



DÜMMEN ORANGE™

QUARTERLY COMPANY UPDATE 11 FEBRUARY 2021

AGENDA

- Introduction Hugo Noordhoek Hegt
- Financial results Arjan Kaaks
- “Welcome to the jungle” Wander Tuinier
- Pot Carnation Sven Straeten

INTRODUCTION

Hugo Noordhoek Hegt

COVID-19

Thank you for your dedication to our business and your flexibility!



Crucial for our business:

- Garden centers should reopen soon
- Airlines should continue intercontinental flights

COURSE OF BUSINESS FEBRUARY 2021

- We are **on track** to achieve our **budget** for 2020/2021.
- **Q1 was strong**
- **Q2 will determine our success** for this budget year
- **Order intake** on track
- In January our **farms** delivered **good quality** cuttings **in time**.
Good disease management.

COURSE OF BUSINESS FEBRUARY 2021

- **Management change Tropicals:**
Wander Tuinier in charge as BU head from 1 February.
Good sales forecast.
- BU's **APP, McHutchison & Cut flowers** are progressing well.
- **Geophytes:** Calla back on track. Good breeding initiatives.
100 year Hobaho anniversary.
- **Quickplug:** successful opening line 5 in North America,
new opportunity in Asia.
- **APAC/Latam:** strong leadership, many opportunities.

KEY PRIORITIES MOVING FORWARD:

- **Delivering Budget 2020/2021**
- Execution **Flower Power** projects
- Formulate **5 year strategy plan** DO and BU's, crop business plans due in March/April
- **Operational Excellence:**
 - Launch continuous improvement process farms
 - Share best practices
- Roll out **Vision, Mission & Values**

FLOWERPOWER

- Implementation phase: benefits are materializing.



Highlights

- Completed more than 1200 milestones
- 7 projects are in a stage that all efforts to achieve full 2023 benefits have been completed
- 3 projects have already realised more than 80% of the forecasted benefits
- High engagement levels



NOT PUBLISHED.

FINANCIAL RESULTS

Arjan Kaaks



WELCOME TO THE JUNGLE

Wander Tuinier & Carl Kroon

W2J – OPPORTUNITIES NA MARKET

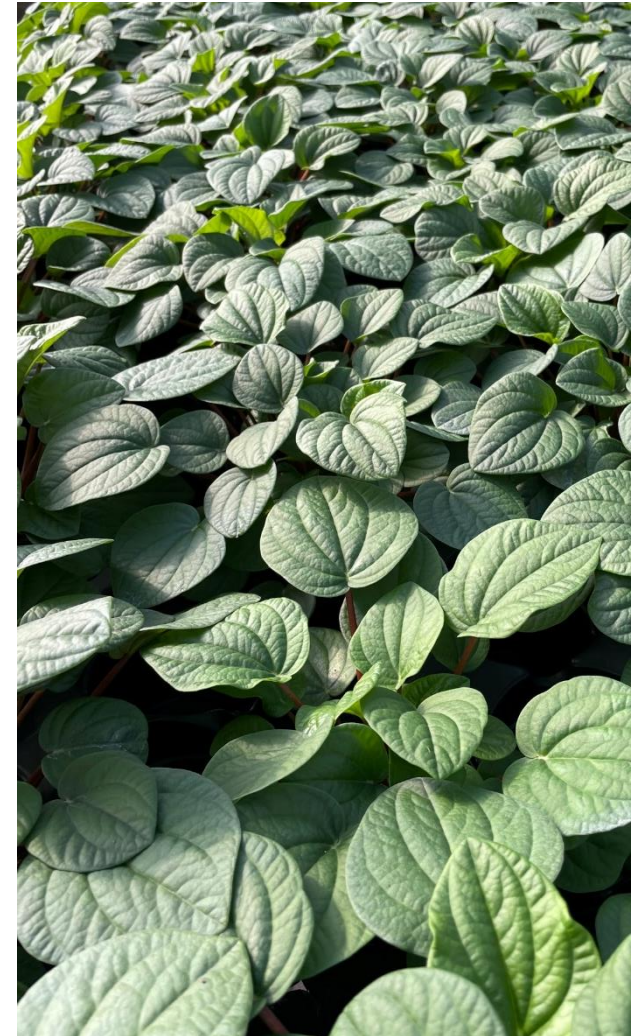
- **Green foliage trend**
- Strong connection hardy crops like succulents, Peperomia and Epiphyllum
- High interest current customer base Dümme Orange Delta
- Good opportunity to find more and different customers
- **Cross sales opportunities** with Ball Canada

Entrepreneurial teams find new opportunities!



W2J – STRATEGIC PARTNERSHIP

- Over 15 years strong relationship with **Smit Kwekerijen** (NL)
- Smit Kwekerijen **exclusive seller** in Europe
- Large and interesting portfolio of **green foliage**
- Smit Kwekerijen as a **strategic partner: mother stock** and technical **know-how** of these varieties
- Customers already have been connected with Smit Kwekerijen in the past years, but never came to a good cooperation.



W2J – ANTIGUA FLOWERS IN GUATEMALA

- Succulent production at **Antigua** Farms started 4 years ago
- Strength: good **relationship** with the local team
- Climate and **knowledge** of the local team very interesting
- Available production **space** at Antigua
- Idea to produce “**sprouts**” with higher value next to the URC’s
- Experience: some varieties where already started at small scale like Peperomia



W2J –SUCCESSFUL COLLABORATION

- **Opportunities** in NA market seen by **DO Delta Team**, lead by Andrew Konicki
- Team DO Delta will take the responsibility for sales and are highly committed
- New customers will open doors due to different crops
- Good **collaboration**: Marketing teams NA and EMEA worked closely together
- Slogan: **WELCOME TO THE JUNGLE** clear outcome of brainstorming ideas



W2J – THE FUTURE

- Focus on breeding **partners** and new **product discovery**.
- Low **metabolic** rates are important for plants to survive indoor conditions at consumer level.
- Need for **innovation** to keep ahead of competitors.
There are many farms around the world with lower sanitation standards that can copy quickly.
- **Bundle** cuttings, leaf prop items like begonias, CITES crops, etcetera.



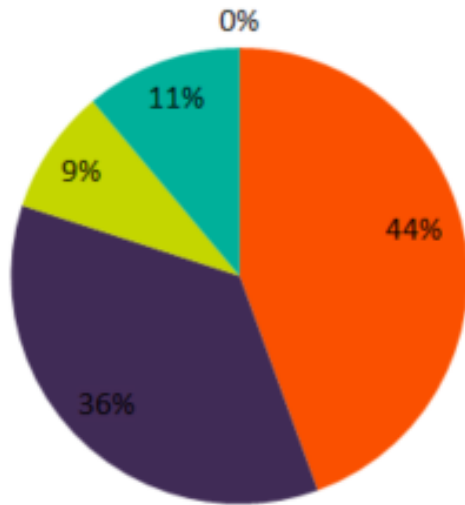
POT CARNATIONS

Sven Straeten

MARKET OVERVIEW POT CARNATIONS

NA 10 MILLION

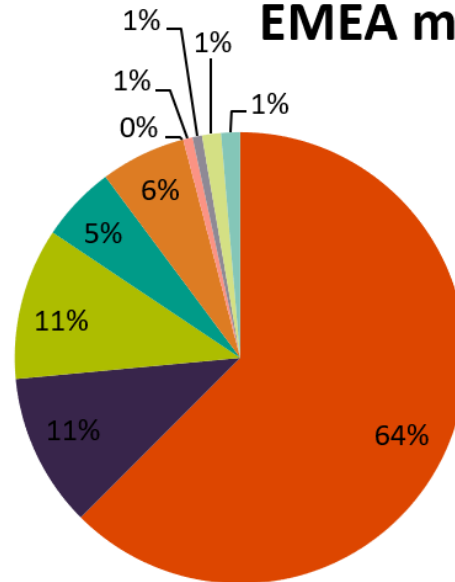
NA market



- Selecta
- Dümmen Orange
- Hilverda Kooij
- Whetman
- Kientzler

EMEA 75 MILLION

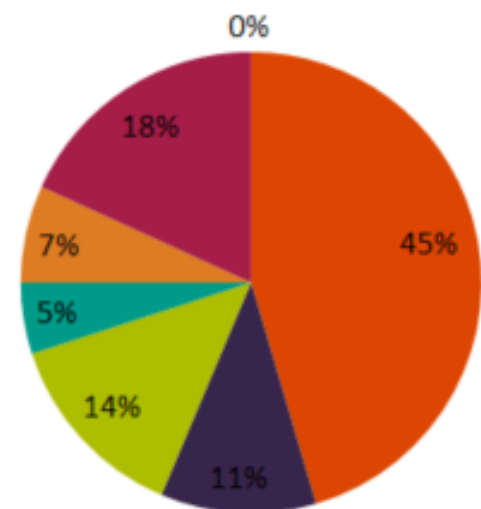
EMEA market



- Selecta
- Dümmen Orange
- Hilverda Kooij
- Whetman
- Hishtil
- Snow Brand Seed CO., LTD

APAC 23 MILLION

APAC market

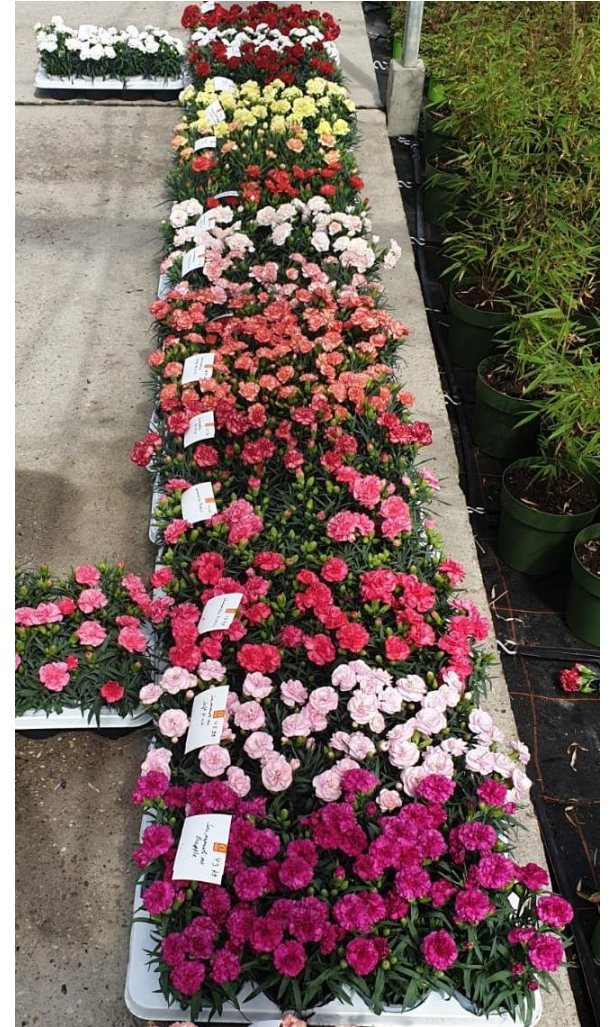


KEY DRIVERS FOR SUCCESS

- The **team, facilities, knowledge & passion!**
- **Speed** to market and fast track breeding
- **Trial** your cuttings where you want to sell your cuttings!
- **Share results** with other territories
- Flexible and aggressive **forecasting**
- Take advantage of our **European locations** and **strong team spirit**
- Use **traditional breeding knowledge** combined with **new breeding technologies**



CARNELIA SUMMMER LINE 2021



NEW DEVELOPMENT CONFETTI 2021

Carnelia x Beddings



Carnation x Perennials



Confetti Carnelia



for you