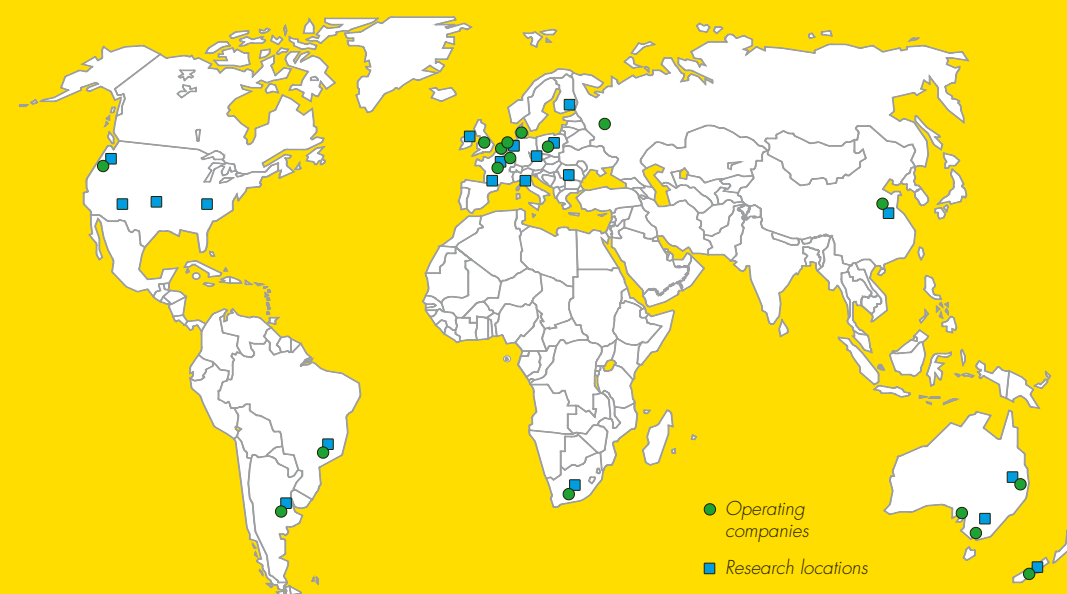


THE ROYAL BARENBRUG GROUP



● Operating companies
■ Research locations

RESEARCH LOCATIONS

- The Netherlands
- Northern Ireland
- France
- Italy
- Finland
- Poland
- Czech Republic
- Romania
- USA
- Argentina
- Brazil
- New Zealand
- Australia
- China
- South Africa

OPERATING COMPANIES

- The Netherlands
www.barenbrug.nl
- France
www.barenbrug.fr
- United Kingdom
www.barenbrug.co.uk
- Belgium
www.barenbrug.be
- Luxemburg
www.barenbrug.lu
- Poland
www.barenbrug.pl
- Denmark
www.barenbrug.dk
- Russia
www.barenbrug.ru
- USA
www.barusa.com
- Argentina
www.barenbrug.com.ar
- Brazil
www.barenbrug.com.br
- New Zealand
www.agriseeds.co.nz
- Australia
www.heritageseeds.com.au
- China
www.barenbrug.com.cn
- South Africa
www.barenbrug.co.za

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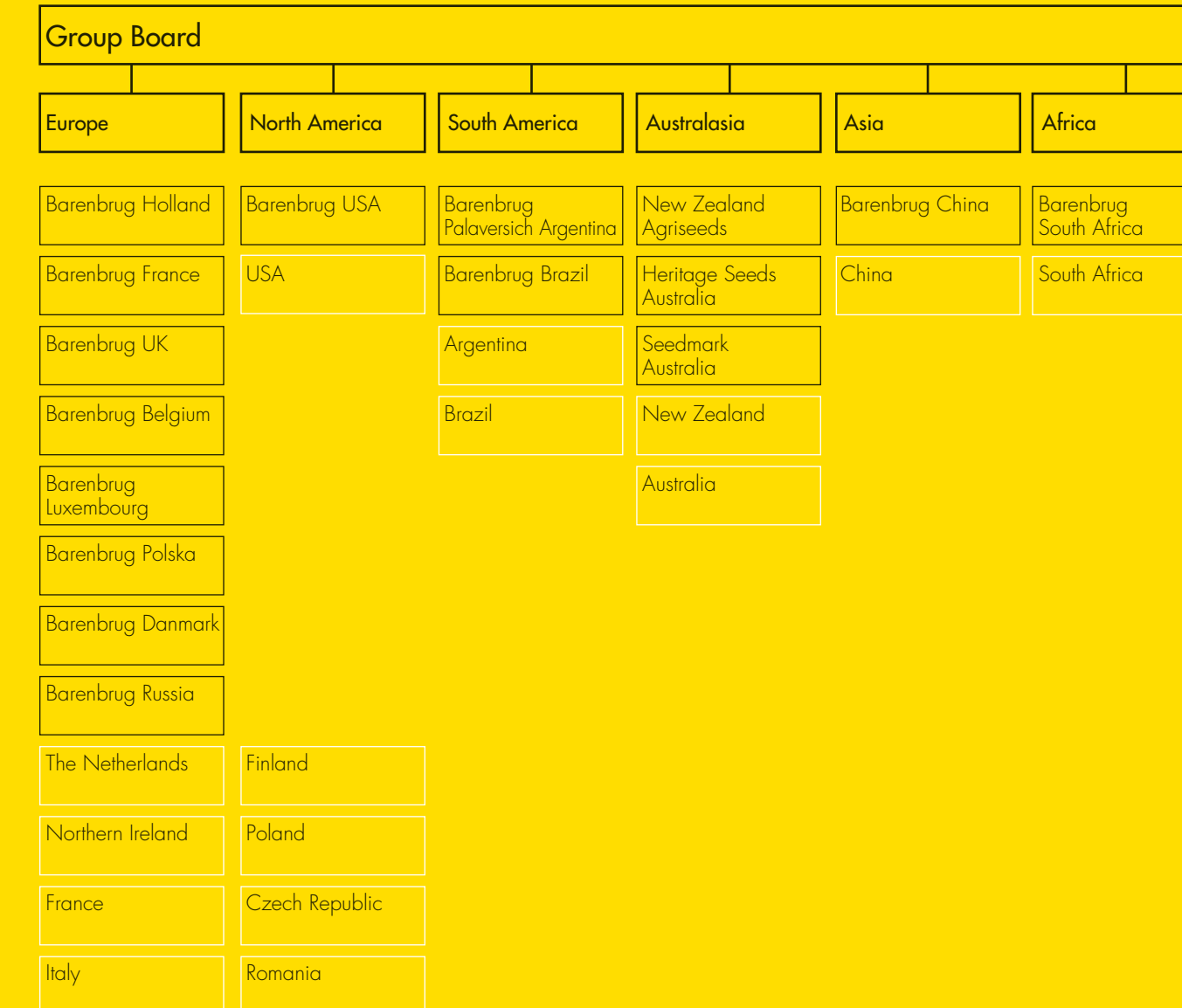
www.barenbrug.com



Great in Grass

Passion for Grass

THE ROYAL BARENBRUG GROUP



■ = Operating companies
□ = Research locations

FACTS & FIGURES

Turnover	€ 200 million
Seed production / sales p.a.	75,000 ton
Proprietary varieties	400
People employed	575 (100 R&D)
Subsidiaries in 16 countries, 6 continents	25

The Royal Barenbrug Group is a family owned company, founded in 1904.

PRODUCT SALES

Forage crops	46 %
Turf grasses	40 %
Other products	14 %

We are specialized in forage crops and turf grasses.





Passion for Grass



MISSION STATEMENT

We are the global leader in turf and forage grass seed and legumes. With our international focus, we offer local sustainable solutions with added value to end-users around the world. We offer continuity to our customers, suppliers and shareholders while creating an inspiring and rewarding environment for our employees. As an innovative family owned company we focus on Research & Development and the successful marketing of innovative products. We aim to further strengthen our position in existing markets and use this strong foundation to enter new markets.

We are the Royal Barenbrug Group.



International

Innovation

Quality

Partnership

Marketing

We specialize in plant breeding, seed production and the international marketing of seeds for turf, forage grass and legumes. Founded in 1904, our company stands for top quality that is appreciated by customers both large and small, throughout the world. We have a turnover of €200 million, with 25 subsidiaries in 16 countries on six continents, making us one of the biggest companies in our field. A fact we value more highly is that we have a passion for grass that we share with our customers and growers; this is something that four generations of the Barenbrug family have shared through to the present day.

Our position in the grass seed market has been achieved not just by putting our craftsmanship into practice. It is a role that we have built up and cultivated over the years. We would never have come this far without the long-term relationships with our customers and seed growers, or without our alliances with key universities and institutes. We would never have made it this far without a continuous focus on innovation, quality and solutions for local markets. And definitely not without the loyalty, efforts and knowledge of all our own dedicated staff.

The basis for our success is captured in the five core values listed above. They are fairly simple concepts that sometimes seem to be more or less obvious. The combination of these key elements, however, is far from obvious, as we will show you in this corporate brochure.

International:

“OUR FIRST INTERNATIONAL PUBLICATION IN THE UNITED STATES WAS TITLED ‘MONEY IN GRASSES’. IT DATES BACK TO 1910. A CENTURY LATER, THAT CLAIM RINGS MORE TRUE THAN EVER.”



Innovation:

“HOW CAN WE FIND A SUSTAINABLE WAY OF CONTRIBUTING TO FEEDING NINE BILLION PEOPLE, THE NUMBER THAT WILL HAVE TO BE MET BY 2050?”



A lot of time has gone by since that very first international publication. Over that hundred-year period, we managed to exceed even our most ambitious objectives, including access to the world grass seed market, with the best partners in R&D, seed production and sales & marketing. We have great confidence in the excellent research that is carried out within our international network of subsidiaries and research facilities in all the important climatic zones.

Think global, act local

We are certainly one of the most innovative companies in our field. Because we exchange knowledge and new ideas throughout the world, we can offer tailored solutions in highly specific, localized cases. This means not only that we are the best partner for our customers, but also that we can offer a challenging platform for partners in technological developments, in existing markets as well as in developing regions.



The knowledge that the world’s population will grow to nine billion within a few decades puts a heavy responsibility on any company that is involved – be it directly or indirectly – in food production, water consumption and CO₂ emissions. It is a responsibility that we will not evade; instead, we will respond to this demand and make a significant contribution. It is one of the things that keep us afloat. It has become fundamental to everything we do.

The solution that grass species offer on global problems, both now and in the future, is greater than you might think. The right genetics and the right technology allow us to make a significant contribution to improving public health in general, through the best dairy and meat products and reductions in global CO₂ emissions. More directly, we improve farmers’ productivity by reducing the consumption of water, fertilizers and pesticides. This is our contribution to a better world for the generations that will follow us.

USING THE AVAILABLE AGRICULTURAL LAND AND OUR SCARCE RESOURCES RESPONSIBLY REQUIRES GREATER EFFICIENCY IN MEAT AND DAIRY PRODUCTION. INNOVATION IS A MAJOR DRIVING FORCE FOR BARENBRUG, AS CAN BE SEEN FROM THE IMPROVEMENTS THAT WE ARE CONTINUOUSLY INTRODUCING.

- Grasses that need fewer resources to grow, cutting down on the consumption of scarce and precious water.
- We are continuously improving our grass varieties, so that they can contribute to the health and productivity of grazing cattle, sheep, horses and other livestock.
- We apply new genetics and new technologies, making our grasses more resistant to diseases and better able to withstand very low or very high temperatures.
- Coating certain seeds allows for accelerated germination and initial growth of the young grass plants. Our technology is applied at eight coating plants throughout the world.

Quality:

"QUALITY IS IN OUR GENES. IT IS JUST THE START."

Partnership:

"ADDED VALUE FOR THE END USER MEANS ADDED VALUE FOR OUR PARTNERS."



Today's highly demanding world makes the need for quality obvious. That is why we focus exclusively on the very best. But do not just take our word for it, we are happy to let the figures speak for themselves. Our brand name stands out in the recommended variety lists across the world. So it is not surprising that Barenbrug products are used and recommended so often. From livestock farmers to park and garden managers. From golf course and sports field owners to football championship organizers throughout the world, everyone is convinced of our exceptional high quality. Barenbrug never goes for anything less than gold, just like the top sportsmen who rely on our grass pitches.

Royal Honour

Our work was "crowned" in 2004, when Barenbrug celebrated its one hundredth anniversary and received the designation Royal on behalf of Queen Beatrix of the Netherlands for the unique and leading position that the company had built up over the preceding century. Since then, we have been recognized as The Royal Barenbrug Group.



Our company would never have become as big as it is without strategic alliances with partners in R&D, grass seed production and sales & marketing. We have built on our passion for grass, together.

- Throughout the world, we work with developers, universities and institutes to get the very best out of genetics and seed technologies.
- We offer a stable and reliable source of income for the best grass seed producers in the world, through long-term relationships that are based on mutual trust.
- In more than 90 countries, we cooperate with local professionals in service, marketing and sales, aiming to provide the best applications of top-quality products for the customers.

OUR GRASS SEED PRODUCTION HAS AN INTERNATIONAL SPREAD SO THAT WE CAN ACHIEVE THE BEST PRICE-TO-QUALITY RATIOS AND CAN MINIMIZE RISKS.

- Some 9,000 seed growers.
- Producing a total of 75,000 tons of grass seed annually in more than 400 varieties.
- Exchanging knowledge with international colleagues within the global Barenbrug network.



Marketing:

“YOU DON'T BECOME GREAT IN GRASS OVERNIGHT.”



A CENTURY OF CULTIVATING THE BRAND NAME HAS BORNE FRUIT. BARENBRUG IS A NAME THAT IS RECOGNIZED AND TRUSTED WHEN IT COMES TO GRASS SEED THROUGHOUT THE WORLD.

- We have built up our image of innovation and quality very carefully.
- Our strong brand is continually attracting new partners who share our vision.
- The exceptional performance our brand has achieved over the past century has entitled us to use the designation Royal.
- Along with our partners, we embody our slogan: Passion for Grass.

We're a major player in our sector, and we're very proud of that. But size is not everything. The title of this brochure and our company's five core values tell the whole story. We have the same interests as our partners: a shared passion to get the best out of grass.

Top-quality grass seed allows us to make a forward-thinking contribution to grass-producing fields, yielding the very best quality milk and meat. We create sustainable sports fields and golf courses with perfect playing surfaces, never taking our eye off the ball: reduction of both CO₂ emissions and the consumption of precious water resources. The Barenbrug brand is where these aspects are coming together, plus the passion we have for the subject and the way we communicate it. Our customers know this, our partners know it too. We work together with this one vision in mind.

