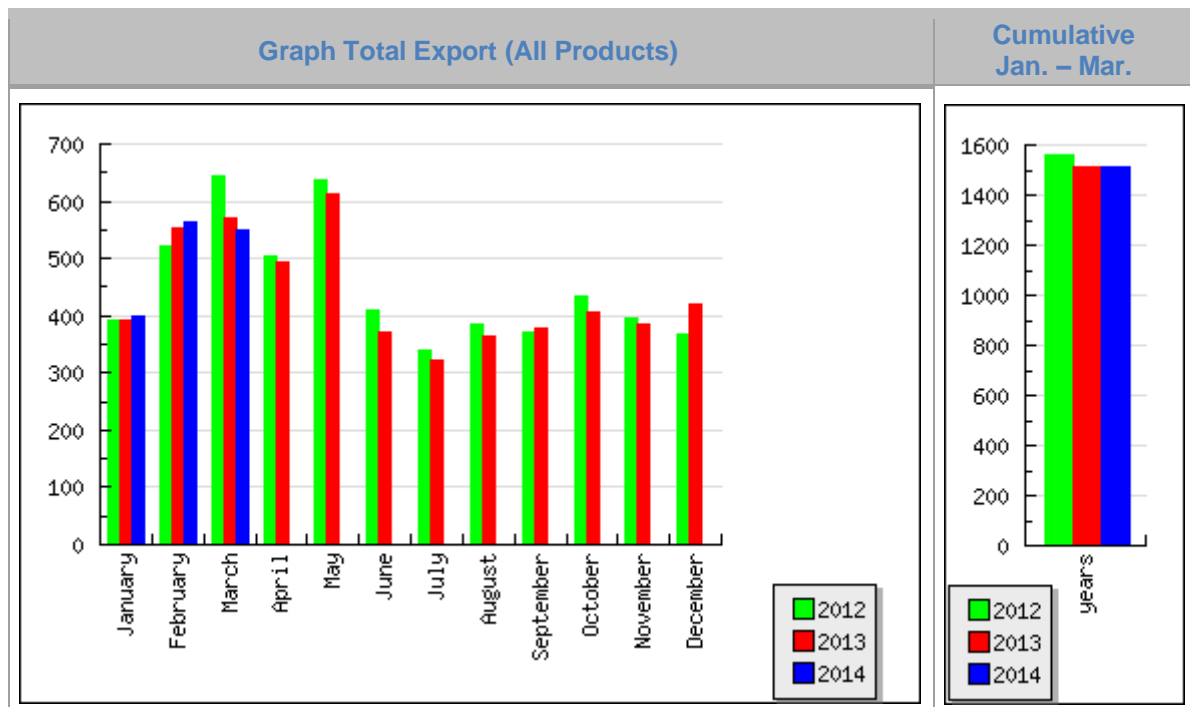


STATISTICAL INFORMATION

Export of Floriculture Products from the Netherlands

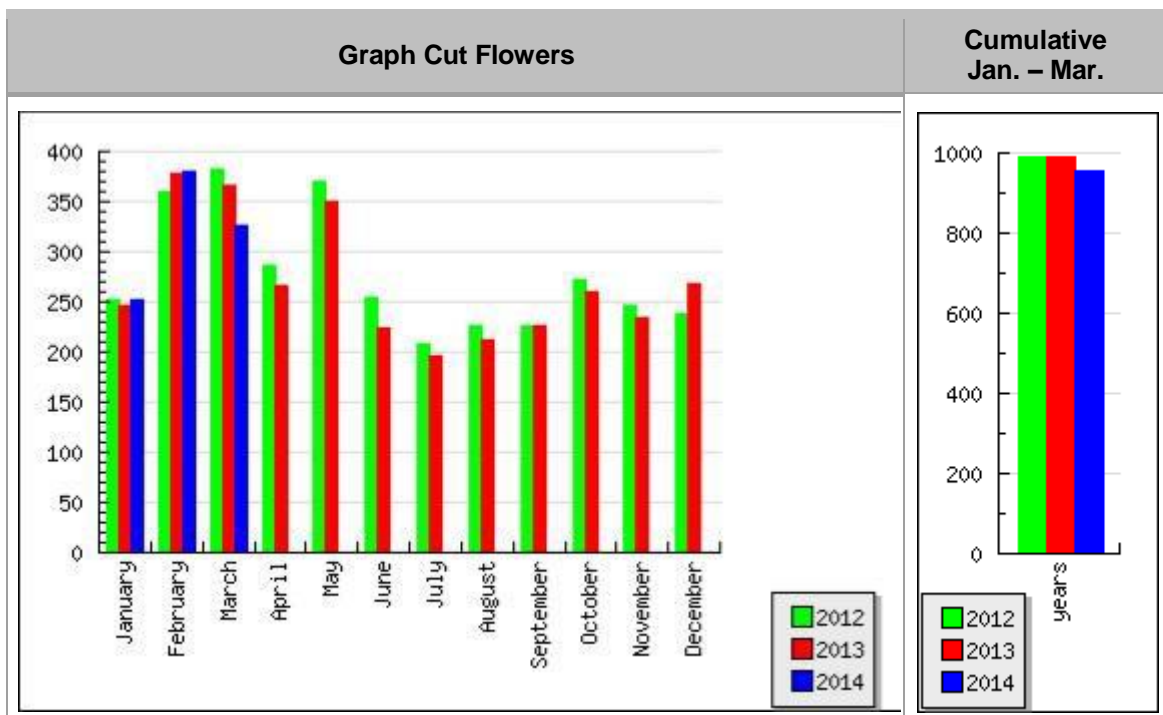
First Quarter – 2014/2013/2012



Top 10 countries export – All Products

Exports are listed up to and included the month **March 2014**
All monetary amounts in 1,000,000 € / Change in % from same period in 2012

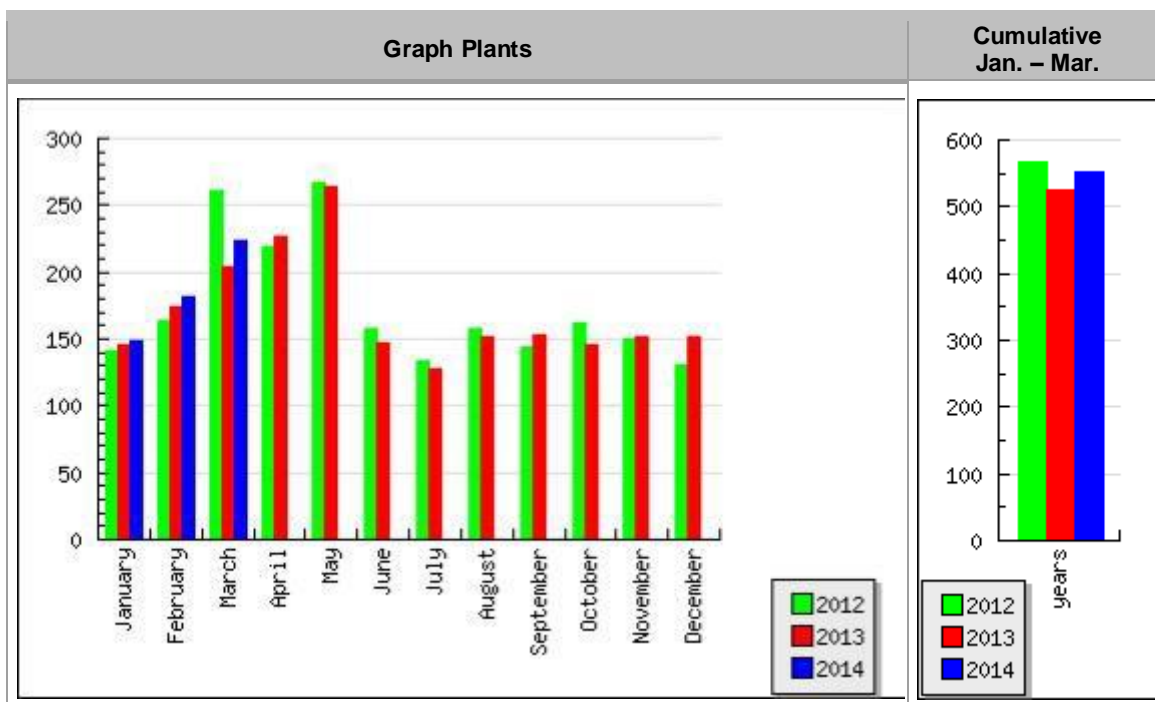
| Total Export Countries | Jan.-Mar. 2013 | Change +/- | March 2013 | Change +/- |
|----------------------------|----------------|--------------|--------------|--------------|
| Germany | 472.7 | 1.4% | 181.6 | -3.3% |
| United Kingdom | 224.9 | -2.3% | 104.9 | 2.7% |
| France | 160.2 | -7.8% | 48.1 | -11.6% |
| Russia | 90.2 | -4.7% | 15.7 | -23.2% |
| Italy | 67.8 | -1.8% | 23.3 | -18.7% |
| Belgium | 59.9 | 8.2% | 23.7 | 22.0% |
| Switzerland | 48.8 | 8.0% | 18.3 | 10.5% |
| Poland | 46.1 | 17.7% | 20.8 | 10.0% |
| Sweden | 40.7 | 8.8% | 12.9 | -3.6% |
| Austria | 40.5 | -2.7% | 15.0 | 4.7% |
| Other countries | 254.9 | -2.6% | 83.7 | -10.5% |
| Total all countries | 1,506.9 | -0.5% | 547.9 | -3.8% |



Top 10 countries export - Cut Flowers

Exports are listed up to and included the month **March 2014**
 All monetary amounts in 1,000,000 € / Change in % from same period in 2012

| Cut Flowers Countries | Jan.- Mar. 2014 | Change +/- | March 2014 | Change +/- |
|----------------------------|-----------------|--------------|--------------|---------------|
| Germany | 302 | -1.1% | 106.1 | -13.9% |
| United Kingdom | 179 | -4.6% | 80.9 | -2.5% |
| France | 99.9 | -11.4% | 26.0 | -20.0% |
| Russia | 69.5 | -6.7% | 11.4 | -28.3% |
| Switzerland | 32.5 | 10.7% | 11.4 | 11.9% |
| Italy | 31.1 | -8.0% | 9.9 | -25.0% |
| Poland | 30.31 | 24.0% | 13.0 | 14.5% |
| Belgium | 24.4 | -6.9% | 7.9 | -9.0% |
| Austria | 20.3 | -0.7% | 6.5 | -5.5% |
| Sweden | 19.7 | 7.3% | 5.7 | -11.1% |
| Other countries | 145.9 | -7.0% | 46.4 | -14.7% |
| Total all countries | 954.6 | -3.5% | 325.1 | -11.1% |



Top 10 countries export - Plants

Exports are listed up to and included the month **March 2014**
All monetary amounts in 1,000,000 € / Change in % from same period in 2012

| Plants Export Countries | Jan.-Mar. 2014 | Change +/- | March 2014 | Change +/- |
|----------------------------|----------------|---------------|--------------|-------------|
| Germany | 170.7 | 6.2% | 75.5 | 16.8% |
| France | 60.3 | -1.1% | 22.1 | 0.7% |
| United Kingdom | 45.9 | 7.6% | 24.1 | 26% |
| Italy | 36.7 | 4.2% | 13.4 | -13.3% |
| Belgium | 35.6 | 21.8% | 15.8 | 46.9% |
| Sweden | 20.9 | 10.3% | 7.2 | 3.3% |
| Russia | 20.7 | 2.5% | 4.3 | -5.5% |
| Austria | 20.2 | -4.6% | 8.5 | 14.2% |
| Switzerland | 16.3 | 2.9% | 6.9 | 8.1% |
| Poland | 15.8 | 7.3% | 7.8 | 3.1% |
| Other countries | 109.0 | 4.0% | 37.3 | -4.6% |
| Total all countries | 552.3 | 5.3% | 222.8 | 9.3% |

Source: HBAG Bloemen en planten

Notes

As from April 2014 HBAG will cease its services. However, the task is going to be taken over by Floridata, a new organization. It needs to be seen in the near future if the same statistics would be publically available from Floridata.

Total Flowers and Plants Export

The total exports first quarter of 2014 of all floricultural products decreased with 0.5% (= € 8 million) when compared to the same period of the previous year. In 2013 it was an increase of 3.5% compared to 2012.

Export trends were still positive with the best results to countries like: Belgium, Switzerland, Poland and Sweden. Germany just ended in a light plus of 1.4%.

Most negative results to countries like: United Kingdom, France, Russia, Italy and Austria.

Remarkable was the decrease to Russia for the first time since many years of growth. The export decrease to the United Kingdom was marginal.

Like last year, the exports to all southern European countries decreased again, but not anymore so sharply.

On the other hand, when compared to the same quarter of 2008 the exports to the southern European countries: Italy, Spain, Portugal and Greece is smaller by 50%.

Exports to eastern European (EU) countries were still increasing with some 5%. However to other eastern European (Non-EU) countries a decrease of 5% was noticed.

Export to the Scandinavian countries was still increasing and this region took over the position of the southern European countries. The first quarter of 2014 was the second positive quarter after the last one of 2013. Before that period during 5 quarters the exports were all decreasing.

In strong contrast with last year when the winter was long and spring was cold, this year's winter was mild and spring was almost summerlike. As a result of these conditions cut flower prices were much lower, while plant prices were considerably higher. Finally, all more or less levelled out.

Cut Flowers

The total 2014 first quarter's cut flower exports decreased by 3.5% (€ 36 million) when compared to the same period of 2013. Last year the export value increased by 3.5% versus 2012.

Strongest increasing exports, in percentage, of the top 10 countries in the first 3 months of 2014 were to: Poland (24%), Switzerland (10.7%), and Sweden (7.3%).

Most negative export results to: Germany (1.1%), United Kingdom (4.6%), France (11.4%), Russia (6.7%), Italy (8%), Belgium (6.9%) and 'other countries' (7%).

Spain and the USA disappeared from the top ten list.

As mentioned above, the major reason for the much lower export values could be the nice spring weather and the much lower prices for nearly all cut flower products.

House and Garden Plants

The total export value of house and garden plants increased during the first quarter 2014 with 5.3% (= € 28 million) when compared to the same period of last year; while in 2013 the exports decreased with 1.8% compared to 2012.

Better and positive export results were obtained to: Germany (6.2%), United Kingdom (7.6%), Italy (+4.2%), Belgium (21.8%), Sweden (10.3%), Russia (2%), Switzerland (2.9%), and Poland (+7.3%).

Negative export results to: France (1.1% and Austria (4.6 %).