



CATZ INTERNATIONAL B.V.
ESTABLISHED 1856

JUBILEE!



1856

1856 On 1 May, Leon and Israël Catz found Gebroeders Catz in Groningen.



1888

1888 The two sons of Israël Catz succeed their father and open an office in Rotterdam.



1900

Late 19th century: a further office opens in Amsterdam.



1908

1908 The first major business trip – to America.

1916 The first overseas office opens in New York.

1916



1856 ♦ 2006

“A century and a half of flavour, passion and succes”



Henk Moerman

In May 1856, the Catz brothers opened their first office in the northern Dutch city of Groningen. They could not have suspected that this would form the basis of one of the world's most successful companies. Certainly, the brothers knew that there was a ready market for their products, which ranged from spices and dried exotic fruits to cigars, sugar and oils. Their nose for business told them that. However, business acumen is not quite enough: you need a true passion for your products. That remains as true today as it was 150 years ago.

We still have that passion, and it is this which forms the link between the past and the present, between the Catz International of today and those two enterprising brothers: our 'founding fathers'.

WHAT DID WE SELL IN 1856?

OUR CATALOGUE WAS EXTENSIVE EVEN IN 1856. ALONGSIDE SPICES, SEEDS, MEDICINAL HERBS AND EXOTIC FRUITS, WE OFFERED COD-LIVER OIL, CAMPHOR, WINE, HYDROCHLORIC ACID, CHALK, SODA, STARCH AND SOAP. SOME OF THE PRICES ARE ALMOST LAUGHABLE BY TODAY'S STANDARDS: A THOUSAND CIGARS FOR FIVE DUTCH GUILDERS (ALTHOUGH THE MORE EXPENSIVE WERE ANYTHING UP TO 14 GUILDERS!). NUTMEG, HOWEVER, COST OVER THREE GUILDERS A KILO, THE EQUIVALENT OF € 150 IN TODAY'S PRICES. ANOTHER INTERESTING FEATURE OF THE FIRST CATZ CATALOGUE IS THAT IT BEARS THE INSCRIPTION, "IN THE NAME OF OUR LORD". THIS HAS SINCE BEEN OMITTED..

1917 The buyers of the New York office undertake their first trip to Indonesia.



1918 Catz Java Trading Co. is founded in Batavia (now Jakarta), Indonesia.



1940 - 1945 Wartime occupation: the company comes under German control and activities are suspended.

1917

1918

1920-1935

1940-1945



1918 - 1935 Yet more offices open in Singapore, San Francisco, Makassar, Teluk Betong, Padang and Menado.



“The best profession in the world”

To trade in tropical products is to take part in a continual feast of exciting tastes, smells and sensations. Add to that the bidding, the haggling, the selling and the emotions. The products live, the business lives. There is also a sense of nostalgia. Much of the history of the Netherlands revolves around the trade in exotic products, beginning with the activities of the United Dutch East India Company (VOC), part of our national heritage. In the seventeenth and eighteenth centuries, the VOC was the world’s main importer of pepper and spices from Asia. Today, as Europe’s main dealers in much the same products, we feel a very special bond with the past and with the VOC. Of course, the companies cannot be compared to each other, and neither can the times in which we operate. However, it is with great pride that we continue the established traditions. In fact, we often think of the ‘C’ in VOC as standing for ‘Catz’!

“The Rotterdam mentality”

Our head office has been in Rotterdam for almost a century. The city has one of the largest ports in the world, and has its own mentality. As a typical Rotterdam-based company, we bring a dynamic approach to business, remain focused at all times, and we work hard. Honesty and respect for our trading partners are important to us. We always keep our promises. Over the course of the past 150 years, we have won the trust and confidence of our partners. We will never violate that trust. Everyone who works for and with us reaps the rewards of this philosophy.



CATZ ELIXER

THE NETHERLANDS IS NOT ONLY BECAME FAMOUS FOR ITS TRADE IN SPICES. THE DUTCH ‘BITTERS’ AND HERBAL ELIXIRS ALSO BECAME BEST-SELLERS WORLDWIDE, AND WERE OFTEN USED TO FLAVOUR GIN OR GENEVER. CATZ USED TO MARKET ITS OWN HERBAL POTION UNDER THE NAME ‘CATZ ELIXIR’. THIS WAS MADE IN GRONINGEN AND EXPORTED TO EVERY CORNER OF THE WORLD. ORDER A ‘CATSIE’ IN AMSTERDAM OR WHEREVER, AND THE BARKEEPER WOULD IMMEDIATELY POUR A SHOT OF TRADITIONAL DUTCH GENEVER WITH A SPLASH OF CATZ ELIXIR. AND IT WAS SAID THAT A FEW DROPS OF CATZ ELIXIR IN SODA WATER WOULD HELP YOU TO KEEP A CLEAR HEAD AND TO WORK HARD.

1946 - 1955 Catz recovers and flourishes.



1976 S.W. Berisford sells Catz to the Gottesman family.

1946

1950-1970

1973

1976

1982



1950 - 1970 Ongoing centralization within the organization, with all activities directed from Rotterdam.

1973 The Catz family sell the company to S.W. Berisford of London.

1982 Following a 'reverse take-over' Catz International BV becomes a wholly-owned subsidiary of Rubber Cultuur Maatschappij Amsterdam (RCMA), now known as Acomo N.V.

“A close-knit, professional team”

Every day is different at Catz. We do not know the meaning of ‘dull routine’! It is therefore hardly surprising that the people who come to work for us tend to stay a very long time. Although there has not been a Catz on the staff for several decades, we still think of ourselves as a family business. And that family has grown considerably over the years. We work in an atmosphere of comradeship and solidarity. Our staff are, without exception, enthusiastic professionals who pull together to achieve our common objectives. They form a close-knit team of which we can be justly proud.



“Survive? No - win!”

We operate in a very turbulent setting. Products can vary enormously in both quality and price. A poor harvest will have immediate effects in terms of trade. There are considerable risks which demand much in terms of foresight and business acumen. Many of our former competitors have fallen by the wayside. Even our own company has experienced difficult times in the past, but we have always come through unscathed. This is largely due to our survival instinct and the winner’s mentality which keeps Catz fit and ‘on our toes’. We are now active in over eighty countries worldwide, and continue to expand. Part of our success can be attributed to



good risk management. The ability to provide true added value, in the broadest sense of the term, is also important and is becoming ever more so.

REMARKABLE CONTRACT

TIMES CHANGE, AS WE CAN SEE FROM A REMARKABLE CLAUSE IN THE CONTRACT WHICH THE CATZ BROTHERS ENTERED INTO WITH EACH OTHER WHEN THEY FOUNDED THEIR COMPANY. IT REQUIRES ONE PARTNER TO PROVIDE THE OTHER WITH FULL BOARD AND LODGING FOR AS LONG AS HE SHOULD REQUIRE, AND FOR AS LONG AS HE REMAINED UNMARRIED. PERHAPS THIS FORMED THE BASIS FOR THE SENSE OF FAMILY THAT STILL CHARACTERIZES THE COMPANY!

1987 Catz awarded Rotterdam Entrepreneur's Award 1986.



1987

1998

2001

2006

1998 Two restructured departments open: dehydrated vegetables and luxury nuts.

2001 Catz International acquires Tovaño BV.

2006 Catz International BV celebrates its 150th Anniversary Year.



“Full steam ahead”

We do what we are good at. That is why Catz continues to be one of the best-performing companies in the Netherlands. We are especially proud of that. Take it from us that we shall do everything within our power to retain this enviable position. We have a unique foundation on which to build: 150 years of extensive experience, an exceptional team of specialists and a great desire for progress. We are constantly alert to new developments. We shall now sail ‘full steam ahead’ towards our next Jubilee year, with confidence and with great pleasure in our work. We hope that you, as a highly valued business associate, will join us on this voyage. We shall continue to serve you as the Catz International you have come to know and trust: a reliable partner with passion and an eye for quality, detail and the future.

Henk Moerman,
Managing Director Catz International BV

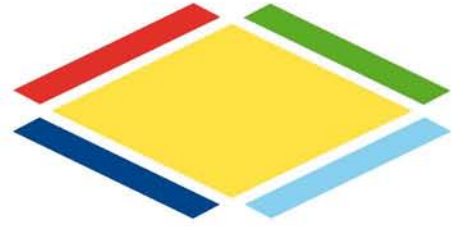
NEW PRODUCTS

THROUGHOUT ITS HISTORY, CATZ HAS BEEN QUICK TO INTRODUCE NEW PRODUCTS TO ITS RANGE. IN THE TWENTIETH CENTURY, THESE INCLUDED SNAKE AND CROCODILE SKINS, MOTHER OF PEARL, AND VARIOUS GUMS AND RESINS. WHILE SUCH EXOTIC WARES ARE NO LONGER IN THE CATALOGUE, THE ONGOING GLOBALIZATION OF RECENT DECADES HAS INTRODUCED THE WEST TO NEW TASTES AND EATING HABITS, WITH ASIAN AND SOUTH AMERICAN CUISINES QUICKLY BECOMING POPULAR. THIS TOO RESULTED IN A NOTABLE EXPANSION OF THE CATZ RANGE.





C A T Z CHARITY



FOUNDATION



KNOWLEDGE, DESIRE AND - ABOVE ALL - ACTION



We frequently visit the tropical regions in which our products grow. Every time we do so, we are amazed and impressed by the richness of the scenery and nature, the fantastic colours and smells, and the uninhibited hospitality of the people. But there is another side to the coin: we also see poverty and squalor; we see the effects of natural disasters, and we see people living at constant risk of another catastrophe. We cannot close our eyes to this. Indeed, we feel committed to helping, which is why we have decided to set up the Catz Charity Foundation (CCF). We would like to tell you more about the CCF and its aims, in the hope of gaining your support.

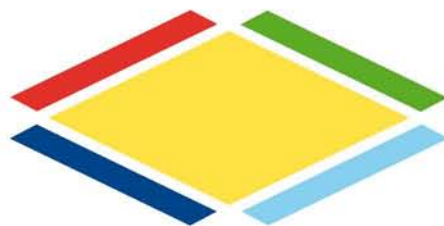
TSUNAMI The idea of the CCF was a direct response to the devastating tsunami which struck South-east Asia on 26 December 2004. As you will recall, countless people were killed, towns and villages destroyed, entire communities torn apart. Everyone at Catz felt a great desire to help. The company immediately made funds available to support two projects in India and Sri Lanka through our local contacts.

KNOWLEDGE This initiative coincided with the management's own desire to formalize the existing policy of support for charitable causes. Given the nature of our business, we are very much aware of the situation in the regions from which we derive our products and, ultimately, our profits. After all, these areas have been part of the Catz world for 150 years. We know how the people live; we have seen for ourselves the opportunities they could enjoy and the threats they must face. Sometimes, a relatively small amount is enough to launch a project which will change lives - or perhaps even save lives.

DESIRE Catz is now celebrating its 150th anniversary. We are extremely proud of this, which is why we have produced this special commemorative publication and have presented our most important business associates with a small token of our esteem. However, we also



C A T Z CHARITY



FOUNDATION



FURTHER INFORMATION

about the Catz Charity Foundation is to be found at
www.catz.nl.

Catz Charity Foundation - Bank account: 43.95.01.385
IBAN: NL 68ABNA0439501385 - Registered at the
Chamber of Commerce, no. 24386807

wish to mark this anniversary year in a more constructive manner. It is not in our nature to spend money on fripperies. We would much rather make a significant contribution to the CCF. In fact, we shall do so not only in 2006, but will henceforth devote a proportion of our annual profits to the CCF each and every year in order to initiate and support worthwhile projects.

ACTION The CCF will initiate or support community development projects in the countries from which we derive our products, including India, Indonesia, Sri Lanka, China and Vietnam. These projects will improve the living conditions of the local population by means of new water and sanitation systems, schools, healthcare facilities, etc. One of the main criteria which the CCF will observe is that the entire amount of any financial contribution must be devoted to the projects, with no unnecessary overheads. This entails direct involvement in the projects, without intermediaries or administrators. We shall work exclusively with reliable project partners who are known to us personally. A number of Catz staff will devote their time to CCF administration on a voluntary basis. We shall publish an annual newsletter to inform our sponsors and supporters about the various CCF projects.

CAN WE RELY ON YOUR HELP? The CCF has already met with many enthusiastic responses from our clients. We have therefore decided to ask those business associates who may be considering giving us an anniversary gift to do so in the form of a donation to the CCF. With your support, we can work on improving the lives of the people in the countries in which we do business. Together, we can make a contribution, albeit a modest one, towards a better world.

We thank you on behalf of Catz and all those who will benefit from the work of the Catz Charity Foundation.



Team Catz International B.V. 2006



1856 - 2006



THE GC LOGO

BRIDGING YOUR NEEDS™

CATZ ACTS AS A MOST RELIABLE INTERMEDIARY BETWEEN ITS BUSINESS ASSOCIATES. WE BRING COMMODITIES AND INGREDIENTS FROM ALL PARTS OF THE WORLD TO OUR BUYERS, SPREAD ALL OVER THE GLOBE. WE FORM A 'BRIDGE', THAT GOES FAR BEYOND MERELY TRANSPORTING GOODS. WE ARE ADDING VALUE BY FULLY GUARANTEEING THE QUALITY OF OUR PRODUCTS AND BY INSURING, FINANCING, STORING AND DISTRIBUTING THE GOODS ON A 'TAILOR MADE' BASIS.

THAT IS WHY WE CAN PROUDLY CLAIM: 'CATZ IS BRIDGING (ALL) YOUR NEEDS'.

OUR LOGO WAS DESIGNED IN THE EARLY TWENTIETH CENTURY AND IS MADE UP OF THE LETTERS G AND C: THE FORMER STANDS FOR 'GEBROEDERS' (BROTHERS) AND THE LATTER, OF COURSE, FOR CATZ. WE HAVE BECOME PARTICULARLY ATTACHED TO ITS TRADITIONAL STYLE AND ITS FORCEFUL SIMPLICITY. WE HAVE NO DOUBT THAT YOU WILL BE SEEING MUCH MORE OF IT IN THE NEAR FUTURE...

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