



MEMO

From: Réjean Fortin, President, Bleuets Mistassini Ltée.
C.C.: Martin Le Moine, President, Fruit d'Or
Subject: Bleuets Mistassini and Fruit d'Or join forces
Date: August 13, 2018

Dear Partner,

It is with great pride that we announce today that Fruit d'Or and Bleuets Mistassini are joining forces to strengthen their global competitiveness.

We have concluded a major strategic partnership agreement that sees Fruit d'Or acquire a majority interest in Bleuets Mistassini and Bleuets Nordic. The result of our complementary expertise will create new growth opportunities, notably through capital investments to remain at the forefront of technological advances in our industry, allowing us to serve our growing number of demanding customers worldwide.

Founded in 2000, Fruit d'Or processes and promotes Quebec-grown berries, including cranberries and wild blueberries. It is the world leader in organic cranberry processing. The company, based in Villeroy, Québec, is known for its whole, dried cranberry products and its apple-juice-infused dried berries. Fruit d'Or sources its products from Quebec growers and exports to over 50 countries. Its wide range of products is intended for food processing, the nutraceutical market and consumers (retail).

The new partnership between Fruit d'Or and Bleuets Mistassini marks a turning point in the history of both companies. Our two groups share values and a common vision in terms of product and practice excellence, as well as in our development objectives. Our agreement demonstrates a commitment to strengthen our position in a highly competitive industry and open new horizons on a global scale.

The management of Bleuets Mistassini's activities and operations will continue to be handled by the Fortin family and the team currently in place in Dolbeau-Mistassini. Martin Le Moine, president of Fruit d'Or, will take on the management of the merged entity. Thus, our daily operations will continue as usual, and will be enhanced by these exciting new growth opportunities, for the benefit of all stakeholders.

With your invaluable contribution and collaboration, we will continue to provide the best-quality cranberry and blueberry products to consumers around the world.

Should you have any questions, please do not hesitate to contact us.

Fruit d'Or



Best Regards,

Réjean Fortin

Réjean Fortin
President, Bleuets Mistassini Ltée.

Martin Le Moine

Martin Le Moine
President, Fruit d'Or