

Press Release

IR & corporate communication

TenCate acquires patent position and starts development cooperation with GreenFields

New generation of artificial grass

TenCate has signed a letter of intent with GreenFields in order to develop in close cooperation a new artificial grass system (4th generation of synthetic turf). This new concept is based on an integrated synthetic turf system, that no longer will be composed of individual components (fibre, backing, infill, sub-base). To enforce the present patent position of TenCate the patent of GreenFields in this respect will be acquired. This patent forms an important complementary position in respect of the present world wide patent position of TenCate.

The development of the 4th generation of synthetic turf is aimed at lowering the cost of a total system. By cooperation with TenCate in the field of research & development the "time to market" of this new concept will be substantially shortened.

This future integrated artificial grass system does not need an infill to make it sufficiently shock absorbent. The system will in due course provide an alternative to football pitches with infill and offers TenCate an expansion of its product portfolio. For the current installation of pitches using infill, TenCate recently announced that it would be considerably expanding its production capacity of environment-friendly, safe infill (Thiolon[®] Infill Pro).

Mr L. de Vries (CEO): 'It is good for our competitive position that TenCate's knowledge domain will be strengthened by valuable patents. TenCate components, which are combined in systems, should be marketed through top quality partners. This cooperation represents a major step in the implementation of our strategic concept.'

Strategic concept

TenCate strives to achieve cooperation with market players that endorse TenCate's qualitative principles in the artificial grass market:

- A systematic construction of sports pitches with predictable and quality consistent sports-related properties.
- Raising of the current standard, with greater emphasis on the maintenance of the sports-related properties during the economic lifespan of the sports pitch.
- Safe playing surface for sportsmen/women during the economic lifespan of the pitch.
- The provision of a wide range of artificial grass systems, geared to the specific requirements of users. Focus on product differentiation and innovation, with the aim of offering a cost-effective total concept.
- Entering into partnerships in the chain to assure the quality of the end product, which is composed of advanced system components.
- End-user marketing: TenCate provides advice directly or through its commercial partners to end users, associations, etc. in respect of the applications and properties of TenCate products and/or components, to increase brand recognition and quality awareness. End users have the right to know on the basis of which

components a sports pitch is constructed and the system performance they can expect.

- Exclusion of any environment-unfriendly or any harmful raw materials.

TenCate will enter into a strategic cooperation with GreenFields, which will include the following:

- TenCate will sell its majority interest (80%) in Landscape Solutions to GreenFields (artificial grass for landscaping under the brand name of Royal Grass®).
- TenCate continues to deliver the fiber and backing for the Royal Grass brand.
- GreenFields will be one of the companies in the market with which TenCate enters into a close cooperation, with regard to research and development and commercial activities.

No financial details of this cooperation will be made public.

TenCate seeks to achieve strategic and /or commercial alliances that will support its quality concept. The new system (4th generation of artificial grass system), which has still to be developed and is based on TenCate products, is also available to other market players, provided they also endorse the TenCate quality concept.

About GreenFields (www.green-fields.nl)

GreenFields® is a leading marketing company in the artificial grass market that is displaying rapid growth and has a market area that lies principally outside the Netherlands. GreenFields is located in Kampen (the Netherlands). The company sells a total concept, in which high quality criteria apply. The company operates in both the landscaping and sports market, with football pitches being dominantly represented in the total sales. In the field of sports, GreenFields possesses innovative concepts, which fit well into TenCate's wide range of system components.

GreenFields was selected by FIFA as the principal contractor for a large number of future projects, several of which are related to the 2010 World Cup in Africa. TenCate will be involved in these installations as producer of components, as a result of the announced cooperation.

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Royal Ten Cate

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