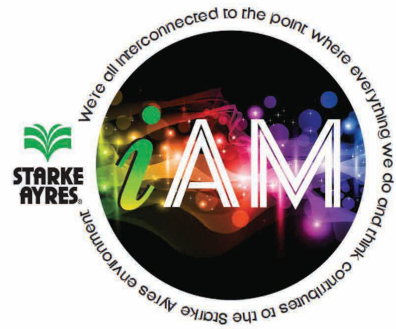


CONGRATULATIONS

2015 AWARD WINNERS SALES CONFERENCE 2015



DHARMESH ROOPSINGH 30 YEAR LONG SERVICE AWARD

Dharmesh was appointed in June 1985 as a driver/merchandiser in Pietermaritzburg. In 1988 he became a sales representative in KZN. He married Sushu in May 1989 and together they have two children. During his time as a sales rep he was nominated 9 times as Regional Rep of the year and twice as National Sales Representative of the Year. In July 1997 he was promoted to Regional Sales Manager and in March 2002 to National Sales & Key Account Manager for Retail. In June 2009, he received a special merit award in recognition of outstanding performance in Leadership, Market Share Growth and Customer Relations & Service. In November 2009 he became Retail Director. He is well respected in the Retail industry whereby his contributions are highly valued.

NICO VAN ZYL 30 YEAR LONG SERVICE AWARD

Nico started working for Starke Ayres Kimberley on the 1st of November 1984 as a Sales Rep for Agricultural and Retail servicing the Eastern Free State, North Eastern Cape and Lesotho areas. In September 1986 he was transferred to Bloemfontein where he played a big role to open the Bloem Vet Depot. In February 1988 he was transferred to George as a Sales Rep Southern Cape and then in 1996 was promoted as a Regional Sales Manager for Agricultural and Retail in Kimberley. In 1997 he initiated the sales of Starke Ayres products into Botswana and in 1998 he played a big role in establishing depot and sales in Namibia. In December 1999 he was transferred to Cape Town as Regional Sales Manager for Retail where he is currently based.

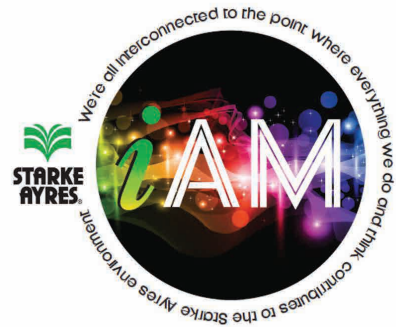


WERNER WESSELS 20 YEAR LONG SERVICE AWARD

Werner started his career with Starke Ayres in 1994 as a sales representative in the Groblersdal area. In 2000 he moved to Natal as sales representative in Northern Natal. By studying his key crops extensively and showing interest in especially tomatoes Werner was promoted to Crop Specialist on Tomatoes in 2003 and moved to Pretoria. Due to the extensive growth of this portfolio over a very short period of time Werner was awarded a special merit award in 2005 and again in 2008 for his successful management over the national trials. In July 2014 Werner was promoted to Crop Team Leader. Over a very short period of time Werner has managed to implement new procedures and structures increasing the effectiveness of his team. Thank you Werner for all your efforts and hard work over the last 20 years.

CONGRATULATIONS

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TANYA DU BARRY 15 YEAR LONG SERVICE AWARD

Fresh out of school, Tanya joined the Company in December 1999 as admin clerk in the Kimberley office. In June 2002 she moved to Gauteng and became the Secretary for the then National Sales Manager Seed in Kaalfontein. Tanya played a vital role in the move over from Mainframe to our current Oracle system. Today Tanya is my right hand and personal assistant. As my involvement grew in the Export department, Tanya now also fulfils a vital role in the admin for the export department. We are very excited with Tanya as she is expecting her first baby towards the end of this year.

HAROLD LINDEQUE 15 YEAR LONG SERVICE AWARD

Harry started as a seed rep in the Bela-Bela and Marble Hall area on the 1st of May 2000, in 2005 he won the award as most improved rep of the year, the same year he got promoted to Senior sales representative and Won the prestigious Rep of the Year award. Harold maintains a high market share in his area and is well respected by his customers. In 2010 Harold received the floating trophy for most growth on Proprietary products. Harold got promoted to Technical Sales Specialist – Processors in 2015. Thank you for all you hard work over the last 15 years Harry!



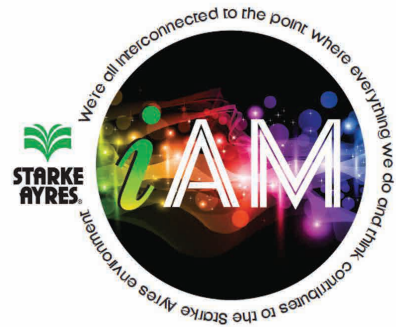
JOHAN DU PREEZ SPECIAL MERIT AWARD

In recognition of the numerous awards he received from SANA, his outstanding sales performance for 2014/15, and his invaluable contribution in the areas of:

- Market Development of the Nursery Industry
- Building the Starke Ayres Brand in the Nursery Industry
- Cultivating excellent customer relationships

CONGRATULATIONS

2015 AWARD WINNERS SALES CONFERENCE 2015



STARKE AYRES ZAMBIA INTERNATIONAL AGENT OF THE YEAR

Receiving this award on behalf of Zambia - Rob Moolenschot

In recognition of exceptional sales growth and sound business acumen.

LINDIE OBERHOLZER PRODUCT MANAGER SUPPORT

For the unique way which she has taken ownership of her crop portfolio, and for the way she has combined technical skills and commitment to maximize product sales. Lindie has been with the company for just over a year, she has shown continued hard work and commitment, working long hours to support the carrot sales team in their effort to maintain market share in a highly competitive market.



HENICO ALBERTS PROPRIETARY PRODUCT GROWTH

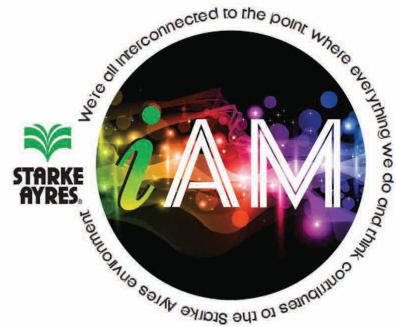
This is very important to the future of the company. This award is for the representative that showed the highest GP growth on proprietary products in the last financial year. We would like to congratulate Henico for his perseverance in promoting our own proprietary products. With Excellent Trial work and product knowledge, Henico grew with 181% on GP for proprietary products over the previous year. Well done Henico!



SEEDS OF SUCCESS

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JACO BUITENDAG MOST IMPROVED SEED SALES REP

Jaco started in November 2012 as Sales Representative in the Cape Peninsula area. Almost immediately Jaco focussed his energies on achieving excellent trial results and was very keen to broaden his knowledge and understanding of the vegetable industry while building great relationships with his customers. Last year Jaco grew his GP contribution by 13%. Jaco thank you and keep up the hard work.

WIMPIE BASCH PRODUCT DEVELOPMENT AWARD

With the Product Development Award we recognize the efforts of the Sales representative on semi commercial and sometimes phase 2 trials that he did the previous year. We look at the planning of these trials as well as the quality of the results presented by the individual. We also look at how the individual work together with the Product Managers on planning and feedback on trials. Congratulations Wimpie!

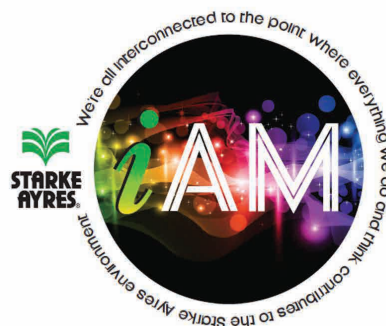


ZE'EV HARRIS MOST IMPROVED RETAIL SALES REP

Ze'ev started with Starke Ayres in November 2012 as sales representative for the Southern Suburbs of the Cape Peninsula. He quickly established himself and Starke Ayres as the preferred supplier. Ze'ev is an intelligent salesman with high work ethics that can analyse customer needs to supply the best possible solution. He is well respected by customers and colleges. He have grown his area to the highest sales turnover in the Southern retail region.

CONGRATULATIONS

2015 AWARD WINNERS SALES CONFERENCE 2015



HEINRICH KLEYN EASTERN SEED REGIONAL REP OF THE YEAR

Apie started in May 2012 and grew his GP contribution from 2011 to 2015 by 62% this was achieved with dedicated trials and building and maintaining incredible customer relations. Apie exceeded his GP budget by 6% during a challenging year for the Natal market. Apie is very popular in the Natal area, providing his customers with relevant information and always staying on top of market trends in the agricultural world. Apie got promoted to Technical Sales Specialist in 2015. Thank you for your continued positive contribution Apie!

ARNO KRUGER SOUTHERN SEED REGIONAL REP OF THE YEAR

During the past financial year Arno Achieved 113% of his turnover budget and 123% of the GP budget that was allocated to him with an average GP or 43%. Arno is actively involved in the seasonal planning of his priority customers and plays an integral part in the recommendation of varieties. He stays up to date with the developments in the agricultural sector. As a technical sales specialist he contributes to the local breeding program with valuable inputs and experience. This enables him to help develop our own product range and stay informed regarding opposition varieties and activities. Congratulations Arno!

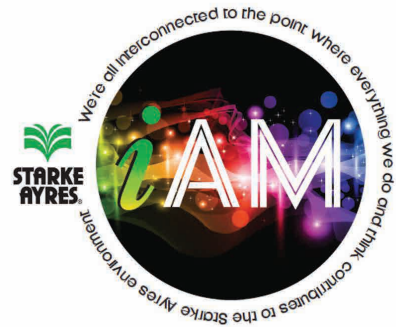


JACQUES MALAN NORTHERN SEED REGIONAL REP OF THE YEAR

Jacques started in 2009 and grew his GP contribution from 2009 to 2015 by an incredible 295% this was achieved with dedicated trials and building excellent customer relationships making this area his own. Jacques exceeded his budget by 12% and grew 29% over the past year.

CONGRATULATIONS

2015 AWARD WINNERS SALES CONFERENCE 2015



RAVI RAMASAMY

CENTRAL RETAIL REGIONAL REP OF THE YEAR

Ravi, has grown into the role of sales rep, being promoted from merchandiser, with great success. He has taken an area that was struggling with sales, service, as well as an impression of dissatisfactory service, and completely changed the mind set of those customers, Starke Ayres is now held in high regard as providing excellent product as well as exceptional service. Ravi is never afraid to put in the extra time, and can often be seen working on a Saturday, promoting, doing cook ups, selling our products. Through this, he has garnered great support, and built up his area to what it is now. Ravi managed to come in at 116% on his GP budget, and I have no doubt that he will achieve even greater successes this year.

RIANA BURGER

SOUTHERN RETAIL REGIONAL REP OF THE YEAR

Riana started her career with Starke Ayres in 2000 as a sales representative for bulk flower seed in the Western Cape. After closure of the department she became sales representative retail for the Boland area. Riana have established Starke Ayres as the preferred seed supplier at all leading outlets in her area. She is hard working and loyal and build strong relationships with customers.



JOHAN DU PREEZ

NORTHERN RETAIL REGIONAL REP OF THE YEAR

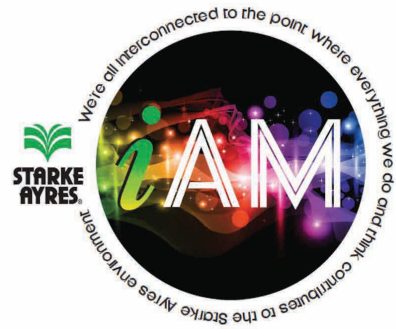
Johan achieved his yearly budget and GP budget. He build some of the best displays in the company in the past year. He won 4 awards at Customers for Rep of the year. He continuously strives to go the extra mile and grow the business. He also won the Miles competition for implementing the company strategy with relevant POS and built some amazing displays. Johan is always a team player and ready to assist where ever the business needs him. He always share ideas and have the company at heart. He is a consistent performer and it is good to know Johan will always pull through on his targets.



SEEDS OF SUCCESS

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RETAIL REP OF THE YEAR 2015
RAVI RAMASAMY



SEED REP OF THE YEAR 2015
ARNO KRUGER



REGION OF THE YEAR 2015
SOUTHERN SEED

SEEDS OF SUCCESS