

INTRO TO CROPX

CropX Technologies is one of the fastest growing providers of agronomic farm management solutions in the world, deployed in over 70 countries and across all arable continents.

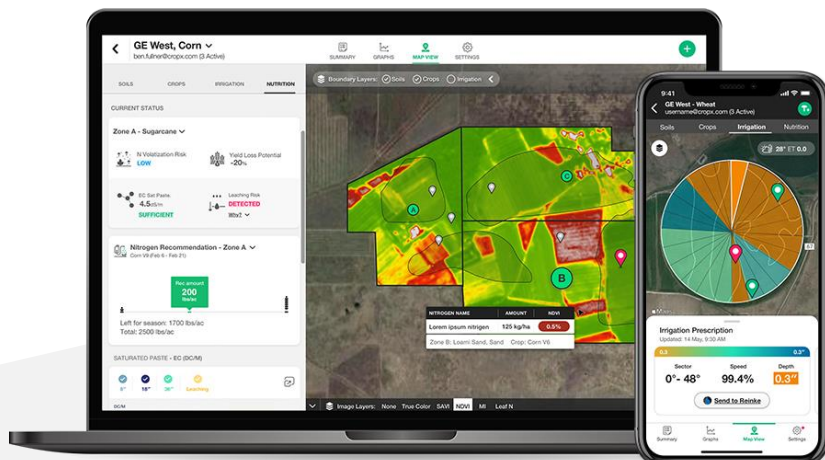
Our flagship product, the CropX agronomic farm management system, synthesizes data from soil to sky to offer advanced soil and crop intelligence and a suite of digital agronomic decision and planning tools, all on an easy-to-use app capable of tracking multiple farms and fields.

CropX Technologies is backed by the world's leading agribusinesses and VCs, who recognize that CropX set new standards of best practices for environmental sustainability and greater farm productivity.

[CLICK HERE](#) for our ***new*** 3-min company video (FUNNY 🤖📺🚜🌱) and [HERE](#) for Bloomberg's coverage showing how CropX helps farmers grow more with less.

HIGHLIGHTS:

- Global company: ~110 employees (of which over 35% are R&D). Headquartered in Israel (~35) with subsidiaries in The Netherlands (~30), the USA (~25), Australia (~10) and New Zealand (~5). Having an R&D team of over 35 engineers dedicated to developing AgTech products positions CropX as a global leader for AgTech innovation.
- Industry consolidator: CropX acquired five competing companies since 2020 including (1) Nebraska -based CropMetrics in January 2020; (2) New Zealand based Regen in September 2020; (3) Netherlands-based Dacom in July 2021; (4) California-based Tule Technologies in January 2023; and (5) Australia-based Greenbrain in December 2023. Additional acquisitions are currently underway.
- Scalable and global solution: in less than 3 years of commercialization, CropX deployed in over 70 countries worldwide, despite COVID.



- Backed by a world class syndicate: including tier-1 financial investors such as [Finistere Ventures](#), [Innovation Endeavors](#) (the private fund of Eric Schmidt – Google's Chairman), [Greensoil Investments](#), [OurCrowd](#), [Edaphon](#), [TO:VC](#), [Germin8 Ventures](#), [NewTree Impact](#) and more; joined by strong strategic investors including [Aliaxis](#), [Reinke](#), [Helm](#), [NEC](#), [NTT](#), [Sumitomo](#) and others.
- Product: most featured farm management platform covering all types of farming including arable farming, horticulture, orchards, dairy farming, etc.
 - Use cases include irrigation & fertilizer management, disease prevention, automation, crop recording, nitrogen runoff/leaching prevention and more.
 - Robust, trusted solutions for environmental/sustainability/compliance already used for traceability and official reporting on thousands of fields. Regenerative ag solutions to be launched in 2024.
- Agronomic Performance: third party backed field experiments have shown savings in water of up to 60% as well as up to 20% increase in yield. Additional sources of value include savings in fertilizer, energy, savings in labor, regulatory compliance, sustainability and others.
- Strong strategic alliances: PepsiCo chose CropX to achieve global sustainability goals, [NASA](#) partnered with CropX to support sustainable agriculture, [Reinke](#) partnered with CropX to advance its precision irrigation technology and more.
- Strong team and corporate culture: These two videos are short, fun to watch and demonstrate the corporate culture: (1) [humoristic recruiting video by the CropX team](#); (2) [CropX team renovate the office in just one day \(!\)](#).
- Organic global recognition (select examples): (1) Ranked #1 [Best Agriculture apps for 2023](#); (2) selected in the 2023 top 50 of [The FoodTech 500 by Forward Fooding](#) for the 4th year in a row; (3) Red Herring award winner; (4) Edison award winner for game-changing innovations; (5) Selected by Forbes to be one of the 25 most innovative AgTech startups globally; and more.

