

**Syngenta Flowers**

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**media release**

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***New Mini Cyclamen Series*****Early flowering SeeWhy® mini-cyclamen are ahead of their time****Syngenta Flowers SeeWhy® mini-cyclamens cut growing time of beautiful flowers**

Syngenta Flowers introduces a ground-breaking new series to its broad cyclamen assortment that brings benefits to all parts of the value-chain. Our SeeWhy® mini-cyclamen help growers plan and produce more efficiently – saving time, money and effort. SeeWhy® also rewards retailers with access to early sales, and consumers with a delightful display of compact, uniform flowers boasting stunning colors.

With the SeeWhy® mini-cyclamen, Syngenta Flowers draws on proven innovative flower varieties that offer outstanding performance – flowers that look great and last longer. Our genetics help create cyclamen that offer the best uniformity in color, earliness and habit to ensure an efficient and in-time supply of consistent, high quality plants. Uniformity also helps improve the efficiency and planning of a commercial offer. Even in full bloom, SeeWhy® keeps its compact appearance and creates a harmonious balance between flowers and plant.

This early-flowering, long shelf-life mini-series shortens growing time to give growers and retailers a real competitive edge. In the recommended growing environment, florescence of SeeWhy® is between 7 to 10 days ahead of competitive series under comparable conditions.

SeeWhy® will impress with its homogeneous habit and synchronous flowering window in all colors. Displays enable aligned flowering timing, while the flowers keep their color very well with less fading. Recommended sales to retailers for SeeWhy® mini-cyclamen will be from mid-August to October. The mini-cyclamen should be grown in 6 till 10.5 cm pots and are available in 6 attractive colors or color mixes.

With the launch of the SeeWhy® mini-cyclamen series, everyone will get the chance to discover something special next autumn. SeeWhy® complements and extends the Syngenta Flowers Cyclamen range, which includes all flower types from mini to large and covers the entire flowering season, ensuring a splash of color all year round.

## About Syngenta

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit [www.syngenta.com](http://www.syngenta.com) and [www.goodgrowthplan.com](http://www.goodgrowthplan.com). Follow us on Twitter® at [www.twitter.com/Syngenta](https://www.twitter.com/Syngenta).

## About Syngenta Flowers

Syngenta Flowers (Syngenta Flowers seeds business) comprises industry-leading seeds genetics, vegetative genetics, solutions, and distribution platforms, to the global mass market, including new Value Added Plants and Consumer Branded Solutions'. As a partner to distributors, growers, retailers and consumers, Syngenta Flowers focuses on business needs and helps everyone to enjoy beautiful, lasting longer and healthy plants. Find more information on [www.syngentaflowers.eu](http://www.syngentaflowers.eu). Contact: [infoflowers.eame@syngenta.com](mailto:infoflowers.eame@syngenta.com)

### **Cautionary Statement Regarding Forward-Looking Statements**

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*This document contains forward-looking statements, which can be identified by terminology such as 'expect', 'would', 'will', 'potential', 'plans', 'prospects', 'estimated', 'aiming', 'on track' and similar expressions. Such statements may be subject to risks and uncertainties that could cause the actual results to differ materially from these statements. We refer you to Syngenta's publicly available filings with the U.S. Securities and Exchange Commission for information about these and other risks and uncertainties. Syngenta assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors. This document does not constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer, to purchase or subscribe for any ordinary shares in Syngenta AG, or Syngenta ADSs, nor shall it form the basis of, or be relied on in connection with, any contract therefor.*