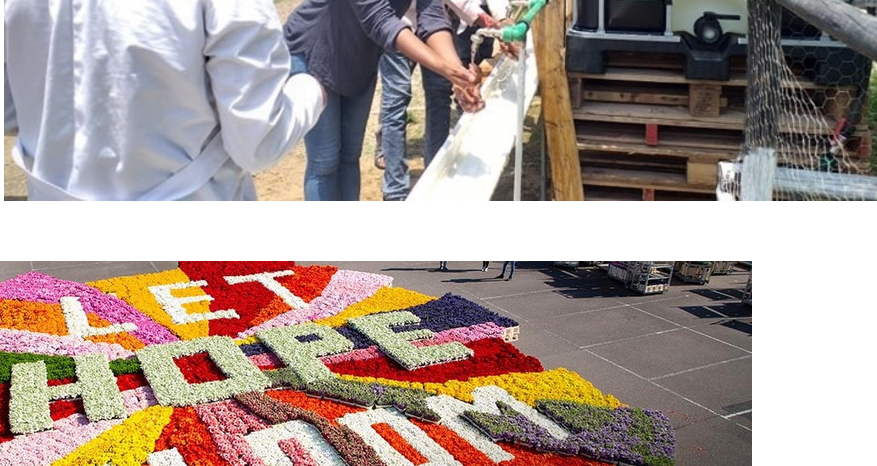
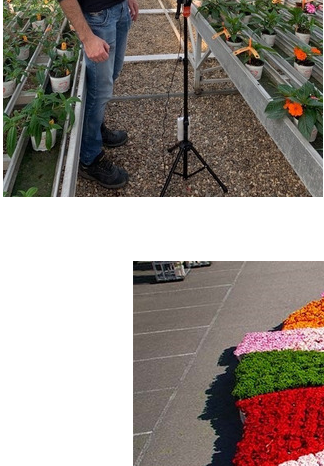
- Joint tireless efforts of our logistic and Gerbera teams with our partner Rise n' Shine have secured the delivery of our gerbera season against declared lockdown in India.

Our local support

- On Good Friday 150.000 bouquets will be delivered to the elderly in nursing homes and home care in the Netherlands. A national initiative of Dümmen Orange and chain partners. Together against loneliness, right now! #lethopebloom

- Our team in Koka, Ethiopia supports the local community. They donated two watertanks to give as many people as possible the opportunity to wash their hands. A third watertank was placed at the Koka health center. Masks and sanitizer products were donated to SAEDO, a local NGO for orphans.

- Colleague Peter Koomen asks your help for a Dutch COVID-19 campaign. Do you have an unused pc at home? Please donate it to school children with no pc at home and are therefore lacking education due to COVID-19: <https://www.pwa-it.nl/doneer-uw-oude-laptopnht>.



LATAM

Our people

- The LATAM teams are working remotely, complying with local instructions with the exception of our cut mum location in Colombia and the rose showroom/budwood location in Ecuador where the management is taking turns to oversee the location while staff has been reduced to a minimum.

- A personal message of Bas Pellenaaers: "How do we make it through these tough times? Buy and enjoy flowers!"

Our business

- Demand in Ecuador and Colombia currently depends on developments in NA since the demand is mainly coming from NA supermarkets.

- Some growers continue to plant, to be better positioned once this situation is over.

- Lack of freight capacity is impacting our supply chain in various countries.



NA

Our people

- The California Spring Trials is the most important marketing event of the year for North America. It was canceled two weeks before the show opening, but our team members who live in the San Diego area all came together to build each of the displays on-site at the Ecke Ranch in Encinitas. It was a real team spirit with members from marketing, sales, and production, doing what it takes to get the job done.

- The NA customer service team has been the most impacted on their day-to-day routines since they're used to working together in a shared space. The work-from-home scenario limits the open discussions to problems and solutions that they're used to having throughout their days.

Operations Director, Jon Pierre, has been keeping the team spirit together by opening each day with a group Skype call. The team discusses together their priorities for the day, farm statuses, and any logistical and planning updates.

Our business

- Allen Olsen has a law degree done in El Salvador by the time COVID-19 is over. Okay, not really. But the back and forth with the El Salvador government on how many employees we can have on the farm each day has definitely kept him busy. Allen has worked tirelessly via webcam with our farm managers and local legal teams in El Salvador to make sure our most important programs keep up and running, and we are fully confident that we will have a healthy and robust poinsettia shipping season this summer.

- Rebecca Lusk has been busy following up from our Home Depot Spring Trials and the results have been fantastic. We have many new programs that have been getting very positive feedback from the buyers and growers, alike!

Our local support

- The NA team paired up with a local radio station in San Diego, Star 94.1 FM, to make people smile with all the excess plant materials we had from our California Spring Trials. Listeners were able to call in and explain why their neighborhood needed a pop of color. Seven winners were selected, and we brought a full truckload of plants to each of their streets to share with their neighbors. Many listeners also called in asking for us to donate to nursing homes and hospitals as well. Oliver Storm, the owner of Weidner's Gardens and husband to our colleague, Angela Storm, answered the request. He delivered truckloads of Dümmen Orange kalanchoes, that no longer had a market, to local nursing homes and retirement centers.



COLUMN - Reflections on COVID-19 by our CFO Arjan Kaaks

Some 3 weeks ago the crisis started to hit hard, as measures all across Europe were announced, effectively constraining those activities that people are so used to: working and being with colleagues, going to restaurants, shopping, being with friends and family. Our cities aim to protect our lives, and particularly those of the more vulnerable people in our societies.

Today we know more, and we experience the hardship, socially and physically, with loved ones suffering from isolation or illness, and societies battling to steer our course through the storm. At home we are balancing our personal lives with our work. For our company and the markets we operate in, the COVID-19 virus causes a lot of disruption.

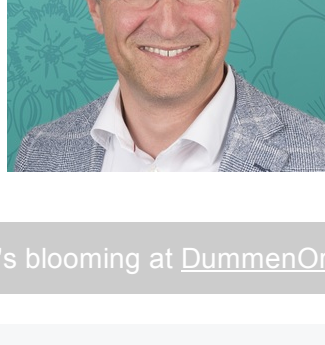
Looking back on 3 weeks of adapting to a "new reality" I realize how much we as a company, and as a team have been going through, and how we manage to adjust and accommodate, sometimes in very ingenious ways. Dümmen Orange responded to COVID-19 by making scenarios and plans to protect our company in order to get it properly through this crisis, and making it stronger as we go through it!

Although our offices worldwide are almost empty, I am proud that together we are able and willing to connect and function as a team, even though we can't be together physically. With thanks to the IT team that arranged for the continuation of our operations. Logistics issues were overcome, as carriers were swapped if needed, to get produce into our markets. We managed to get our Las Mercedes farm in El Salvador re-opened after a full shutdown, be it at a lower capacity. We organize virtual flower trials, to allow our customers to still see and choose our flowers and plants. At our farms we take measures to help protecting our teams, physically as well as financially.

Amidst all of this, we continue to collaborate with our customers, supporting them and creating joined solutions. Our business leads are intensively engaged with their customers and teams to ensure we understand what's going on in the market, be helpful, and also protect the Dümmen Orange long term interests.

During this crisis, we will discover and confirm to ourselves, the customers and the suppliers that we are a solid and trustworthy partner, now and for the future. Our behaviour towards our customers and suppliers today and tomorrow will shape our relationships once we have left this crisis behind us. So in fact, using the crisis as a test of our business, and how we relate to our environment, and care for the long term health of our commercial offering, may well result in a much stronger and fitter business!

Like all of you, I look forward to leaving this crisis behind. At the same time, whilst still in it, let's keep fighting, and make the best of it!



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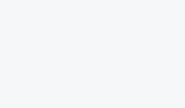
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