



*In our third newsletter, I would like to give a status update about our projects, about the trials in Kenya and our most recent meetings and decisions.*

*Eda Demir Westman, CEO OptiFreeze*



## An Eventful and Exciting Spring

*The first half of the year has been a lot of work for the OptiFreeze team and the progress we have made is incredible. I am so proud of my team and what we have achieved. The agreement with Syngenta Flowers and the progress in the project is tremendous. We are at the edge of success now. The second half of the year also means a lot of work for us and I am comfortable that we will reach good results.*

Due to the collaboration agreement with Syngenta Flowers spring has been exciting with an increased interest in OptiFreeze and we have also participated in several events demonstrating our innovative technology. There has also been a lot of debate in media about how to reduce food waste – something that strengthens our belief that we have the technology that can make an important contribution to reach this goal.

During spring 2019, the OptiFreeze management team focused on increasing sales and marketing activities and on the Opti-Flower project. Especially on method development, we have focused on developing new recipes on new species that are defined together with Syngenta Flowers. We have also started to work with cut flowers – specifically roses.



## Kenya Trials

OptiFreeze employees travelled to Kenya on week 21 to install the system and to educate the local staff. Right now, our system is up and running every day.

OptiFreeze and Syngenta Flowers have also created a Governance Committee with two participants from each team. The committee has defined a high-level trial program before the installations. As a result, the program is now much more detailed. We also have two phone meetings every week between the Syngenta Flowers development team, the Kenya

Cuttings development team and the OptiFreeze R&D team.

Both Syngenta Flowers and OptiFreeze share the same mission of fast development and reaching the market with treated products as soon as possible. Therefore, we decided to focus on Kenya and implemented a successful product launch, initially concerning Pelargonium.

This week we are visiting Kenya Cuttings with one of our employees - Revekka Papaioannou. The purpose of the visit is to follow up trials on site and to support the Kenya team.



## Holland Trip in June 2019 – Syngenta

OptiFreeze attended Flower Trials 2019 in Amsterdam, Holland between 11-13th of June. Flower trials are for breeding companies like Syngenta a possibility to present their latest innovations and future developments in pot and breeding plants.

We had the opportunity to visit many exciting flower companies together with Josef Fischer, Global Innovation Manager at Syngenta. We also had the opportunity to present OptiFreeze technology in one to one meetings. The interest and excitement

towards our technology during the meetings was fascinating.

The FleuroStar Contest was held at the last evening during the Flower Trials weeks where the best new variety was selected by a jury of 30 experts. The competitors were the biggest players in the flower industry. During that event, OptiFreeze was presented first by Michael Kester, Head of Flowers at Syngenta and then by Eda Demir Westman, CEO.





*The interest in our technology is growing steadily and we are now intensifying our discussions with new customers.*

*Eda Demir Westman, CEO OptiFreeze*

## New Products in the Pipeline – Method and Technical Development

OptiFreeze has started to work with cut flowers and the first product to be selected was roses which has the biggest market share among all the cut flowers. The test results will be announced soon enough once it is confirmed by our R&D team.

Apart from that, OptiFreeze is now planning and organizing activities for the coming weeks. Our ambition is to continue method development for new crops from Lund and to increase our present product portfolio.

Last year, we have performed lab scale trials with another flower company for a short while aiming to see the potential of freezing the flower cuttings. The initial results were promising.

However, we both decided to keep this project on hold since freezing projects takes a lot of time during the development phase. OptiFreeze intention is to focus on sales and reach the market as soon as possible.

Regarding the OptiDry project, our technical team has been working on a new PEF chamber with both increased capacity and packing rate. Our discussions with one of the potential customers are still going on. During the summer, we will also decide if to invest in a new PEF chamber which we can utilize initially on OptiDry project and at the second level at on our other projects like OptiFlower and OptiFresh.



## New Chairman of the Board

During Spring 2019, there has been a change in our board. The previous Chairman of the board, Göran Hedbys, decided to step down and Martin Linde took the position as new board member and new Chairman of the Board.

The formal decision was made on 29th of May with an extra general meeting. A presentation of Martin and his views about OptiFreeze current status and future is available on: <http://optifreeze.se/optifreeze-newsletter-special-edition-4/>.

## Strengthening the Organization

The OptiFreeze board has decided to strengthen the sales, marketing and business development in the organization. Therefore, CEO Eda Demir Westman and the Chairman of the Board Martin Linde are focusing on recruiting new key staff members. Our ambition is to announce our new team members after the summer vacation.

## Financial Situation

OptiFreeze financial situation is under control by the OptiFreeze Board. An announcement regarding the company's financial situation will be made as soon as we are ready.