

## Joint Press Release

# Roger & Roger acquires Greenyard's frozen plant in Hungary

Sint-Katelijne-Waver, Belgium, 3 June 2019

Roger & Roger, a rapidly growing producer of potato- and corn snacks, and Greenyard, a global market leader of fresh, frozen and prepared fruit & vegetables jointly announce today that Roger & Roger completed the acquisition of the assets - including the employees - of Greenyard Frozen Hungary.

Roger & Roger distributes crisps to more than twenty countries from its base in Mouscron (Belgium). Roger & Roger started its business in 1999 and employs more than 350 employees. The company holds a strong position in the potato and corn industry in Western Europe.

In view of its Transformation Plan, Greenyard is improving its operations by optimizing, rationalizing and consolidating its footprint. As part of this plan, Greenyard reallocates the volume of its frozen products produced in Hungary to its other production sites in Europe ensuring uninterrupted service for its customers.

Yves De Vinck, CEO Roger & Roger says: *"Since a certain time we show more than normal interest in potential opportunities to further develop our business in Central Eastern Europe. The experience and know-how of the Hungarian farmers, together with the high motivation of the employees at the site, convinced us to acquire this plant from Greenyard. In the coming months we will disclose more information on the future plans and investments we will make, to secure continuity and new growth for all stakeholders."*

Charles-Henri Deprez, Managing Director Greenyard Frozen, adds: *"We are very pleased that Roger & Roger, a socially responsible operating company, acquires our frozen plant in Hungary. Roger & Roger has decided to expand its business to the Hungarian market and has a clear intention to invest in it. Furthermore, the transaction safeguards the interest of all our stakeholders."*

For additional information, please contact Roger & Roger or Greenyard:

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#### **About Roger & Roger**

Roger & Roger, a family business based in Mouscron since 1999, produces a wide variety of top quality potato and corn-based chips and snacks. The company exports its products to more than 20 countries. Employing 350 persons, Roger & Roger manages the entire production, from the selection of the raw materials to packaging and distribution. The product range includes potato crisps and tortilla chips.

#### **About Greenyard**

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

Our vision is to make lives healthier by helping people enjoy fruit & vegetables at any moment, easy, fast and pleasurable, whilst fostering nature.

With more than 9,000 employees operating in 25 countries worldwide, Greenyard identifies its people and key customer and supplier relationships as the key assets which enable it to deliver goods and services worth ca. € 4 billion per annum.

[www.greenyard.group](http://www.greenyard.group)