BofA AgTech Event 2024

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AT A GLANCE

Founded in 2021 by ICL, as part of ICL's innovation eco system that includes internal accelerators, open innovation as well as our own start ups to drive sustainable growth.

+50M
FIELD TRIALS MEASUREMENTS
The largest global standardized data set of field trials

+20K
FARMERS SUPPORTED
Impacting large scale and small holder farmers globally

+1K
AGRONOMISTS ON PLATFORM
Large community of agronomists and crop consultants

15M
ACRES COVERED GLOBALLY
Wide geo location coverage including US, LATAM, Europe, Asia and Africa

100
EMPLOYEES WITH GLOBAL FOOTPRINT
Top agronomy (17%), data scientist, and engineering talents (53%)

60%
OF LEADING AG UNIVERSITIES
Trusted by the leading Ag universities and scientists globally

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SHAPING TOMORROW'S AGRONOMY

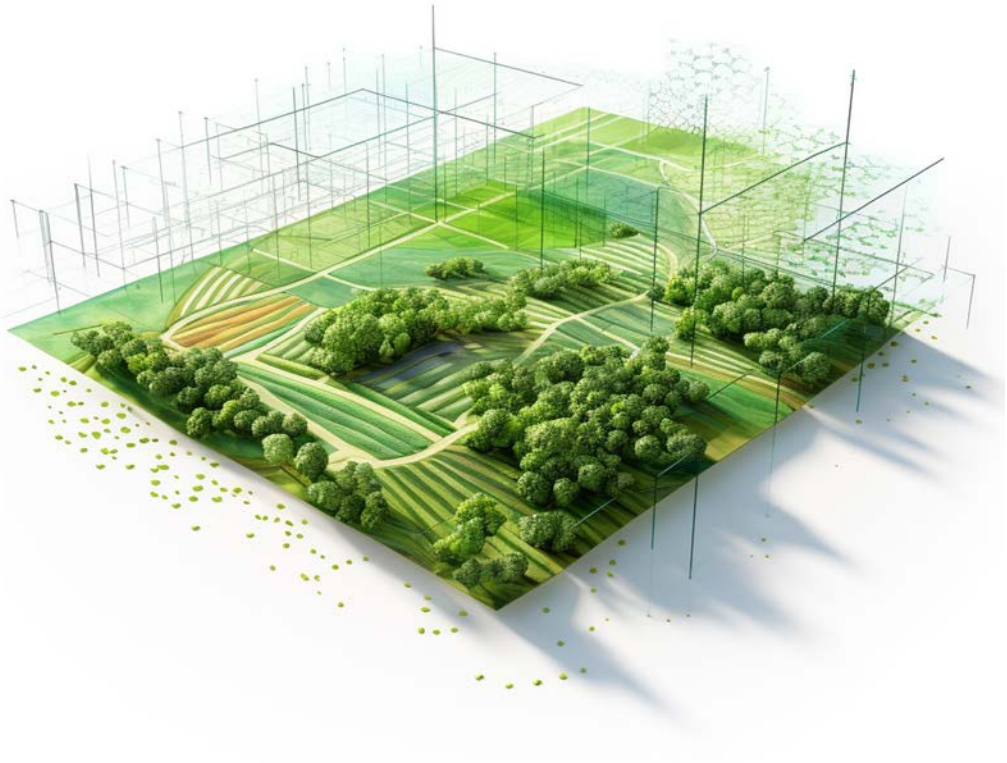
Farming of the future will become **data driven, integrated,** and **powered by AI** to support **sustainable agriculture**

DAILY DATA INFLUX ACROSS AGRI-FOOD VALUE CHAIN

Agriculture data is growing exponentially year over year and is estimated that by 2036 **data points collected on the farm will increase by more than 800%**. (IDC 2023)

Experts predict that by 2050 each farm will **produce around 4.1 million data points daily**. (FAO Meola 2016)

It is estimated that a single corn season in the US generates **900 terabytes of agriculture data**. (Kansas State University Department of Agricultural Economics 2021)



TRANSFORMATION IN AGRONOMY THROUGH AI INTEGRATION

The number of publications and citations for **AI in agriculture have tripled** over the last three years. (Oliveria at al 2022)

39% of farmers globally are using digital tools or plan to use them in the next 2 years. (Mckinsey 2023)

The proliferation of **generative AI applications** is ushering in a new wave of workforce productivity and machine creativity. (IDC 2023)

Source: Artificial intelligence in agriculture: Benefits, Challenges and trends (June 2023) | automatic learning in agriculture: A survey June 2021

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SUSTAINABLE RESILIENT AGRICULTURE

Integrating data with a holistic, scientifically-backed approach is essential for enhancing yields, sustainability and resilience

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DATA-DRIVEN SOLUTIONS

One platform with modular solutions and shared data infrastructure

AXIOM ™

Accelerating R&D via Data

Efficiently plan, manage, and evaluate pilots and trials to drive innovation and improve go to market cycle times

Sustainable Ag Practices

Manage, collect, and utilize on-farm data with an adaptive frameworks for sustainably across scope 3

AI/ML Modeling

Implementing AI crop models to predict different variables (crop growth, soil water or soil nutrients)

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AXIOM TECHNOLOGY

Shared agronomic capabilities with disruptive data technology

ML & Generative AI Data Capabilities

Data-as-a-Service (DaaS) powered by AI capabilities like digital twins, synthetic data, and ML models-as-a-service.

Advance Analytics Layer

Advanced analytics layers provide quick and ready-to-use statistical and descriptive analytics capabilities.

Agmatix Data Model

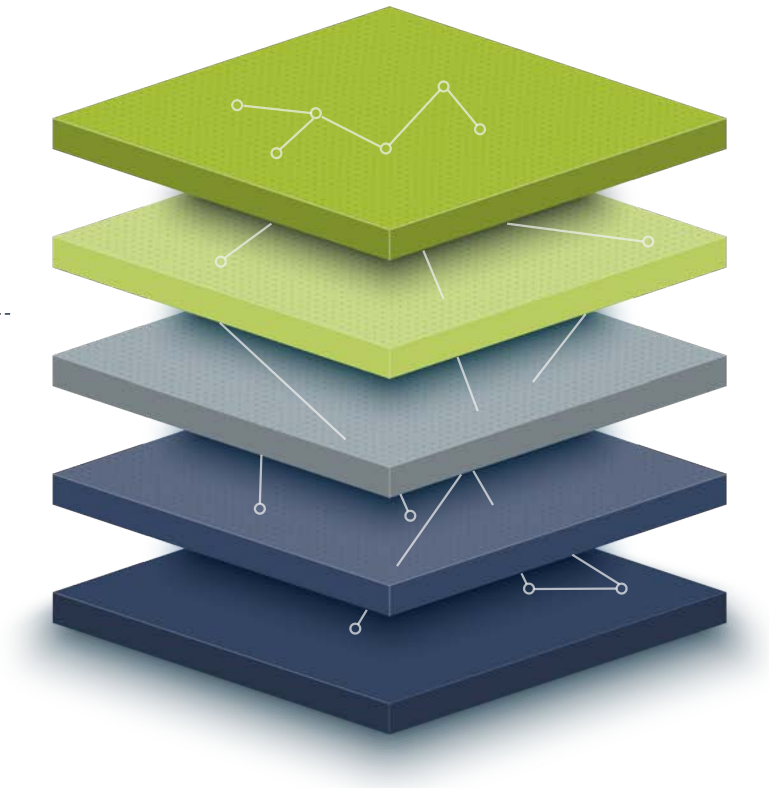
GUARDS (Growing Universal Agronomic Data Standard) ontological model for standardized and unified data curation.

Graph DB Technology

Adaptive data structure to represent the complex and dynamic agronomic domain with external enrichments and API.

SaaS Cloud Infrastructure

Secured, scalable, flexible, and cost-effective data storage and processing.



12,000+
Agronomic entities represented

166
Data on **crops**

150+
Data from **countries**

8+
Agronomic **domains**

(*) IP: one pending patent in IL, one provisional patent in the US with additional potential to generate IP and trade secrets during 2024

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BRIDGE RESEARCH TO VALUE CHAIN

Agmatix Connects R&D to Farms and Downstream to the Value Chain via Data

FROM DATA TO IMPACT

R&D / Marketing Field Trials

- Execute field trials and validate data
- Analyze trial results (single and cross-analysis)
- Digital twin testing capabilities
- Reporting and regulatory file preparation
- Ensure trial governance and control
- Data standardization and enrichment

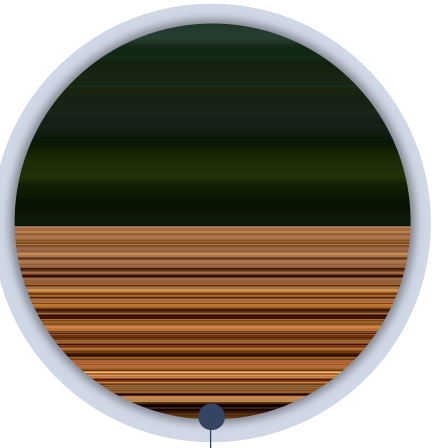
Leverage data from R&D trials to digital ag practices optimization

In Field Crop Optimization

- Utilize demo plots and testing for sales & marketing
- Integrate satellite data layers
- Upload and manage soil, leaf, and water testing data
- Manage crop protocols per field, stage, and season
- Create digital prescriptions and decision support systems

Downstream analytical insights across the value chain

Sustainability Monitoring



- Leverage AI/ML Agro-modeling
- Monitor regenerative ag practices
- Track KPIs via Sustainability index
- Provide supply chain visibility

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NEXT GENERATION FIELD TRIALS MANAGEMENT

Plan, orchestrate and analyze agronomic trials in a standardized and intuitive way

+25%
More accurate trial data

+15%
Increase in trial data interoperability

+20%
Improve operational efficiency of trials

3X – 6X
The analysis potential with Agmatix

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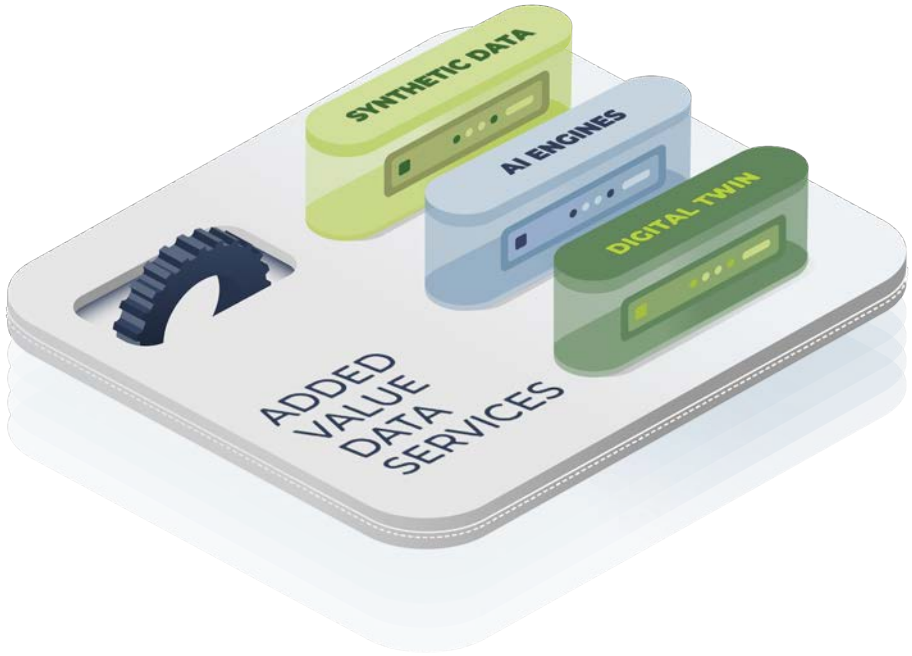
30% REDUCTION IN THE NUMBER OF TRIALS

AI-Driven Field-Testing Optimization: Accelerating Product Development

AI-Driven Digital Twin & Synthetic Data

- Digital twin field-testing capabilities: mix of simulated and actual field testing
- Reduce risks in field testing programs via AI-driven simulation
- Model agronomic outcomes based on representative farms



Gartner estimates that by 2030, **synthetic data** will completely overshadow real data in AI models. (Gartner 2022)

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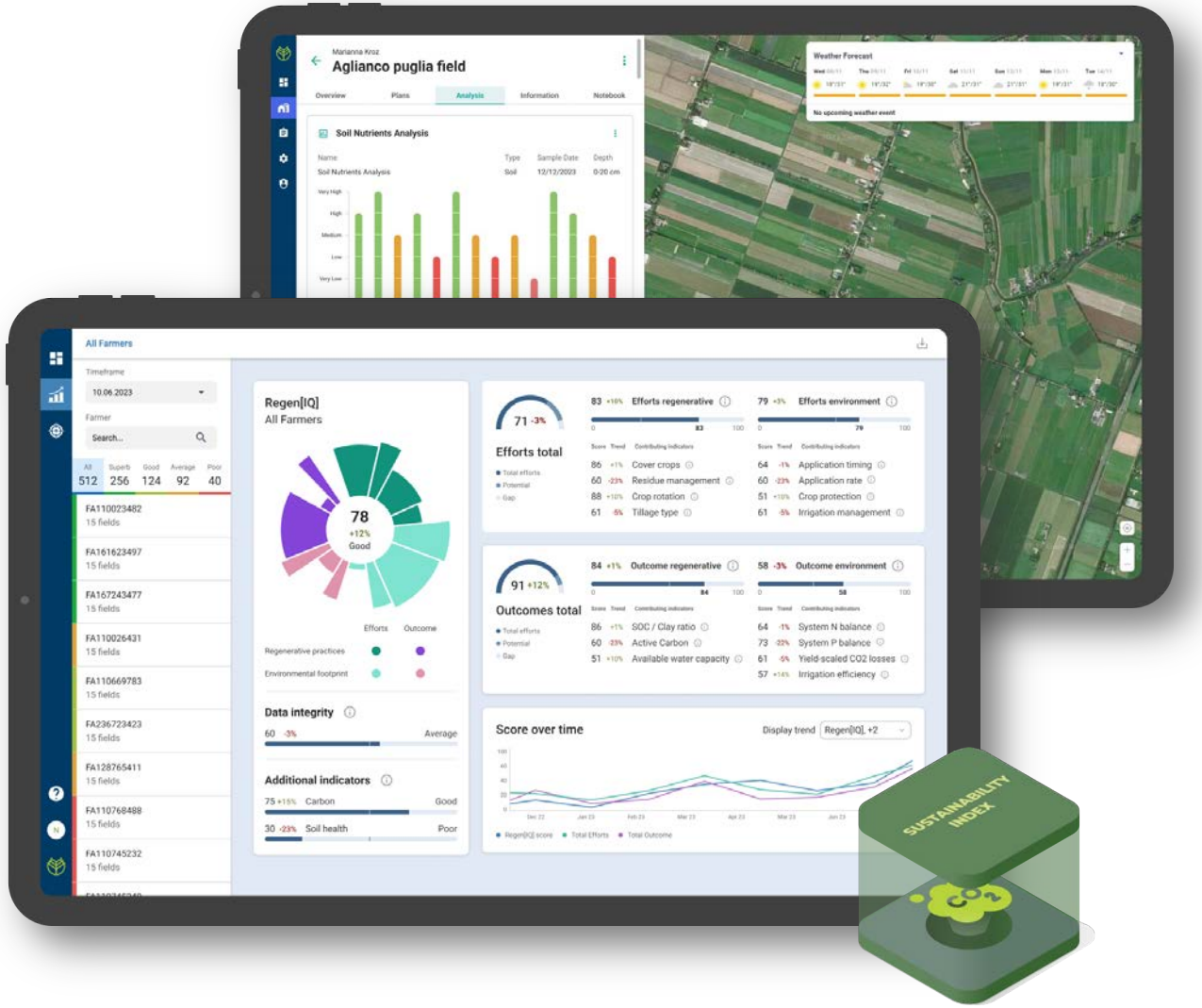
REGEN[IQ] FOR SUSTAINABLE PRACTICES

Optimizing field-level Regen ag with a standardized measurement & recommendations Engine



- Manage, collect, and utilize on-farm data supporting **integrated agronomy across scope 3**
- Monitor and **improve economic and regenerative agriculture** practices
- A **sustainability dashboard** designed to assess **outcomes and agronomic practice opportunities**
- Leverage ground-truth data collected to **provide digital prescriptions, recommendations and protocols**

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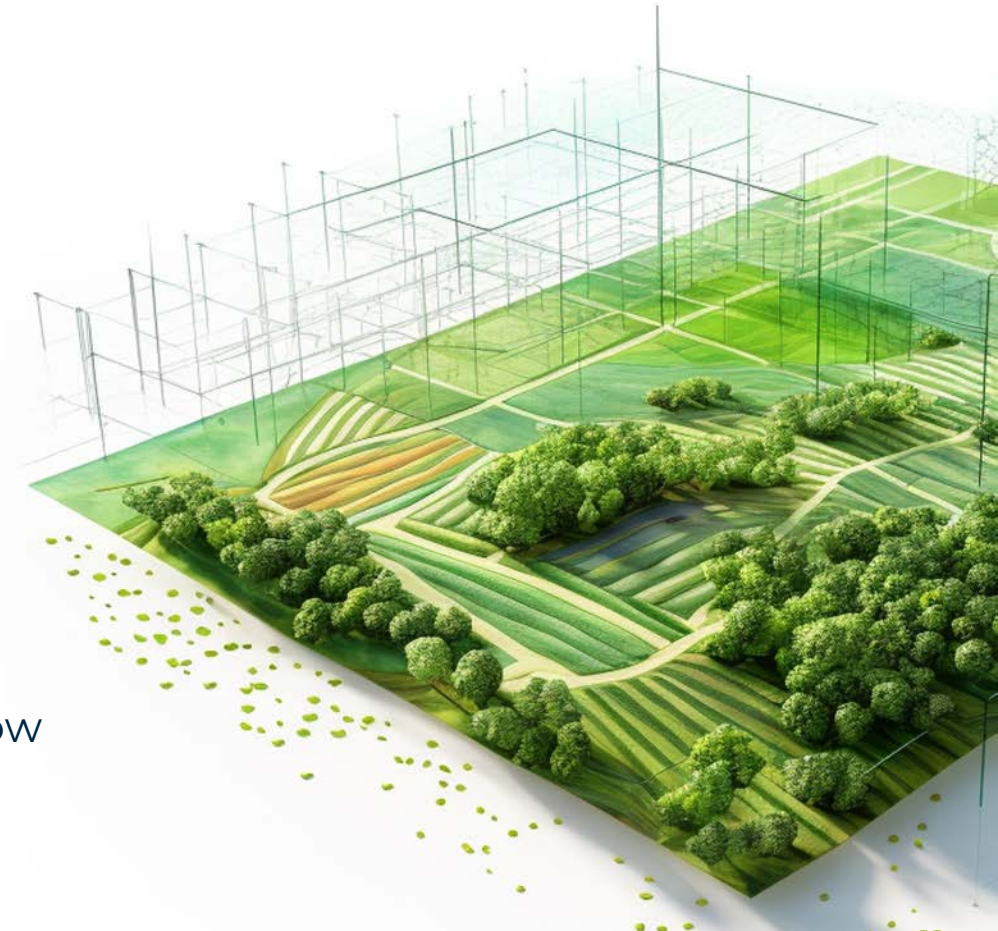
ICL + agmatix™ + GROWERS

MULTIPLIER OF POWER

- ICL global ecosystem & market access
- Highly resourced and strategic support
- Field-level experience
- 100 years of Agronomic knowhow



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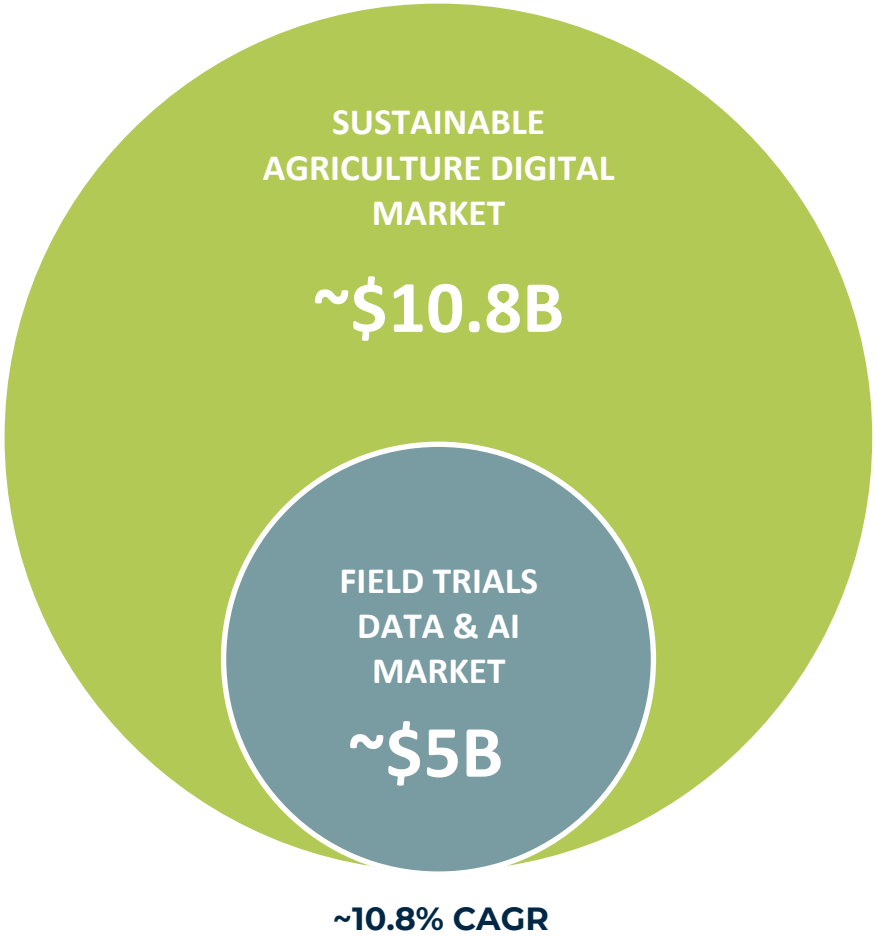
UNLOCK ~$10.8B OF MARKET POTENTIAL

Agmatix: **$10.9B TAM**, with estimated **10.8% CAGR**, by 2028 reaching **3M Users** impacting **300M Farmers**

B2B Enterprise Approach

Top-down to become market leader

SaaS Recurring Revenues Model



~10.8% CAGR

Morgan Stanley Research The Future of Food: Complexities and Compromises (Dec 2020)
AgFunder (April 2023)
Additional Estimation are Based on internal estimations based on multiple sources

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THANK YOU

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OUR VISION

To shape the future of sustainable agriculture through data

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