

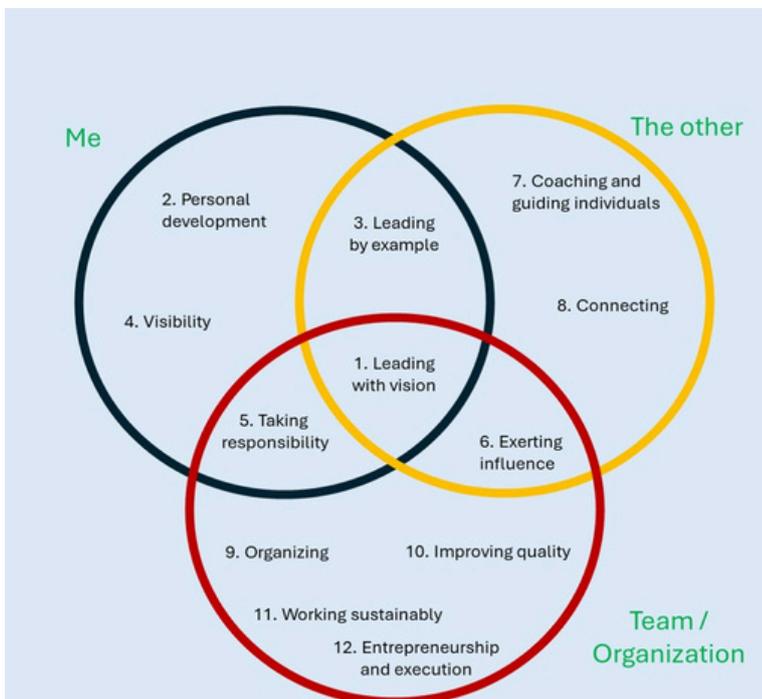
NEWSLETTER

VAN WOUDENBERG



Hello Everyone;
Here is our newsletter; The first really busy week with large orders is almost over.

As a company and entrepreneur, we started with many, hopefully visible and tangible, changes at the end of 2024 and the beginning of 2025. With DISC, we gained more insight into who we are, how we communicate, and what triggers others. This ensures better communication and collaboration and fewer emotional moments. We have received a lot of data and need to prioritize it. We have celebrated beautiful moments together and identified areas for improvement. Let's make good use of them.



Schematically represented with the question:
where is your focus?

This all creates a positive flow.

Do you have any (more) quick wins?
Feel free to share them with me and each other.

Before the start of the busy season, we have already done a lot. Here's a summary:

- In the coming weeks, we will gradually build up to even busier times, and I'm really looking forward to it.
- Our plants are even more central to everything we do together.
- The company now has 2 kilometers of new conveyor belts.
- We are already ahead in our production activities for 2024.
- We have invested in new colleagues who will help us further expand our successes. They introduce themselves below.
- We pay more attention to each other and have been investing in connected communication for some time now, with the main goal of achieving results together. Please continue with this, even when it gets busy.
- We are in the Hillenraad Top 100 (we belong to the 100 most influential horticultural companies).
- We appear in all trade magazines and on TV.
- We are proud to once again deliver for the major Plus campaign.
- We have said goodbye to an inefficient location at Eerste Tochtweg 34.
- The Bredeweg location has expanded from 1.5 ha to 5 ha.
- Let's enjoy and be proud of each other and our company.

Important personnel changes in the team:

Maarten reflects on his learning experience and his decision to move on to a new job.

Laurens introduces himself as someone always looking for new challenges and personal growth.

Bert shares his background in horticulture and his enthusiasm for working with perennials.



Maarten: Three years ago, my adventure at Van Woudenberg Tuinplanten began. It has been an adventure where I have learned a lot, not only about plants but also about myself.

Passion, the way we talk about the products we create, and putting the plant at the center, these are topics we have often discussed.

Never settling for less, but always looking for learning moments to stay ahead.

Fast decision-making, efficient processes, and a flat, no-nonsense organization are just a few characteristics that define Van Woudenberg Tuinplanten and make the company unique in the sector.

Even though I appreciate these qualities, I have decided to take on a new job. I look back on a wonderful time and want to thank Rick and Grazyna for the opportunities they have given me.

I also want to thank my colleagues for the great collaboration.



Laurens:

Hi Everyone,

My name is Laurens Koole, I'm 37 years old, married to Marleen, and we have three children together. We live in Waddinxveen.

As most of you already know, I started working at Van Woudenberg in January.

Before this, I worked at Horti-Clean for almost four years, and through them,

I was able to be part of the Plus campaign twice together with you.

I am someone who is always looking for new challenges and experiences whether in my work, my hobby (truck pulling), or my personal life. I love growing and improving myself.

I also believe that with the right mindset and dedication, we can achieve a lot together. That's why I am always open to new opportunities, feedback, and suggestions. Let's make this a great year together!

Bert:

My name is Bert Steenks, I am now 54 years old. I am married to Christine, and we have five sons between the ages of 14 and 23.

We live in Rijswijk, in an old horticultural area (Sion) that has now become a residential neighborhood. The Open Day for horticulture Kom in de Kas was once launched in Sion. My father started growing bouvardias, and I later cultivated them as well. It remained a niche product, difficult to grow, and with poor durability, which limited its expansion. Many growers gave up, and I did too in 2017. Recently, the last two growers announced they would stop as well, marking the end of bouvardia cultivation in the Netherlands.

After 2017, I started working in orchids, first at Ter Laak and later at Piko Plant. Now, I am making a move to perennials, which might need some explanation.

I have always been interested in gardens. I once took a garden design course, but I was always more fascinated by plants the combinations you can create with them are amazing.

I began to study garden books, became more familiar with The Dutch Wave, and, of course, with Piet Oudolf, who has had a huge influence on today's perennial cultivation.

I wanted to learn more, so last year, I took the Planting Consultant course at the Design Academy in Boskoop. I studied 600 plants, from bulbs to trees and everything in between.

It became increasingly clear to me that I wanted to make this my profession. So when I saw the vacancy for a cultivation specialist at Van Woudenberg, I applied immediately.



Rick was excited about my passion for plants, so we quickly agreed.

It's a completely different product than orchids, which take a year to grow.

With my cultivation knowledge and years of horticultural experience, I am eager to contribute to the products of Van Woudenberg.

I am really looking forward to working with all of you!

We are starting the new season with great confidence and close this newsletter with:

"From good to even better"

Thank you for putting all your passion and talents into our team. And thank you for your trust.

Best regards, Grazyna and Rick