Safari Fresh Vegetables

Excelling in the Total Supply Chain of Fresh Vegetables

Farm – Move - Satisfy
SafariFresh
Member of StaminaGroup
Distribution, Sales & Marketing Division

StaminaGroup
FOOD & CARGO

Vegetables

Logistics

InduFarm
FARMING & PROCESSING
Africa

SafariFresh
VEGETABLES
Holland / Hong Kong

TotalTouch
FRESH CARGO
Kenya / Holland

Kenya

SAFARIFRESH 2015 | FARM - MOVE - SATISFY
The Safari Fresh Concept is Unique!

“Our dedicated team of farmers work hand in hand with our division of logistical expertise enabling us to effectively direct the total supply chain.

This strengthens our ability to structure successful partnerships with our clients as well as cater for the welfare of our people and our planet in a responsible manner.”

Harry van der Plas
CEO - StaminaGroup
SafariFresh - 25 Years
Exporters of Fresh Quality Vegetables
French Beans, Snow Peas & Sugar Snaps

- Year-round Production
- Packed & Processed at Source
- Supply to Larger Retailers in Europe
- Responsible, Durable & Sustainable
- Daily Deliveries
- Solid Customer Base
- Premium Farms
- Farming Teams
- Over 1000 Employees

SAFARIFRESH 2015 | FARM - MOVE - SATISFY
Future Priorities
New Development Focus

SafariFresh

Strategic Themes

- Continuously Strengthen Sources
- Strengthen & Expand Premium Farms
- Introduce New Product Varieties
- Optimize Logistics
- Focus on Customer Satisfaction
- Develop Technical Teams & People
- Excel in Responsibility

Vision

- Farm
- Move
- Satisfy

Managerial & Agronomical Advancement
- Maintain Strong Relationship with Retailers
- Total Supply Chain Efficiency
- Preserve Values & Standards
- Support People & Planet

SafariFresh 2015

SAFARIFRESH 2015 | FARM - MOVE - SATISFY
SafariFresh Pillars
Farm - Move - Satisfy

Premium Farms
Excellent Quality
Farming Team
Technical Assistance to Partner Farms

Daily Supply
Managing Logistical Chain
Packing at Source
Trace & Track
Own Freight Company

Global GAP, BRC & BSCI Certified
Customers & Suppliers
Direct Support to 12 Projects
CSR
**Internal:**
- Consistent Product Management
- Retain Highest Quality
- Effective Supply Chain
- Maintain Motivated Staff

**External:**
- Excel in Customer Satisfaction
- To keep up with Technological Advancements
- Dedication to Healthy & Safe Products
- Maintain Sustainability
- Responsibility towards Nature
SafariFresh Chain Strategy

Premium Farms 60%
Contract Farms for Periods
Monitored by InduFarm Farm Team
Plant Management Certified Farms

Contract Farms 30%

Extra Source 10%
Additional Supplies for Shortage Situations
Monitored by InduFarm Farm Team
Certified Farms

100% Dedicated Farms
Own or Rented Farms
Top Quality
Year-Round Production
Certified Farms
Social Projects

Packing at Source - Cool Package - Specific Palletizing - Freight
French Beans (Extra Fine)

French Beans (Fine)

Snow Peas (Mangetout)

Sugar Snaps
SafariFresh
Sourcing Strategy

French Beans:
- Experienced Farming Teams
- Better Spread of Risk
- Increased Availability
- Vigilant Processing Team
- Efficient Packaging
- Indu Protocol

Snow Peas & Sugar Snaps:
- Champion Farms
- 2 Farms in Ethiopia
- 2 Farms in Zimbabwe
- Extra Source from Guatemala
- Increase Growth with Small-holder Farmer Groups in Kenya
InduFarm:  
- Over 90 Hectares Premium Farms  
- Modern Crop Protection Technology  
- Efficient Irrigation Systems  
- Global Gap Certification & BSCI Standards

InduFarm EPZ:  
- BRC and BSCI Certified Packing Station  
- Over 50,000 Consumer Packages Daily  
- Highest Quality & Efficiency Guaranteed  
- Export to Europe & Asia
InduFarm
Certifying Authorities & Key Partners

Certifying Authorities

- BSCI
- Global Gap
- BRC

Key Partners in Small-holder Farmer Groups

- Bayer – Administrative Support & Training
- Equity Bank – Loan Provisions & Money Management Training
InduFarm
Corporate Social Responsibility

- Implements & Supports CSR on Behalf of the Group
- Ensures Fair & Positive Relations for all Stakeholders
- Supports Performance of Standards

“Concerns about social and environmental issues provide opportunities for brands to connect with their consumers at a deeper level”

Patrick Cescau
Former CEO of Unilever
Responsibility

- Be a Fair & Responsible Company & Partner for all Stakeholders
- Compliance with Country Laws, Rules & Regulations
- Compliance with Worldwide Certifications & Quality of Produce

Health & Social

- Training
- Healthy & Safe Workplace
- Social Accountability
- Welfare Programs

Sustainability

Environment

- Tree Nurseries & Planting
- Waste Management
- Carbon Footprint Offset
- Minimal Footprint

Education

- Building of Schools
- Building of Health Clinics
- Supporting Education

Small-holder Farmer Groups Program

- Supports 9 Groups of 30 – 70 Farmers per Group
TotalTouch & TripleFFF
Fresh Cargo Handling & Transportation

- Located at Jomo Kenyatta International Airport Nairobi
- Own Cold Storage Facility Right on the Runway
- Screening & Inspection on Site
- Storage, Handling & Documentation of Fresh Produce for Export
- Daily Freight & Transportation to all Corners of the World
# SafariFresh

## Year-Round Availability

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Guatemala</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Egypt</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

✓ Snow Peas & Sugar Snaps
✓ French Beans
We offer technical assistance to farmers on GAP and food safety standards. Our technical team resides in the village where the farmers live. Visiting farmers is their day to day activity.

We support the farmers by offering all training services required.

All farm inputs are sourced from one supplier. This assists us getting what farmers need on time.
Financing.

- Equity bank has been the finance pillar in our model. Our experience with Equity bank for the last two seasons was awesome.

- Equity bank conducts all financial transactions. All farmers have accounts with Equity bank where their money is deposited.

- All the groups access loans from Equity bank to buy farm inputs and plots to build structures required to run this farming business.

- Hash weather conditions is a big challenge.

- Assisting farmers with insurance cover will assist farmers to reduce the risk.