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## Press Release

FOR IMMEDIATE RELEASE

**Amsterdam, Netherlands** - Monidee BV, a leading provider of reward plan, risk and compliance solutions, is pleased to announce that its client, ForFarmers Group, has been honored by the Global Equity Organization with a prestigious 2011 GEO Award for the Most Innovative and Creative Plan Design (for companies with more than 5,000 participants).

The ForFarmers Internal Exchange Plan was selected by the GEO Award judges based on the following, "By adapting the principles of employee share plans, ForFarmers truly embraced employee share plans in a unique and creative way. The achievement involved was even more impressive given that they are not a company in the traditional sense, but an agricultural collective with member farmers in the Netherlands, Germany and United Kingdom. By creating an internal stock exchange of unlisted stock, this year's honoree pioneered innovation while harking back to long-held cultural values. This new form of exchange was reminiscent of the old bartering system. By doing this, they unified the customers and employees. They bought equity to the agricultural industry, a sector that normally would not embrace this form of compensation."

The GEO Awards were established to recognize and honor outstanding achievements by companies operating international participation plans. Hans van Tol, CEO of Monidee BV, commented about the award, "Monidee is extremely proud to have been an advisor and software provider for such a unique and pioneering plan. Our key mission is to continue to offer exceptional products that help our clients stay ahead of the latest trends and developments in our industry. Congratulations to all of the winners for their outstanding contributions in creating, managing and promoting global participation plans." Van Lanschot Bankiers was also recognized as banking services provider for the ForFarmers Internal Exchange plan.

The 2011 GEO Awards were presented on Thursday, 16 June 2011 in Amsterdam during the 2011 Annual GEO Conference.

**About ForFarmers:**

ForFarmers is a non-listed, ambitious, international company that is committed to taking corporate sustainability to the next level. It produces and supplies regular and organic feed and commodities such as arable and grassland products, focusing mainly on the cattle, pig, poultry, arable and contract work sectors. Besides products, it also offers its cooperative members an additional portfolio of services ranging from in-depth advice to assistance with business development and information on milk quotas. It sells its feeds in the Netherlands, Belgium and Germany and also has interests with other activities in various countries, particularly in Europe. For more information, please visit [www.forfarmers.eu](http://www.forfarmers.eu).

**About Monidee:**

Since 1999, more than 50 multi-national companies rely on Monidee's award-winning solutions to enable employees to participate in their company's reward plans. Monidee's flexible offering can be administered directly or via partnerships with other providers and will meet the individual needs of both public and privately held companies of any size. Visit [www.monidee.com](http://www.monidee.com) today for information on how to fully automate your reward plan management processes.

*Hans van Tol, left, and Paul Arens of Monidee BV accept the GEO Award on behalf of ForFarmers Group.*



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