



Q&A for | 23 November 2011 | Page 1
Users of CC containers

Is it true that the current CC rate structure will change?

Yes, a new structure will enter into force on 2 January 2012.

Why is this going to change?

The old structure is obsolete and is no longer relevant to the current situation. The management is wrong and various parties are unintentionally benefiting from the present structure. The current structure is no longer cost-effective.

As of when will these rates change?

As of 2 January 2012.

What do the (annual) subscriptions entail?

A subscription is linked to the use of the service "Logistics Resources Online" (also known as Avalanche webview).

The simplest €50 subscription (Basic) provides insight into clients' own balance and transactions.

The slightly more expensive €150 subscription (premium) also provides, in addition to balance and transactions, the option to transfer Danish trolleys to other parties. Unlike in the current situation, the other party must be consulted beforehand, given that this party may be charged for storage costs and is also charged half of the transfer fee.

The €1,000 subscription (Advanced) is intended for logistics service providers and container lessors that are authorized to carry out balance management for other companies.

Which subscription will you get?

At the moment, nearly all customers can already both request their balances/transactions and do

one-way transfers (hand over CC's). Because of this, the default subscription that you will have in the new setup as of 2 January will be the "Premium". In the months ahead, FloraHolland will be contacting all users of the 'Logistics Resources Online' service to explain the available subscriptions more fully and to help you decide which type would be most applicable to you. No subscription costs will be charged until you have made your decision. Once you have decided, the full fee for calendar year 2012 will be charged in mid-2012.

When will you be charged for the subscription?

As it stands now, you will be charged for the subscription mid 2012.

Should I do anything as a customer?

In principal you do not need to do anything other than think about whether another management structure might be beneficial to you (compared to the way in which you are currently managing your CCs).

Will it become more expensive?

Given the fact that we operate with a cost maker = cost bearer system, it will become more expensive for most customers. The current system is costing FloraHolland too much extra money. The objective is that the new rates will eventually cover operation costs.

Are Clock or Connect transactions also regarded as handling?

No, handling fees are only associated with depot transactions.

What is wrong with the current system?

In the current system, the costs are covered by the daily rental profits. Since the creation of a single Danish trolley balance and the provision of simple transfer options, the annual daily rental

profits have plummeted. FloraHolland initially needed to await the market's reaction. The moment a new rate structure was deemed desirable, Container Centralen started the Chip-It project (labeling campaign in early 2011). Given the turmoil caused by this, FloraHolland temporarily put its plans on hold at the time.

Is it true that the intake limits are to be discontinued?

Yes, this is true. Limits were used to limit storage at FloraHolland, this caused a lot of annoyance and extra operations for customers. Now that there will be a charge for the storage of frames and plates, we no longer expect to need any limits.

Do the storage costs include a protected earnings level?

Yes, we have decided to apply per customer number a protected earnings level of 11 CCs and 30 plates – equivalent to one CC of 30 plates plus one pile of ten CCs.

Do the rate types also apply during the peak period?

No, no handling, transfer and storage fees will be charged during the peak period in 2012. This will be reviewed for 2013. The regular rental rate and fees for manual transfers will remain applicable as normal during the peak period.

Where will the new rate structure be employed?

The handling fees apply to all users of CC containers via FloraHolland depots, customers of Veiling Rhein-Maas who handle their CC balance via FloraHolland, FloraHolland Boskoop and Tradepark Bremen. The subscription fees and the cost of transfers relate to the use of the functionality of Logistical Resources Online.

What exactly does the handling fee entail?

The handling fee applies to any depot collection and distribution transaction. You pay a flat rate of €1.50 for every transaction (per ticket).

On top of that you pay an amount per frame (€0.06) and an amount per plate (€0.01)

When is the daily rental fee calculated?

As in the current system there are five settlement days, from Monday through Friday. No rent is charged over the weekend.

Will my rent-free day be discontinued?

No, this will remain in place. Growers will keep one rent-free settlement day for collection from the depot, while buyers will also have one rent-free settlement day in the new system for their commercial transactions.

Will there be a higher daily rental fee during the peak period?

Yes, there will be a surcharge on top of the daily rental fee in the new rate structure. The new daily rental fee and the surcharge on it will however be reduced by 33%. FloraHolland employs higher daily rental fees than other market parties in order to be able to guarantee availability.

When exactly is the peak period?

The peak period is a period of 13 weeks and is determined annually. In 2012 this is week 11 through 23.

How are storage costs calculated?

Storage costs are determined at the end of the day on the basis of the number of containers and plates that you have in storage at FloraHolland. You will be charged for the five settlement days. There are no storage costs on weekends.

Will the storage rate lead to more transportation for you?

This is a consideration. If one strives to completely avoid both the daily rental fee and storage costs, this may lead to more transportation. Transport and storage at your company also costs time and money. In addition, a handling fee also must be paid. It is up to you to find a new optimum situation.

Why will transfers start costing money, surely this does not cost anything for FloraHolland?

This is a misunderstanding. Indirectly, transfers do in fact cost quite a lot. Parties help each other in such a way that an imbalance occurs for FloraHolland. This imbalance must be corrected physically, and the costs for this have increased substantially in recent years.

Important: Can I refuse a transfer?

The creator of a transfer must plan this with you in advance. If this has not happened, and you do not agree with the transfer made, you can refuse the transfer. If the transfer is made before 4:00pm, you can refuse up until 11:30pm on the same day. If the transfer is made after 4:00pm, you can refuse up until 11:30pm on the next day. Note: in the latter case, this will affect the balances of both parties on the day the transfer is made.

How do I approve or refuse a transfer?

For each transfer in your favor, you will receive an e-mail. In this e-mail you will be referred to a task in "Logistics Resources Online". Here you can approve or refuse the transfer. To clarify this, below is a screenshot summary of how to approve or refuse.

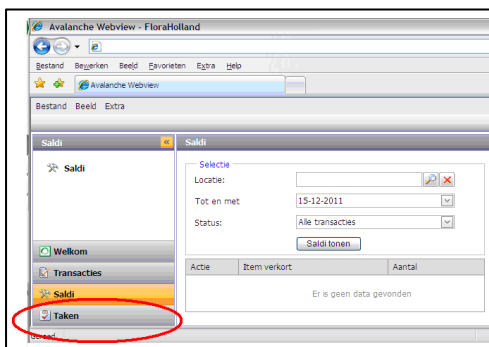


Figure 1: Search for transfer

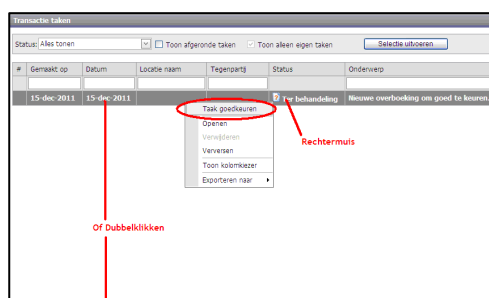


Figure 2: Approve transfer immediately

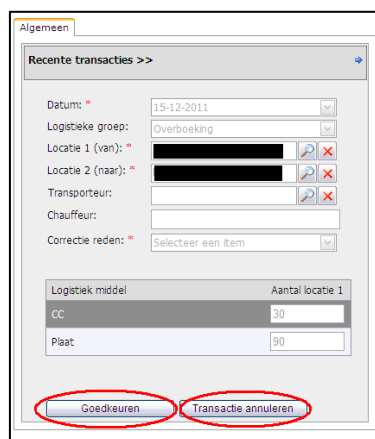


Figure 3: Inspect transfer and then approve or refuse it

Are the charges transparent?

Yes, this happens in the following ways:

1. On the weekly settlement/service invoice you will see the following lines: rent, storage and handling (this includes transfer costs).
2. The details of which will be sent to you (by e-mail or by post).
3. You can find the details in PDF format in the document 'Logistics Resources Online'.

Is your question not included here?

If you have any other questions, please contact the Aalsmeer Service Point on +31 (0)29 739-7000.

After dialing this number you do not have to make a choice. Wait until you get a person on the line. Additionally, you can send questions to the following e-mail address: cc-tarieven@floraholland.nl