

PRESS RELEASE

Mouscron, May 2015

Mydibel Group proud partner of Potato Europe 2015

Mydibel is one of the partners of Potato Europe 2015 in Kain, Belgium. The Mydibel Group is a young dynamic manufacturer of chilled, frozen and dehydrated potato products, continuously investing, not only in machinery and buildings, but also in people. So we strive for a good long term relationship with the farmer, with mutual understanding and respect, and are happy to share our agricultural know-how.

We are looking forward to this edition of Potato Europe and meeting up with the entire potato chain. Let us present you the latest news at Mydibel.

Recent investments:

State-of-the-art potato grading area

Mydibel Group, manufacturer of chilled, frozen and dehydrated potato products, is investing 5,2 million euros in its biggest plant in Mouscron, Belgium. A fully-automated potato sorting process is being implemented in a **new, state-of-the-art potato grading area**.

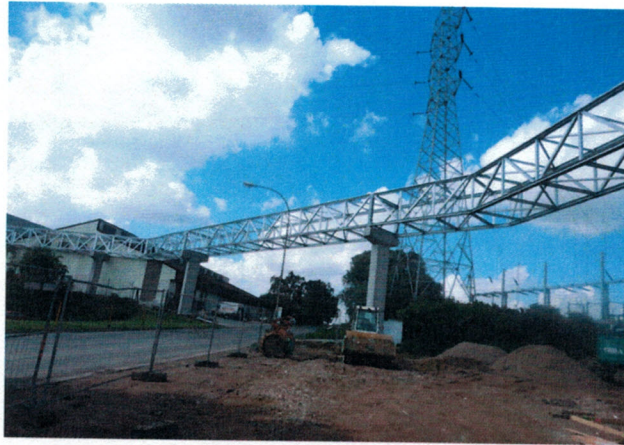


To realize the plans, a piece of land across the street of the Mydibel site is being used for the new building which will replace the current potato reception, washing lines and sorting area at the 3 production sites Mydibel, Pomcobel and Gramybel, turning these sectors into 1 new potato grading area. The installation of a number of fully-automated potato sorting lines will make the complex potato sorting process considerably simpler and more efficient after delivery. This was implemented at the start of the new crop (July 2014). The system in Mouscron will soon be reduced to a single flowing line, from arrival,

sorting and washing of the potatoes to processing in the plant. This will reduce the current water consumption used for washing the potatoes, with 50%, an aspect which fits perfectly in Mydibel's Green Factory philosophy.

As the new building is situated across the street from the main site, a striking feature of the new construction is a bridge which will transport the potatoes - that have been undone of stones and other foreign objects, calibrated and washed - by water from the grading area to the production site, where the potatoes will be steam-peeled and processed into delicious potato products such as Belgian fries, croquettes, hash browns etc.





The bridge of 170m long, hanging 11m above the ground, covers a difference in height of 1,70m between the Mydibel main site and the new potato grading area.

The highly-contemporary new building emphasizes Mydibel’s ambition to set high standards in the market in terms of both products and production facilities. The new process will also enable the company to meet the growing demand for high-quality potato products and concepts.

This new venture is an example of Mydibel’s continuous investment in the optimization of processes and activities and is aimed at strengthening the company’s leading position in the international market for potato products, improving customer service and enhancing the quality of the working environment.



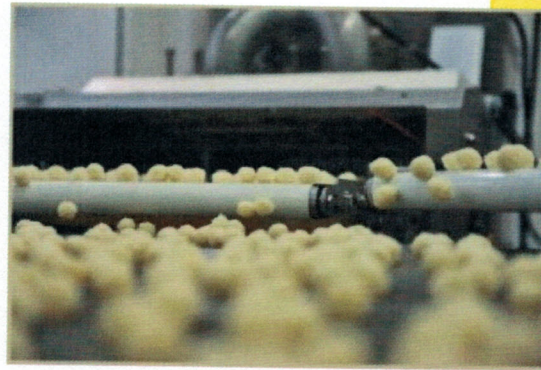
Logistic centre with automated cold store

In 2011, a new **potato-processing production unit**—which transforms **fresh potatoes** into delicious products such as potato croquettes, noisette potatoes, rösti and fresh puree—was set up. This new unit is the most modern of its kind.



FAMILY





As well as all this, the company has also introduced a **logistics centre** with eight loading docks and a **fully automated cold store** with the aim of abolishing remote storage locations and thus enabling the company to work more efficiently. The 6000m² distribution centre standing at a height of 32m can accommodate **31,000 pallets** and operates completely automatically. There are no human hands involved in the process until the pallets have been loaded onto the lorries at a rate of roughly 120 pallets per hour.

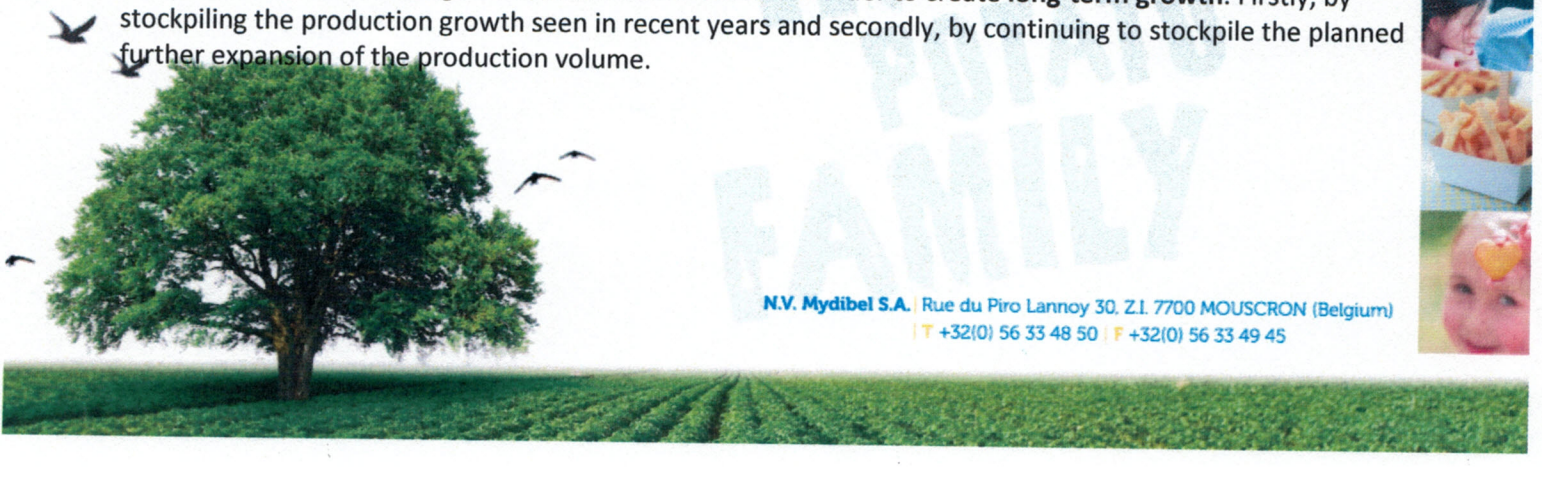
Another of the automatic high bay warehouse's special features is that the Orbiter—a compact storage system based on shuttles which can move the pallets in channels—can offload pallets in the correct order for the lorries (sequencing). This feature is quite unique within the industry. This means there is no need for a large dispatch area and that the company can work more efficiently.



Bruno Mylle underlines the importance of this investment for the Mydibel group. 'Due to the high level of competition within our industry, it is vital that we make smart investments in order to be able to offer our clients a better service. There are several ways in which this can happen: by reducing overall costs, simplifying order tracking, increasing inventory accuracy, speeding up the loading process, etc. We are convinced that this significantly increases our flexibility.'

The new Mydibel corporate style décor is the icing on the cake and makes the Mydibel site a landmark in the area.

The construction of this large cold store was carried out in order to create **long-term growth**. Firstly, by stockpiling the production growth seen in recent years and secondly, by continuing to stockpile the planned further expansion of the production volume.



Mydibel Green Factory

Every harvesting season we select the finest potatoes. Being grateful for Mother Nature's gift, we take care of the environment. The Green Factory label symbolizes our green philosophy.

"The biogas installation which we have had on our site since 2006, is a major factor in relation to this", testifies Bruno Mylle. "A third of the current required electricity already comes from green energy."



Mydibel is unique in that it does everything in-house, thus makes an important saving in CO2-emissions, namely 56,000 tonnes of waste or around 2000 lorries per year which will not be sent out on the roads. The starchy waste is processed in a fermenter and turned into sustainable energy.



Mydibel Group also invested in the **construction of 2ha of photovoltaic panels** - the largest industrial solar field in private hands in Wallonia - at its Gramybel production site in Mouscron, Belgium. This production site, also in Mouscron but in another industrial area than the Mydibel headquarters, is a specialized unit for **the production of dehydrated potato products such as flakes and granules**. The products are sold as semi-finished and finished products. The applications for the product range are diverse. Flakes and granules are used for the production of

extruded chips, pellets, ready-mix instant mashed potatoes, noodles and even as a bread improver.

The impressive solar field has a **total power of 1 MegaWatt** and produces green energy that equals **20% of the total energy consumption of the Gramybel site**. Mydibel has joined up for this with the specialist of renewable energy *Upgrade Energy*.

The "solar fire" will also be spread to the Mydibel production site where 500 KWc of photovoltaic panels will be installed by the end of June. Here the photovoltaic panels will be placed on the rooftops of the production buildings (250KWc) and the new potato grading area (250KWc).

"The current biogas installation at the Mydibel site produces 25% of our electricity and 5% of our heat", testifies Bruno Mylle. "Our latest investment in a **new cogeneration unit** – the largest in the potato processing industry, that will complement our biogas engine and photovoltaic panels will make us self-sufficient in electricity (100%) and will make us produce 20% of our heat with green energy, which also results in 40% less energy use per kg packed product. This signifies a great leap forward in the quest to becoming energy neutral."



James Bint, License to fry!



Good fries come from Belgium as good watches come from Switzerland. When that is ingrained in everyone, James Bint has done a good job. James who? James Bint, with a nod to James Bond and – for the connoisseurs – to bintje, still the main potato variety for the processing industry in Belgium. Commissioned by professional association Belgapom, the agency Ikon has devised a showcase for the Belgian fries and mascot for the Belgian potato industry. At the World Exhibition in Milan, visitors will not be able to miss James Bint and his license to fry.

www.jamesbint.be

Mydibel in brief

The Mydibel Group (www.mydibel.be) is a family-run, innovative food company specializing in the development, production and commercialization of potato: including fresh (fries), frozen (fries and puree specialities) and dehydrated (flakes and granules) products. This wide range is manufactured on three production sites: Mydibel, Pomcobel and Gramybel. Every day, about 2500 tons of potatoes are delivered and processed into 225,000 tons of finished products every year.

In 2011, a new state-of-the-art manufacturing unit was built to produce specialty products like potato croquettes, noisette potato, rösti and fresh purees made from fresh potatoes. The company subsequently introduced a logistics center with eight loading docks and a fully automated cold store which can accommodate 31,000 pallets.

So Mydibel is continuously investing in quality products while providing a top quality service.

The Mydibel Group is primarily a brand manufacturer. Mydibel invests both in their own branding and in private label.

Mydibel supplies companies from a variety of customer segments: food service, food retail and the food industry.

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