

> **DON KESTER**

Global Key Account Executive, Priva





OUR MISSION

We create an optimal environment in which people and plants experience the best way to grow, using leading-edge technology, products and knowledge. We are proud that our solutions result in lower use of natural resources like energy and water.



OUR VISION

Mankind is growing with towards 10 billion in 2050. By then, about two-third of the world population will live in cities. Amongst them will be a large middle class, demanding a healthy environment and access to safe and nutritious food.



OUR AMBITION

To be known as the leading technology and service provider for sustainable urban deltas: circular economies based on greentech and smart buildings.

FACTS AND FIGURES



Worldwide

16 offices, > 400 distributors
Represented in > 100 countries



450 employees



Hardware

Climate and process control



Software

Control software and online services



Services

Consulting, training and support

Horticulture

We help entrepreneurs to take further steps in their development. From Mexico to China and from plastic multi-span greenhouses to high-tech closed greenhouses.

Utility Buildings

We create pleasant working environments in which people perform better while reducing energy consumption.

Indoor Growing

Combining our knowledge, we create perfectly controlled environments that result in high yield at the highest possible quality.

FULL RANGE OF HORTICULTURE SOLUTIONS



The more accurately greenhouses are controlled, the more beneficial this is for the crops. Priva offers a total solution, one that really allows growers to link and control all of the processes and systems in their business; allowing their crops to grow perfectly, just like their businesses.

Greenhouse Automation

Effective automation of processes, climate, light and CO₂, irrigation and operation

Water Management

The right composition of water at the right time lead to healthy crops, with a positive effect on the financial health of your company

Management Information

Gain insight into processes, production and labor and improve performance, production forecasts, and decrease labor costs.



• CIRCULAIRE TUINBOUWSECTOR

- 'Nationale Tuinbouwagenda 2019-2030: Circulaire tuinbouw in de praktijk'. Daarin zijn zeven transitithema's gebundeld tot dit breed gedragen Tuinbouwakkoord: klimaat neutrale tuinbouw, modernisering van het productiegebied, gezonde planten/gezonde mensen, vers-logistiek, innovatie, arbeidsmarkt & scholing en internationalisering.
- <https://www.rijksoverheid.nl/actueel/nieuws/2019/03/14/minister-schouten-ondertekent-tuinbouwakkoord>
- Food waste nr 1 .

FUTURE CUSTOMERS AND PARTNERS



Same Quality and Taste, cultivated local



PHIL

PHIL stands for: Priva Horticultural Innovation Lab

What is the PHIL team?

- PHIL is a new team organized separate from the 'standard' Priva development organization
- PHIL will work on new digital services which will add value to our customers
 - Small teams with a 'start-up mentality'
 - Short time to market with first version
- PHIL will work closely together with customers who wants to be these early adapters
- PHIL can also create new solutions without a link to existing Priva products



PLANTONOMY

- Maintain active climate during the day. In summer with different weather
- A tool to help new (young) growers to educate about growing.
- Less pressure on the grower. Program is doing it for you.
- Improve quality of the fruit. Less waste (less cracking). Saves on labor as well.
- Increase in production. And also more accurate prediction/forecast of production



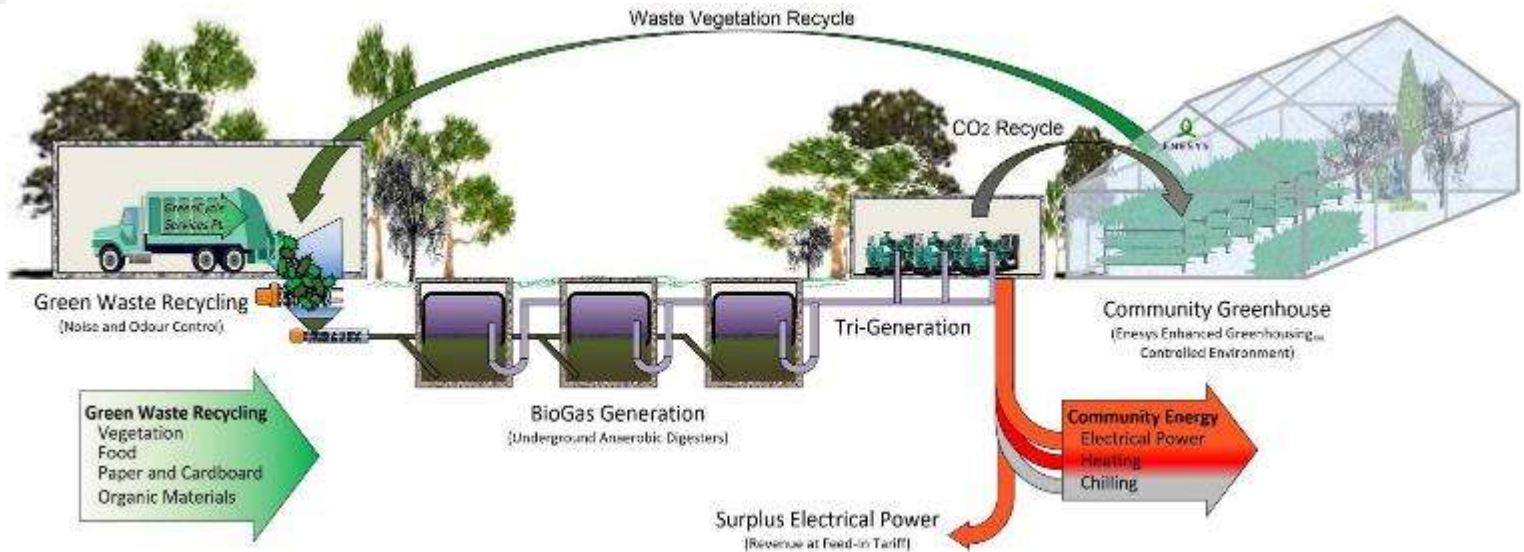
PRIVA HORTI DIGITAL SERVICES



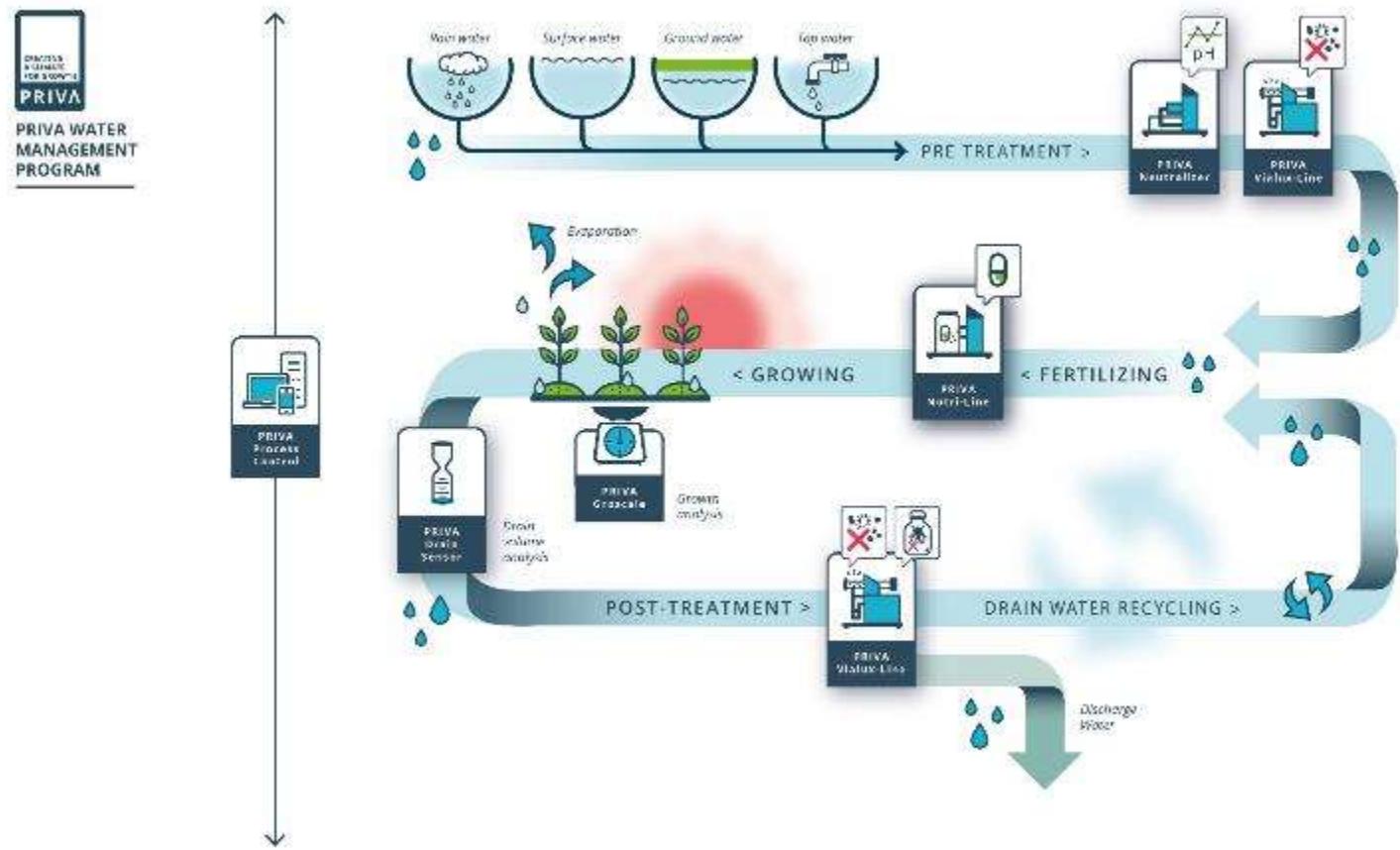
KOMPANO



SMART WASTE TO ENERGY TO GROWING SOLUTIONS



PRIVA WATER MANAGEMENT PROGRAM



SUSTAINABLE URBAN DELTA

EFFICIENT ENERGY FLOWS

An intelligent energy network that coordinates the supply and demand of various energy sources

SHORT DECENTRALISED SUPPLY CHAINS

Production where people work and live

EFFICIENT WATER FLOWS

Use waste water streams from the city for food production

GREEN AND CLEAN AREAS

Clean air due to low CO2 emissions, plenty of room for green spaces and a safe living environment



SUSTAINABLE FOOD PRODUCTION

Turn food waste into biofuel

THE 21ST CENTURY IS THE CENTURY OF CITIES



URBANIZATION

180,000 people move to the city every day. In 2050 the earth will have 2.5 billion more inhabitants than it has today. All these people demand a healthy environment with healthy and good food.



Cities are the drivers of sustainability and radical innovation



Quality of life is becoming more important than economic growth