

In the framework of the 21st edition of the Tunis Investment Forum,

SANLUCAR WINS « ENVIRONMENTAL IMPACT AWARD 2024 »

(Valencia, Spain. Tuesday 18th June 2024). SanLucar has been honored in Tunisia with the "Environmental Impact Award 2024", by the Foreign Investment Promotion Agency "FIPA Tunisia". This prestigious prize was presented to the international fruit and vegetable brand for its outstanding contribution to economic growth and sustainable development in the country.

The multinational company -producer and distributor of premium quality fruit and vegetables- was given the award last Wednesday in the Tunisian city of Gammarth, as part of the 21st edition of the Tunis Investment Forum. Walid Kalboussi, SanLucar Country Manager, received the award from the President of the Tunisian Union of Industry, Trade and Crafts (UTICA), Samir Majoul. The event was attended by prominent authorities from the economic and political sphere, as well as representatives of the SanLucar team in the country.



On the right, Walid Kalboussi, SanLucar Country Manager Tunisia collecting the award.

During his speech, the head of SanLucar Tunisia expressed his deepest gratitude for this honorary gesture with which FIPA Tunisia wanted to underline the contributions of SanLucar in recent years in terms of innovation and sustainable investment.

According to Kalboussi, "in its constant quest for excellence, SanLucar landed in Tunisia in 2008 with its first agricultural farm, *La Cinquième Saison*, located at El Hamma in the south of the country". A pioneering project which -as he explained- enables the multinational to grow tomatoes in winter, taking advantage of the exceptional light conditions on the site, as well as the geothermal water heating of its greenhouses. "Today, our presence has been extended to Alia in Bizerte and Limaoua in Gabès, for the production of strawberries and blueberries", he added.

SanLucar's development in Tunisia has been accompanied by a genuine concern to control its impact on the environment through various measures such as digitization and the application of new technologies for more efficient use of natural resources, particularly water; also, integrated biological pest control and the use of sustainable varieties adapted to the country's climatic conditions, among many others.

SanLucar has approached its growth in Tunisia also from the perspective of positively impacting the trade balance, by enabling its Tunisian subsidiaries to benefit from both the group's agronomic know-how and the commercial strength of the globally recognized SanLucar brand.



But the company's aim is not just to continue growing in the country while taking care of the environment. SanLucar works every day to fulfil its mission: to offer the world the best fruit and vegetables, and to do so in a way that it can be proud of, in harmony not only with nature but also with people. With this in mind, the company runs a number of social projects in Tunisia, which benefit both the local communities close to its production farms as well as SanLucar employees and their families. Among its many projects, the enterprise is helping to improve the employability of young Tunisians by promoting vocational training in agriculture.

The “Environmental Impact Award” joins other prizes SanLucar has already received in the country, such as the Social Progress Award, the Partnership Agricultural Investment Award and the “Hannon Prize” for its responsible investment in Tunisia.

About SanLucar

SanLucar is a global company that is dedicated to bringing people natural joy of life and health in a way it can be proud of. Offering a variety of more than 100 delicious fruits and vegetables from more than 35 countries, SanLucar is the brand with the broadest top-quality assortment in the retail market in Germany, Austria, The Netherlands, Poland, Belgium, Sweden, The Middle East, and Canada. The portfolio also includes smoothies, flowers and plants, olive oil and ice cream.

SanLucar, founded in 1993 by Stephan Rötzer, is headquartered in Valencia (Spain) with over 4,000 employees in Germany, Austria, Benelux, Italy, Spain, Ecuador, Dubai, South Africa, Morocco, and Tunisia, both in its office branches and on its own farms. Since 2019, SanLucar has HBG Holding (Groupe Hédi Bouchamaoui) as partner in Tunisia, through the latter's acquisition of a stake in its *La Cinquième Saison* farm. The company thus reinforces its commitment in Tunisia, where it operates through its 3 farms: *La Cinquième Saison*, *Flor'Alia* and *Les Perles du Désert*.

The philosophy "Taste in harmony with people and nature" is the foundation for all actions of SanLucar as well as the basis for many social and sustainable projects.

If you wish to receive more information, please don't hesitate to contact us:

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