



GLOBAL COVID-19 NEWS FOR YOU - 8 MAY 2020

Dear colleague,

This edition has a particular focus on how the COVID-19 virus is affecting Dümmen Orange. We are doing our best to ensure the continuity of supply to our customers while complying with the local regulations. This newsletter informs you about the latest news per region regarding our teams, our business, and our local support. We will update you bi-weekly with the newest news on COVID-19.

APAC

Our people

- While incredibly concerned about a second outbreak, the Chinese government is slowly relaxing controls and allowing people to move around more freely. The country remains blocked and continues not to issue visas to foreigners.

- Our team in Japan continues to stay safe and healthy. However, conditions have become more unsafe in recent weeks. The government has taken measures closing the country to almost all foreigners and restricted freedom to move around outdoors.

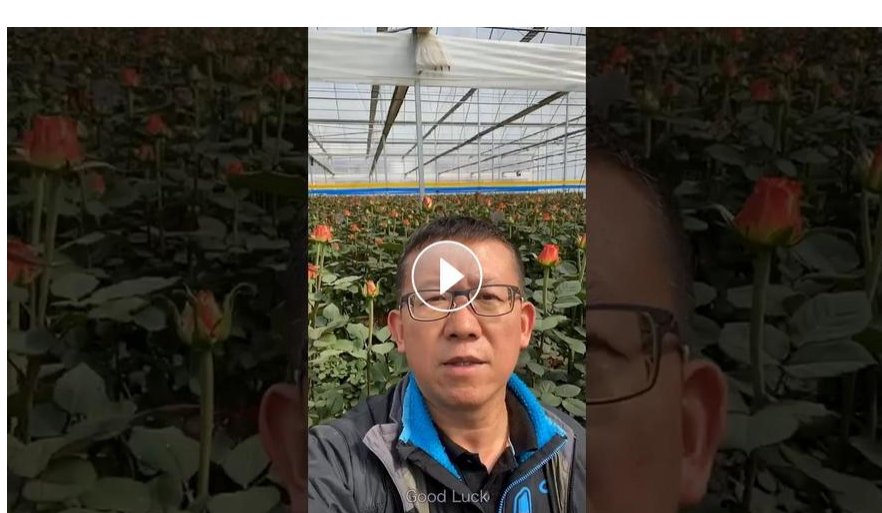
- In Taiwan, our team is safe, but the situation has become progressively worse. The team has shifted to working from home where possible and is working a rostered system.

Our business

- In China, there is some positive news. We have had strong demand for our garden mums. Growers remain incredibly cautious, but some little signs indicate a willingness from growers to get started again.

Our local support

- Although our Chinese customers continue to endure the impact of COVID-19, some of them recently contacted our sales team with a request to send a message of solidarity to the worldwide Dümmen Orange team, which resulted in the video below. We invite you to take a look at the video and join our customers in sharing their #staystrong message!



EMEA

Our people

- Living accommodations and facilities such as shops and water points have been completed at our farm in Kenya to help secure the workforce on the farm. Regulations for social distancing on the farm are in order. Each staff member received a liter of soap, and the farm has purchased an oxygen concentrator. Regularly, staff members are giving short presentations about social distancing.

Our business

- In Uganda, the national lockdown eased on May 6th. This change means that all local staff will be allowed to work inside the farm again, and everyone will be returning home in the afternoon. The current protective measures at the farm will be in order during the expected smooth return to normal operations.

- Various flower farmers in Kenya are back in business. Trade improvements at the Dutch auction, increase in cargo flights and the upcoming Mother's Day have encouraged them to increase their shipments by 50 % in the last two weeks.

- In Switzerland, DIY stores, garden centres and flower shops were recently permitted to reopen and demand has been booming since.

- Due to a strong and engaging public campaign in the UK to promote garden centres as part of the first lockdown relaxation wave, garden centres might be able to unlock their doors around May 11th.

- In Ireland garden centres will reopen on May 18th.

Our local support

- Our team in Kenya has been making face masks for all staff, their families, and the local community. Additionally, they have made water taps for the local community and donated soap too.

LATAM

Our people

- There are no significant changes; our people continue to work mainly from home. Some exceptions have been made for visits to our showrooms to do trial evaluations, amongst others. But everything is done in a way that minimizes the exposure of our colleagues to COVID-19.

- Several countries have their quarantine deadlines expiring in the coming two weeks. Although various countries are seeing improvements, the nations will likely extend their quarantine restrictions for the remainder of the month.

Our business

- Mother's Day is coming up on May 10th, and many growers are hoping for some relief in these difficult times. We are getting mixed messages, with many growers receiving more orders than anticipated, while others fear for a devastating holiday.

- Some good news: earlier in this financial year, we secured a USD 600k calla order for a grower in Colombia. He initially canceled the remainder of his purchase during the first weeks of the COVID-19 outbreak but is now looking to reinstate the entire order.

- The increased freight costs continue to impact us, with more order cancellations and postponements as a result. We are looking into creative options like consolidating orders and using 3rd-party exporters, to reduce any impact and continue shipping orders as planned.

Our local support

- Our team in Ecuador joined the initiative "Ecuador Florece Unidos" ("Ecuador Flowers United"), organized by the local trade organization Expoflores. Between May 5 and 8, bouquets are handed out to frontline workers (medical workers, cleaning personnel, etc.) to support them and express our appreciation for the work they are doing.

- Our team in Ecuador was treated to lunch for "el Día el Trabajo" (Labor Day). Even though they had to follow social-distancing guidelines, the photo below shows that they enjoyed and appreciated the small gesture a lot!

- Ivan Dario Perez, our colleague in Rionegro, Colombia, who is responsible for our cut mum sales, shares with us his working-from-home-motto: "Make working at home enjoyable and productive!"



NA

Our people

- Our North American team continues to make progress with customer presentations, variety trials, and programming plans for the coming year. This week Angela Storm, western sales manager for Dümmen Orange, was able to visit Altman Plants in Salinas, California, where they grew out an extensive trial of our Confetti Garden combinations and made some outstanding selections for next year's program. Alex Iniakov, one of the trial managers from Altman Plants, has always been a great friend to Dümmen Orange and put on quite the display for our team this week.



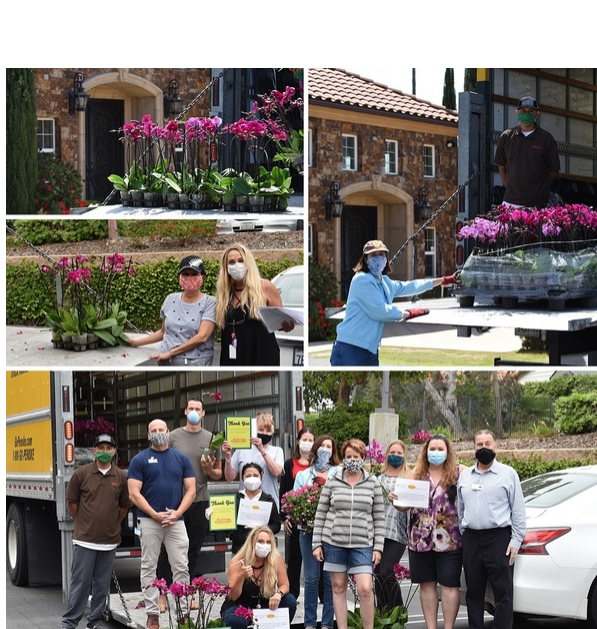
Our business

- The overall mood is improving in North America. In most states, garden centers are listed as essential businesses, and they have been full of consumers for the last two weekends. Many independent retailers are reporting record sales due to consumers staying home and "getting back to the basics." Similarly, lines at Home Depot and Lowe's stores have been steady throughout the weekends, with consumers working on full-scale home-improvement projects.



Our local support

- Our flower giveaways continue throughout Southern California this week, and this time with our newest member to Dümmen Delta. Our team member to our team, Heather VonAllmen, coordinated efforts with her former employer, Armstrong Growers, to truck orchids from our Oxnard facility to donate to various healthcare workers, nursing homes and memory care facilities. This goodwill was picked up by several media outlets locally and promoted the many emotional benefits of plants, linked with one of our most important grower customers in the region.



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