

Dohle HIT supermarkets and Greenyard Fresh Germany step into integrated partnership

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Greenyard, a leading global fruit and vegetable supplier, and the German retailer Dohle Trading Group have taken the first steps towards a tailor-made, and integrated customer relationship (ICR). Greenyard Fresh Germany is the dedicated supply chain partner for a complete range of healthy fruit and vegetables, and this to more than 100 stores of the German HIT supermarkets across the country. The coming months are used to further finetune the operations of this unique model into a fully tailor-made solution for Dohle HIT, that will be at full speed by the end of summer.

Dohle Trading Group chose Greenyard Fresh Germany as a dedicated partner to simplify the complexity of their current food supply chain. Additionally, the retailer will gain extra efficiencies within the chain next to the ability to offer a high quality and wide range of fresh fruit and vegetables. An increasingly important category for retailers and their customers.

As the partnership matures, Dohle HIT will be able to full leverage Greenyard's proven global know-how and scale to effectively manage the fragile and very complex fruit and vegetable category. Also, the new partnership will start to unburden the retailer, allowing them to focus on further reinforcing their brand presence within the German market. With this agreement, both companies are embarking on a long-term, vertically integrated, and transparent close collaboration.

Strong local footprint in Germany

On top of its unique international scale and footprint, Greenyard also has a solid local presence in the German market, which was equally important for Dohle HIT to step into this partnership. By centralizing the operations in Ginsheim and cross-docking in Munich, produce will be offered at the best quality and the highest possible level of freshness on the shelves in-store. To achieve this, Greenyard Fresh Germany will provide direct delivery to the individual HIT markets in the entire country.

Adding value through services, for all parties in the food value chain

As part of its Integrated Customers Relationships, Greenyard also supports Dohle HIT with a wide variety of added-value services, from purchasing goods from the countries of origin to the ripening and cooling of fruit and vegetables, to preparation for sales by HIT and the delivery to the stores. Greenyard's Integrated Customer Relationships are a unique way of working in the fruit and vegetables sector, and a driver for sustainable future growth for Greenyard, its customers and all parties in the entire food supply chain.

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About Greenyard

Greenyard (Euronext Brussels: GREEN) is a global market leader in fresh, frozen and prepared fruit and vegetables, flowers and plants. Counting Europe's leading retailers amongst its customer base, Greenyard offers efficient and sustainable solutions to customers and suppliers through best-in-class products, market leading innovation, operational excellence and outstanding service.

Its vision is to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, while fostering nature. With around 8 500 employees operating in 19 countries worldwide, Greenyard identifies its people, and customer and supplier relationships, as the key assets which enable it to deliver goods and services worth around € 4,6 billion per annum.

www.greenyard.group
