

PRESS RELEASE

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Dalat Hasfarm Stepping up as a High Quality Vietnamese Goods

On February 25th the Business Association of High Quality Vietnamese Goods announced the list of nearly 500 certified businesses. The ceremony, themed “Solutions to master the new market”, marked the program’s 18th year. The 2014 list also a new category - fresh agricultural produce including flowers, vegetables and fruits in which Dalat Hasfarm was honored as one of the first seven companies voted by the consumers.

The Saigon Tiep Thi Newspaper dated February 26, 2014 commented “Established over 20 years ago, Dalat Hasfarm has reached an average annual production of 100 million flowers. Despite its slightly higher price, Vietnamese consumers have come to trust and prefer Dalat Hasfarm flowers to other brands because the quality is significantly better. The company’s extensive distribution network spanning from traditional markets to supermarkets, flower shops and shopping centers all over the country have helped brought its produce closer to consumer.”

Representing Dalat Hasfarm at the ceremony, Ms Mai Hanh Nguyen-Levitt - Chief Financial Officer - expressed the company’s gratitude to all consumers for their trust and support over the years. Being recognized as a Vietnamese High Quality Goods keeps the company motivated and committed to its product quality and innovation. Moving forward, Dalat Hasfarm will continue to strive and maintain its position as “the biggest floricultural company in South East Asia”.

About Dalat Hasfarm

Established in 1992, Dalat Hasfarm is Vietnam’s largest grower, exporter and distributor of cut flowers, foliages, and pot plants. Voted as “The largest floricultural company in South East Asia” by Flowertech magazine, USA, the company produces an average of 100 million flower stems of various kinds each year and also imports and grows high quality floricultural products from the Netherlands and other countries around world. Our local distribution network includes our shops and distribution centers in Ho Chi Minh City, Da Lat, Da nang and Hanoi as well as key supermarket chains such as Metro, Big c, AEON, and Lotte Mart.

For further information or inquiries, please contact Ms. An Nhien- Marketing Manager.

18 Cong Hoa street- Tan Binh District- Ho Chi Minh city- [Tel]: 0973782769 - [Fax]: 08 3811.63.52

[Email]: annhien@dalathasfarm.com - [Website]: www.dalathasfarm.com