



## PRESS RELEASE

# HOB AHO JOINS DÜMMEN ORANGE

Lisse / De Lier, September 13 2016 - Hobaho, specialized in auction, brokerage and breeding of flower bulbs, is joining Dümmen Orange as of September 13, 2016. Dümmen Orange is taking over all shares. This is in line with the strategy of Hobaho and Dümmen Orange to grow and innovate within the bulb and tuber market. Dümmen Orange and Hobaho share the ambition to have meaningful market shares in strategic crops by applying innovations in breeding, production and sales. There will be no changes in the organization and the current policy within the business units of Hobaho will continue as is.

The addition of Hobaho broadens the offering of products within the Dümmen Orange assortment via existing sales channels. Important crops in the Hobaho assortment are Tulip, Lily, Hyacinth, Calla, Daffodil and a wide selection of miscellaneous flower bulbs. Several research initiatives have been set up to speed up the developments of new varieties and also apply predictive breeding around resistance and traits by combining new and traditional technologies. By combining the knowledge, experience and investment capabilities these initiatives will be accelerated.

Foeke Gardenier, managing director of Hobaho: *"This takeover is not only a major opportunity for all our business units to realize our strategic goals but also for our customers as it will have a positive impact in realizing the license to produce and speeding up predictive breeding."*

Lucas Vos, CEO of Royal FloraHolland being previous shareholder of Hobaho: *"Based on our 2020 strategy it is a logic step to sell our share in Hobaho. This is also good for the development of both companies and this will bring our industry opportunities and create better products."*

Biense Visser, CEO at Dümmen Orange, speaks of a great addition to the portfolio: *"Dümmen Orange welcomes its new colleagues and is proud that Hobaho will further expand the activities of Dümmen Orange into a new segment of floricultural market. This allows Dümmen Orange to better serve more customers. This will not have any consequences for employees and the current process within the business units will be maintained."*



## **HOB AHO**

Hobaho is for over 95 years specialized in the brokerage and breeding of flower bulbs. Brokerage turnover in 2015 was € 150 million.

A team of about 30 intermediaries bring daily bulb supply and demand together, give advice and build strong relationships. With modern breeding facilities Hobaho is developing new bulb varieties that meet the market demands of the future. Through grower associations Hobaho coordinates partnerships and provide services including sales, license administration (including intellectual property) and marketing. Other services are online brokerage of machine equipment and bulb auctions.

## **DÜMMEN ORANGE**

Dümmen Orange is a leading company in breeding and development of cut flowers, potted plants, bedding plants and perennials. Turnover in 2015 was around €181 million. The company employs more than 6,000 people worldwide. In addition to a large marketing and sales network, Dümmen Orange has a strong network of production locations. The key to the success of Dümmen Orange is a wide and deep product range supported by a global supply chain. The company embraces its social responsibility and invests in the health, safety and personal development of its employees.

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