

BLUE DIAMOND: *The world's favourite almonds*



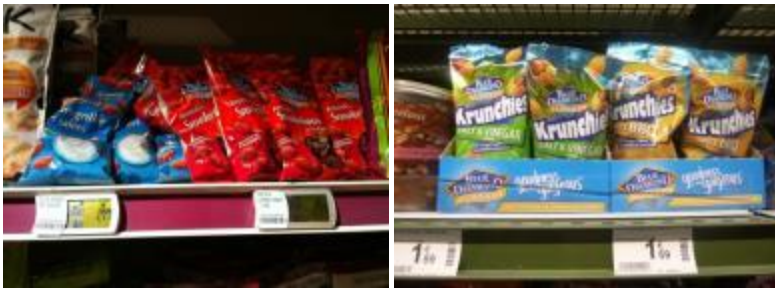
- Blue Diamond is a US Company, and the largest Almond company in the world, representing 3000 almond growers.
- 50+ % market share in the US.
- Green Seed France introduced BLUE DIAMOND to the French retail market and now handles its day-to-day activities to help grow the brand.
- Has enjoyed annual sales growth of 40+ % since national launch in France in 2012.
- 5 Blue Diamond products currently listed in France.
- Available in 3 major retailers (Monoprix, Carrefour, Casino).

www.bluediamondamandes.fr

BLUE DIAMOND: *The world's favourite almonds*



Blue Diamond Online Competitions



Blue Diamond in Paris stores

GSF's role in growing Blue Diamond's business:

- GSF conducted an initial assessment study of the French aperitif market, in order to evaluate the potential for Blue Diamond products.
- We identified the most marketable products in their range, recommended leading distribution partners and suggested logistical options.
- In collaboration with GSF, Blue Diamond developed specific packs for the French market.
- Blue Diamond's products were launched in 290 Monoprix stores (July 2012), CARREFOUR stores (national listing in HM & SM in Oct 2013), and 104 Hyper CASINO stores in 2015
- Strong online presence achieved through high-quality communication and management of web content.