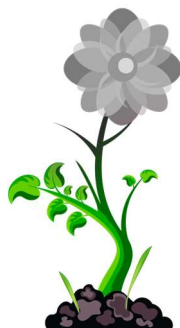


June Newsletter



In this issue:

- OHI survey
- Flower Power achievements: Tropicals, LATAM



Progress update

Progress will be shown through the coloring of the Flower as we move forward with more projects reaching a stage where all efforts to achieve the 2023 impact have been completed (so-called L4 approved) and of course through the project specific articles. The more projects reach L4, the more colourful our flower will become.



Jasper de Gou,
Transformation Officer

Since last newsletter 12 projects were approved to move to L4 and another 8 projects have been submitted for approval.

Again great progress!

Project #	Project name(s)	Workstream	Project Owner
156 and 160	Improve financial forward looking process and Improve utilization of current tools	G&A Finance	Carola de Bie
294 and 297	McHutchison & Vaughan ramp up of Key Account in collaboration with DO and McHV and Dümmen APP joint brokerage activities	APP NA	Ken Turrentine
432	Regain lost sales in NA	Geophytes	Andrew Konicki
458	Extra sales for annuals through new genetics	APP EMEA	Alexander van der Kaaij
468	Project Robocrop	APP EMEA	Brian Wismans
726 and 731	Reduce overdue balance rose license in Brasil and Reduce overdue customer balance LATAM	Customer Collections	Juan Rojas
745	Set-up a faster paced dunning process EMEA	Customer Collections	Marianne Pastoor
746	Apply interest on overdue customer invoices EMEA	Customer Collections	Reinoud Hagen
2855	Grow Cut Mum sales in Kenya	Cut Flowers	Heerke de Boer

OHI survey



Speak up

Last year we have conducted an Organisational Health Index survey with all employees that had a Dümmen Orange Email address. This year we are repeating this survey for **ALL** employees across the globe.



Be heard

To make it easy to complete, we have translated the survey into 12 languages. For employees without an Email address we are providing different means to complete the survey. This includes QR codes and paper forms.



See the
difference

We are interested to learn from you on how we have followed up on last year's global priorities (Shared Vision; more result orientation (A2E); operational management) and on the priorities that were defined by your BU, Region or department.

The survey ran from June 21st till July 16th. More than 3000 colleagues took the time to complete the survey, we hope you did not miss this opportunity to let your voice be heard! The results will be shared second half of August.

Flower Power achievements around the world

Tropicals – Grow Succulents (Project 287)

June Newsletter



In this issue:

- OHI survey
- Flower Power achievements: Tropicals, LATAM

The portfolio of Succulents includes a wide range of plant genetics (?) that has gained enormous popularity as house plants. The Succulents portfolio has shown double digit growth figures in the past five years. Project 287 was initiated to provide a solid foundation to base our future growth on. This growth is facilitated by expansion of internal and external production capacity, introduction of proprietary genetics combined with strategic in-sourcing of genetics and strong and dedicated sales teams. In a market with more than 80% free genetics, Dümme Orange takes a leading role to Breed for the Future and make these new varieties available to professional growers all over the world.



*Pieter Koen
Supply Chain Manager
Tropicals*

Recently the project has moved to the L4 stage. The Order book for FY21 shows the expectation to outperform the FY21 budget. The outlook for FY22 and FY23 is in line with the set expectations in the #287 business case.

Expected financial outcomes of the project are a top line growth from € 9.5M (2019) to € 12.5M (2023), which then leads to a forecasted recurring EBITDA increase of € 1.1M.

I would like to thank everybody who contributes to the success of the #287 project and the growth initiatives across the company in general.

Latam – Growth Opportunities (Project #477)

Hi everyone, my name is Bas Pellenaars and I am the commercial director for LATAM. Our region is going through a growth spurt, which means amongst things we are adding resources in the region. Project 477 is about just that – hiring a local marketing specialist, who knows the region, speaks the language and can bring LATAM to the next level! I am excited to introduce you to Alejandra Fernandez. She joined us as a result of a FlowerPower project, and in a short period of time is successfully contributing to other LATAM FlowerPower projects



*Alejandra Fernandez
Marketing Specialist*

[Alejandra Fernandez] As Marketing Specialist, it has been exciting to identify and consolidate all the marketing needs the commercial team and our customers in Latin America are requesting. Even though it is complex to try to correctly understand the products, our clients, and the needs of each country, we have understood as a team that our main goal is to design promotion strategies for key varieties in all the supply chain, but taking it step by step to make the world smaller. In that sense, creating local content of our varieties starting with photoshoots and texts creation or translation into Spanish and Portuguese have been our first initiatives.



June Newsletter



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In addition, we have been looking to find new and better ways to communicate and interact with our customers through online and offline channels, with monthly newsletters, a WhatsApp business account project, and a different approach to our upcoming open houses with the goal to improve our user experience in general.

In general, the biggest challenge that I have sense is to find the best direction to help our commercial goals in each of our products and countries in a faster way, while we keep consolidating all the right assets, actions, and goals. Even so it's a challenging path I look forward to keep finding more ways to help both our customers and our key account managers, taking it as an exciting journey of discovering and first victories.



¡Cushion White!

En Dümme Orange Colombia contamos con un increíble portafolio de Crisantemos perfectos en la categoría Cushion White, ofreciéndoles variedades ideales para las diferentes necesidades agronómicas y comerciales que usted y sus clientes necesitan.

Skylie ¡New!

Nuestro más reciente desarrollo para la categoría cuenta con un ciclo más rápido en campo, mayor resistencia a Roya Blanca y mejor nivel de tinturado.

Sus óptimas características visuales y técnicas la hacen perfecta para sus programas cushion white. ¿Qué espera para conocerla?



¡Diversidad, sanidad e innovación en variedades de Clavel con Dümme Orange!

En Dümme Orange contamos con excelentes procesos de cultivo, investigación y desarrollo para ofrecer a todo el sector de la floricultura las mejores variedades de clavel estándar que se adaptan a las necesidades agronómicas, comerciales y de tendencia para toda la cadena productiva.

En esta época de gran auge para nuestra industria, recordamos las variedades más prometedoras para su consideración en este periodo de adquisición y renovación de pedidos de plantas madres y esquejes.

Top Sellers

Zeppelin

Nuestro más exitoso hot pink, cuenta con un maravilloso e intenso color y una flor muy amplia, perfecta para ser el centro de atención de cualquier arreglo floral.

En campo, ofrece tallos largos y vigorosos, así como una excelente tolerancia a Fusarium y un color que perdura en el tiempo, sin manchas o

