

PRESS RELEASE

Ho Chi Minh City, 25th August 2012

Dalat Hasfarm® has just launched a premium flower shop in the Crescent - Phu My Hung, District 7, Ho Chi Minh City.

As a leading flower company in the market, Dalat Hasfarm has created a special space of about 200 m² where thousands of fresh flowers are blooming every day. You will be surprised by the dazzling beauty from countless flowers of highest exporting quality of Dalat Hasfarm which are popular in many countries... to exotic flowers coming from remote continents all around the world.

Mr. Bernhard Schenke - Vice General Director of Dalat Hasfarm said: *"Visiting Dalat Hasfarm flower shop is not for buying flowers only. We bring you flower experiences. Here, you share your feelings with Dalat Hasfarm's flowers and to feel Oh, the flowers are telling you stories, flowers are beautifying your soul and your life."*

In the early days of opening, Dalat Hasfarm has prepared more than 2000 gifts of flowers for the lucky customers visiting the shop in this occasion.

At the opening ceremony flower shop Dalat Hasfarm, Ms. Quynh Hoa - a leading MC, an art organizer and also a singer of Phu Sa band happily shared: *"For Quynh Hoa, family is the first priority. I spend most of time taking care of my family. Contemplating beautiful flowers at Dalat Hasfarm shop and preparing a simple flower arrangement by myself are my hobbies to bring joyful moment to my family."*

The year 2012 marks the 20 years journey of foundation and development of Dalat Hasfarm in Vietnam. So far, Dalat Hasfarm has exported about 80 million flowers every year. Mr. Thomas Hooft, the General Director of Dalat Hasfarm has put Vietnam on the map of the flower world and he is also regarded as the number one flower grower in Southeast Asia. Thanks to the advantage of the mild climate of the highlands of Vietnam, Dalat Hasfarm® cultivates year-round products ranging from cut flowers, decorative leaves, potted flowers to flower seeds. Dalat Hasfarm® is also a pioneer in the import and development of high-quality flowers from the Netherlands and other countries in the world.

For more information, please contact Ms. Cao Thi Hien - PR & Communication