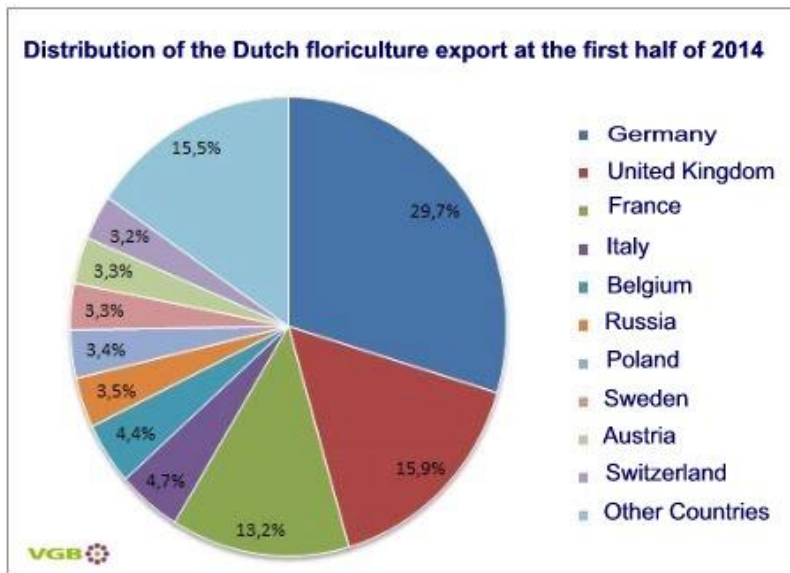


STATISTICAL INFORMATION

Export of Floriculture Products from the Netherlands

First Half – 2014

Destination Country	Export Jan-Jun 2014	Change 2014/13
Germany	€ 978.808.000	4.1%
United Kingdom	€429,476,000	0.0%
France	€348,556,000	2.0%
Russia	€ 137,222,000	-8.5%
Italy	€134,108,000	-0.2%
Belgium	€ 129,379,000	-0.2%
Switzerland	€ 99,552,000	10.0%
Poland	€96,390,000	18.5%
Austria	€ 89,446,000	4.7%
Sweden	€ 88,870,000	4.2%
Other Countries	€506,690,000	-3.1%
Total Export	€3,038,497,000	1.6%



Remark:

Since April 2014 the Dutch organization/institute HBAG has stopped its activities. Parts of its roles were taken over by a new independent organization 'Flridata', supported by the Floriculture Wholesales Association VGB.

The periodic statistics are published now in a different format than the former HBAG reports. Market Insider will publish the export data every quarter, in the most detailed form that will be released.

Notes:

During the first half year 2014 the Exports of all Floricultural products increased by 1.6 %, compared to the same period last year.

Remarkable are the forcefully decreased exports to Russia, with minus 8.5 %, while it was the fastest growing destination during the past years. It is not 100% clear what the reasons are, but the devaluation of the Rouble is one of them, because it made the Dutch products, invoiced in Euro, more expensive for the Russian customers.

On the other hand it is also very remarkable that the exports to Poland increased so strongly with more than 18%.

Nice increases further more to: Germany, France, Switzerland, Austria and Sweden. At the same time, disappointing results in Italy, Belgium and 'Other Countries'.