



Frentano d'Oro 2016 Testimonial for Giuseppe Natale

L'Haÿ-les-Roses, France | 5 September 2016

To Whom It May Concern:

I have had the pleasure of working with Giuseppe Natale since June 2011. He was recommended to me by professional acquaintances as a serious and hard-working businessman with whom we could work to help establish a professional association to defend the common interests of the emerging biostimulants sector.

Since then, I have come to appreciate Giuseppe both for his personal and his professional qualities. His combination of strategic vision and his ability to mobilize people and win their loyalty are just part of his recipe for success. I have come to admire Giuseppe's capacity for talent management: he has a keen eye for exceptional people and, based on his recruiting record, strong powers of persuasion.

Giuseppe is one of the most ethical business people I know. He wants to succeed in business, but only if his company makes a positive contribution to the world. In a phrase, he wants to do well by doing good. He is a passionate defender of the need for more sustainable patterns of consumption and production, and the choices he makes for Valagro's strategy reflect this duty of care. He is a dedicated advocate of using science-based innovation to make growing food more sustainable.

But while he is a savvy and successful businessman, he is also a warm and caring human being, fiercely loyal to the people who have won his trust. He is tough but fair, even generous. He will ask others to give their most, but he will always lead by example, sometimes to the point of exhaustion. Through it all, he keeps a sense of humor and style and curiosity.

Giuseppe is without doubt an extremely worthy candidate Frentano d'Oro. He is an excellent ambassador of Frentania and Italy.

Sincerely,

Kristen E. Sukalac
Consulting Partner
Prospero & Partners