

OPTICEPT ENTERS AGREEMENT WITH ONE OF THE WORLD'S LARGEST ROSE GROWERS

One of the world's largest rose growers, The Elite Flower Group, is to begin treating roses with OptiBoost for sales on the North American and European markets. An OptiBoost machine will be delivered around the turn of 2022/2023 for installation in Colombia. The collaboration begins with a test period, which turns into a commercial agreement if the results are satisfactory.

The common goal is then full commercialization. The revenue from an OptiBoost machine is estimated at SEK 5–10 million/year. The agreement is constructed in such a way that the customer has the option to cancel after the trial period.

Treatment of roses in Colombia begins immediately after delivery. To achieve an optimal effect on the Colombian roses, OptiCept's staff will be on-site as needed for the optimization of the machine and ongoing production support during the initial test sales period of 6 months.

During this period, deliveries of treated roses will be made to existing customers in retail, primarily in North America but also in Europe. The goal for the customer is increased sales, reduced waste, and extended shelf life. OptiCept provides the OptiBoost system as well as staff for start-up and support. Elite provides roses, and staff for production, distribution, and follow-up of results.

The Elite Flower Group is one of the world's largest rose growers, producing 500 million roses annually in Colombia alone, where their main production is located. It also has plantations in Kenya and Ecuador, in total The Elite Flower Group owns 1450 hectares for flower cultivation and employs 32,000 employees worldwide. The Elite Flower Group is also a shareholder company of MM Flowers.

"We enter this project with very good results from treatments with growers. The Elite Flower Group is a world-leading player, I am of course very pleased that we together are taking a big and important step for the establishment of OptiBoost in the American and European retail markets, both of which offer us incredible potential," says Thomas Lundqvist, CEO OptiCept Technologies.

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About Us

OptiCept Technologies AB (publ) provides the food and plant industry with technological solutions that contribute to a more sustainable world and enable climate-smart economic growth. OptiCept optimizes biological processes - Increased extraction from raw material, extended shelf life, reduced waste, and improved quality (taste, aroma, color, nutritional content) of the final product.

The positive effects of technology increase efficiency for our customers, better products for the consumers, and minimal impact on our environment. Through patented technology in PEF (pulsed electric field) and VI (Vacuum Infusion), the technology opens up new business opportunities for the food and plant industry worldwide. OptiCept's vision is to contribute to a sustainable world by offering efficient green cutting-edge technology that is easy to use in the areas of FoodTech and PlantTech.

The company is located in Lund and the share is traded on the Nasdaq First North Growth Market. Erik Penser Bank is a Certified Adviser and is available at 08-463 80 00 or certifiedadviser@penser.se.

For further information visit:

[OptiCept Technologies Official Website](https://www.opticept.se)

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Attachments

[OptiCept enters agreement with one of the world's largest rose growers](#)