



A UNIQUE NETWORK

Pink Lady® Europe is an association that brings together 4 types of stakeholders:

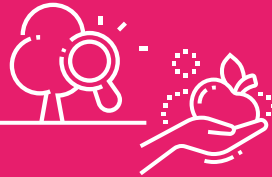
11 NURSERY OWNERS

They produce the trees through natural selection and reproduction processes in nurseries.



3,180 APPLE GROWERS

They do a sterling job all year round to produce quality apples.



84 PACKING STATIONS

They select the apples that will become Pink Lady® and PinKids®, preserve them and package them.



13 CERTIFIED DISTRIBUTORS

They market Pink Lady® apples in 50 countries.





OUR VISION

AGROECOLOGY, INNOVATION, SHARED VALUES AND HIGHLIGHTING THE WORK OF GROWERS ARE THE PILLARS OF UNIVERSALLY BENEFICIAL AGRICULTURE.



OUR MISSION

TO UNITE OUR APPLE GROWERS AND THE ENTIRE NETWORK AROUND A VOLUNTARY PROGRESS INITIATIVE, AND TO PROMOTE A UNIQUE FRUIT THAT HELPS CREATE VALUES AND CONNECTIONS.



OUR PURPOSE

SO MUCH MORE THAN AN APPLE: WE SHARE PLEASURE, VALUES AND COMMITMENTS.



VALUES FOR THE FUTURE

EQUITY

Our growers, true craftsmen and women of a quality product, receive fair remuneration for their work.

RESPONSIBILITY

Our members work together to ensure best practices and sustainable, high-quality production.

SHARING

The association promotes the pooling of experience and know-how with a view to going forward together.

PERFORMANCE

Our unique model, which integrates economic, environmental and social issues, makes Pink Lady® apples the leading premium apples in all markets.



PINK LADY® IN EUROPE

PRODUCTION IS ON THE RISE



225,000

tonnes of Pink Lady® sold in Europe in 2023-2024

7 GROWING AREAS

6,450

HECTARES OF ORCHARDS



3,180
FARMS

84 packing stations



AN ECONOMIC PLAYER



5,920

jobs supported, including 2,275 direct jobs

Local Footprint study – Utopies – January 2019

13



CERTIFIED DISTRIBUTORS



THE NO. 1 APPLE BRAND

Internal source Pink Lady® 2024 – 2023-2024 study



3 PRODUCING COUNTRIES

75%
PACKOUT RATE

58
DESTINATION COUNTRIES



225,000



TONNES OF PINK LADY® QUALITY, including

4,700 T
OF PINKIDS®



90,000,000

punnets

70

million consumers



Source: Kantar

1 billion apples



and just as many meticulous gestures





EXCEPTIONAL ORGANOLEPTIC QUALITIES

7-MONTH MATURATION on the tree



**CRUNCHY
AND JUICY FLESH**



**A UNIQUE
COLOUR**



**THE PERFECT BALANCE
BETWEEN SWEETNESS AND TARTNESS**



**A UNIQUE BLEND OF HONEY, VANILLA,
ROSE AND SPICY FLAVOURS**

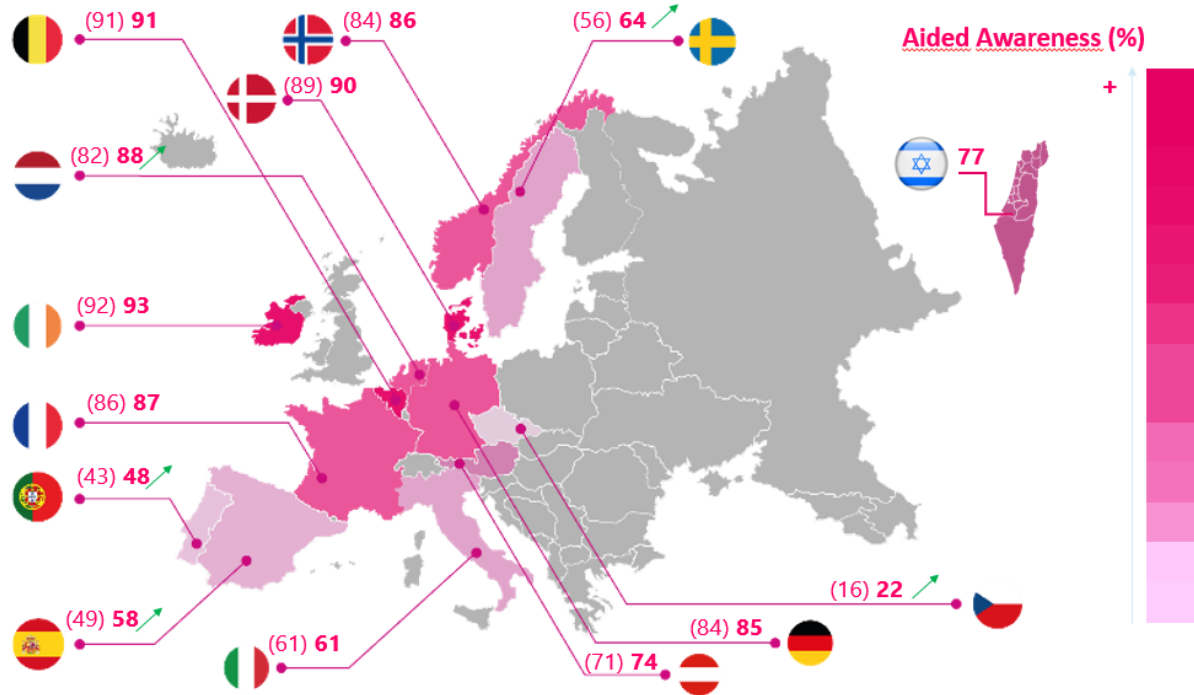
A SET OF SPECIFICATIONS
SHARED BY ALL
STAKEHOLDERS THAT DEFINES:

- Colour intensity
- Sugar content
- Optimum stage of ripeness
- Firmness
- Absence of significant defects



THE HIGHEST BRAND AWARENESS LEVEL IN EUROPE

PINK LADY® AIDED BRAND AWARENESS – 2022



Base: Total sample (n=1000)

Significant difference at 95% (/) compared to previous wave

(...): aided awareness of previous wave

IPSOS 2022



OUR PRODUCTS

PINK LADY®



AVAILABLE IN DIFFERENT SIZES

- ▶ **TARGET:** YOUNG ADULTS AND COUPLES AGED 25/50, WITH OR WITHOUT CHILDREN

PINKIDS®



SMALL SIZES SUITED TO THE HANDS OF CHILDREN

- ▶ **TARGET:** FAMILIES WITH CHILDREN
Ideal breakfast and snack for children

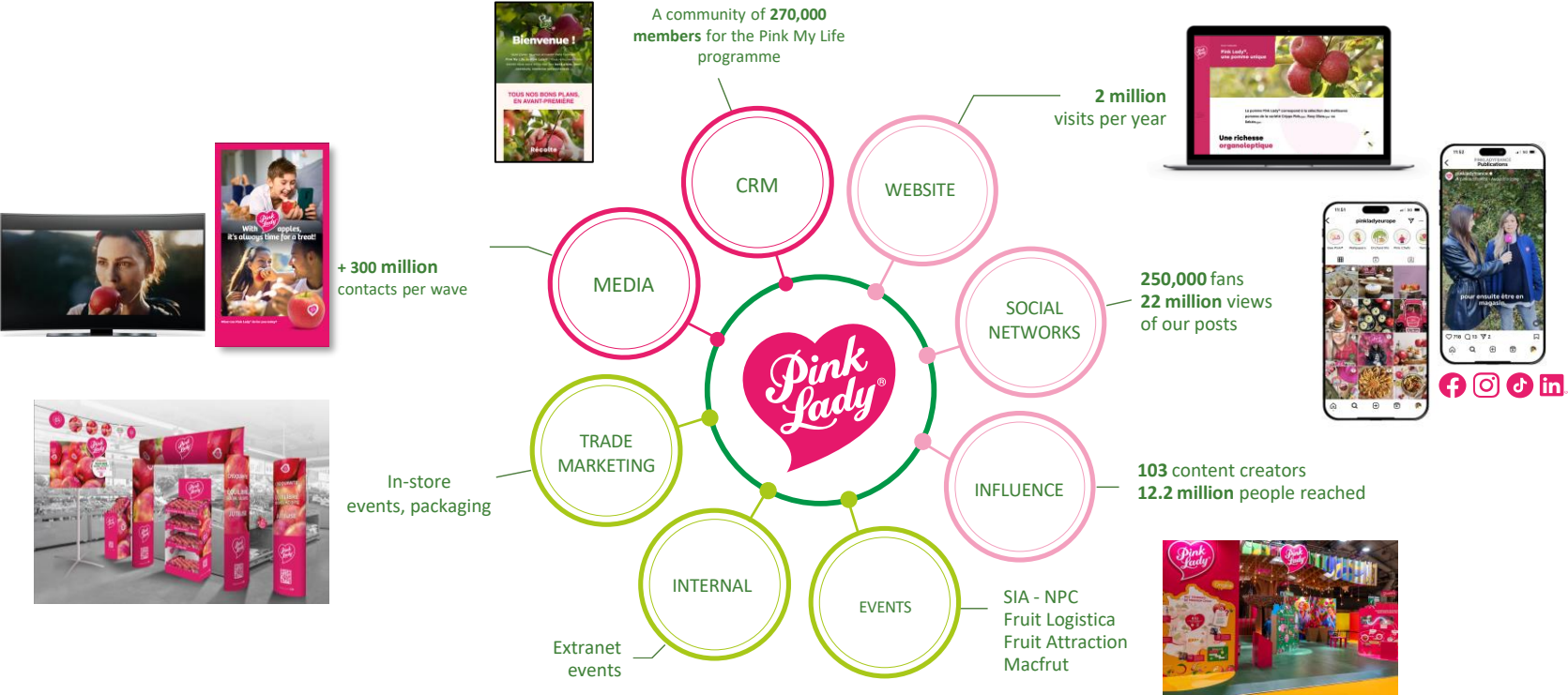
PINK LADY® BIO



- ▶ **TARGET:** CONSUMERS LOOKING FOR ORGANIC PRODUCTS

NB: Organic production represents only 5% of total production and its development is not part of our objectives.

POWERFUL COMMUNICATION

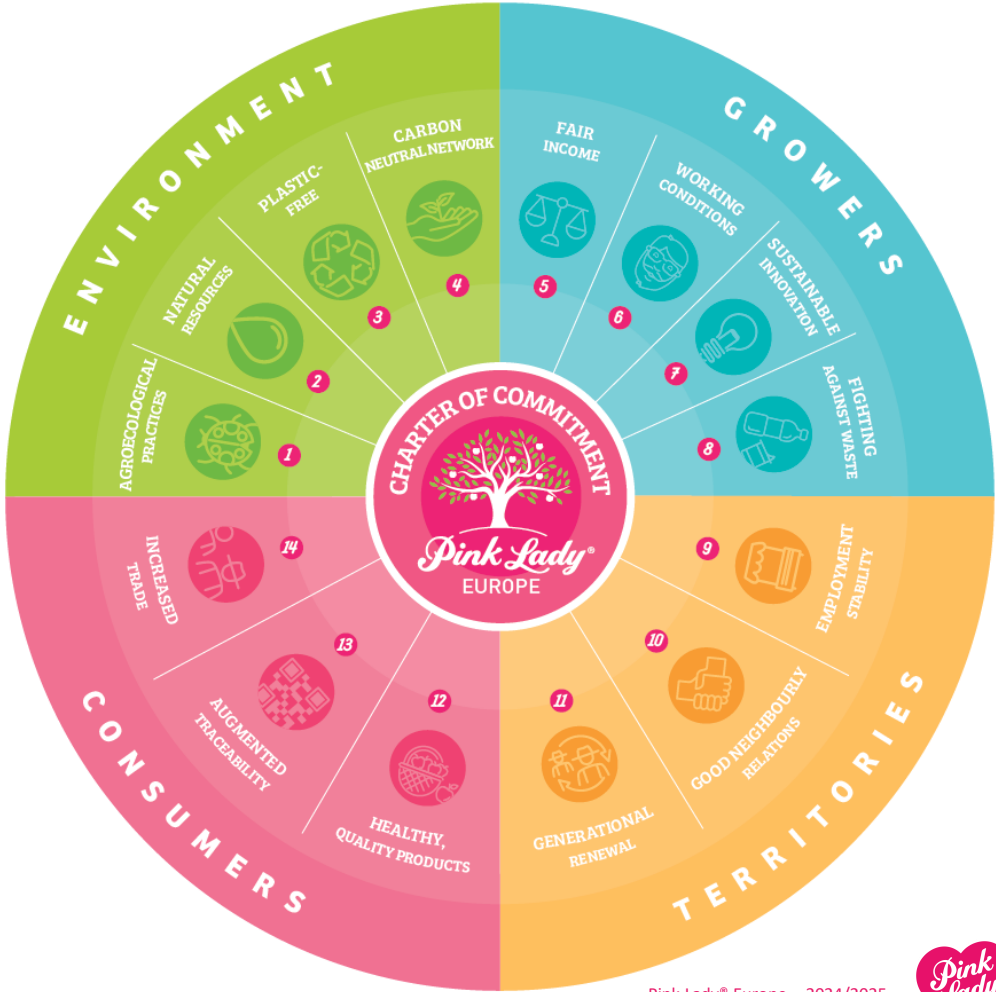


1 COMMITMENT CHARTER

4
THEMES

14
COMMITMENTS

For a sustainable vision of production that meets society's expectations, and to make Pink Lady® a quality-focused brand.





THANK YOU