

27 March 2025

ASX Announcement

RLF and Elders Sign Supply Agreement to Power National Market Expansion

Key Highlights

- Supply Agreement signed with Elders Rural Services Australia Limited
- RLF's crop nutrition products will soon be available through Elders' extensive network of ~245 rural stores, increasing RLF's national distribution reach to over 500 locations
- Substantial network opportunity to accelerate brand recognition, support future revenue growth objectives, and increase market penetration across Australia

RLF AgTech Ltd (RLF or the **Company**) (ASX: RLF) is pleased to announce the signing of a Supply Agreement with Elders Rural Services Australia Limited (**Elders Australia**), a subsidiary of Elders Limited, one of Australia's most trusted and enduring agribusinesses.

This agreement marks a pivotal step in RLF's mission to deliver advanced crop nutrition products to growers more extensively across the country — enabling increased farmer access to high-performance, science-driven products that can improve yields, sustainability, and profitability.

Through this agreement, RLF's product range will be available via Elders Australia's national distribution network, which includes ~245 rural service centres and a deep-rooted connection to local farming communities.

Upon signing the Supply Agreement, RLF's Acting Managing Director, Gavin Ball, commented:

"We are incredibly fortunate to have a supply agreement with Elders Australia — a name synonymous with Australian agriculture. This agreement is an important step forward as RLF strengthens its presence in the domestic market and delivers RLF's crop nutrition solutions to growers across the country. We share a strong commitment to supporting farmer success and, through Elders' exceptional reach and agronomic expertise, we look forward to creating real value for more growers, communities, and shareholders alike."

RLF Invests in National Rollout to Support Strategic Growth

To support the rollout of its products through Elders Australia's ~245 locations and other key distribution channels across Australia, RLF has recently expanded its operational team with experienced professionals focused on field support, customer engagement, and agronomic excellence.

In addition, the Company has bolstered its sales and business development team and made significant investment in training programs, technical resources, and in-store merchandising and sales materials to ensure an impactful introduction of its crop nutrition products to growers nationwide.

This investment reinforces RLF's commitment to providing focused market support to its growing network of distributors, which now totals over 500 locations and ensures that farmers receive the information, service and outcomes they deserve to achieve success in the field.

Strategic Benefits of the Agreement

Exceptional National Reach

Elders Australia's vast store network provides direct access to growers in key production zones, rapidly expanding RLF's domestic footprint and accelerating product adoption.

Revenue Growth Opportunities

The Agreement could potentially play an important role in supporting RLF's future Australian revenue growth and advancing the Company's broader market leadership objectives.

Elevated Brand Presence

The agreement with Elders Australia enhances RLF's profile as a leading innovator in crop nutrition and strengthens customer confidence in its products.

Sustainability Impact

The agreement supports RLF's mission to advance sustainable agriculture by equipping farmers with tools to boost productivity and improve soil outcomes.

Operational Synergies

Collaboration with Elders Australia's experienced agronomists, sales professionals, and logistics network is expected to improve efficiency and customer service, while providing support for RLF's expanding product portfolio.

The Supply Agreement is effective immediately and the key terms are outlined in Appendix 1.

About Elders Ltd

Elders is one of Australia's longest serving companies. Since 1839 it has been embedded in the fabric of Australian agriculture, and has played a key role in rural and regional communities by employing local people and servicing local farming families.

In its 185th year, Elders continues to create lasting impact on Australia's farming families and communities. It is a significant supplier of farm inputs to primary producers right across Australia. Products include seeds, fertilisers, agricultural chemicals, animal health products and general rural merchandise. The company also supplies professional and technical services to the rural sector via a network of 246 agronomists.

In FY24, Elders operated from ~245 rural services stores across Australia and reported \$2.2bn in broadacre sales.

Authorised for release by the Board of Directors of the Company.

For further information, please contact:

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Appendix 1 – Key Terms of the Supply Agreement

Supply and Sale of RLF products	RLF to supply its products, which will be sold by Elders Australia domestically.
Fees, rebate and discount	Zero upfront cost for signing the Supply Agreement. RLF will provide products at wholesale prices and offer other rebates to Elders Australia, which are in line with standard commercial terms in the industry.
Initial RLF product range for distribution	Refer to Appendix 2. Other RLF products are available upon request from Elders Australia.
Termination	By one party giving the other party at least 14 days' notice.

Annexure 2 – Initial RLF product range for distribution

Category	Product Name
Seed Treatments	BSN Superstrike Seed Primer
	BSN Superstrike PLUS
Foliar Treatments	Broadacre Plus Ultra Foliar
	Rapid Max Foliar
	Cereal Plus MAX Ultra Foliar
	Power PK Zn+B+Fe
	Power PK 50
	KC30 Potassium Citrate
	Tetrachel
	Pasture Plus MAX Ultra Foliar
	Fruits and Veggies Plus Ultra Foliar
IntelliTrace	IntelliTrace Zinc
	IntelliTrace Copper
	IntelliTrace Manganese
	IntelliTrace Ca+B+Mo
	IntelliTrace InSync

About RLF AgTech Ltd (ASX: RLF)

RLF AgTech Ltd (ASX: RLF) is an Australian-based plant nutrition company that formulates and manufactures advanced crop nutrition products designed to improve agricultural productivity, crop quality, and soil health.

With more than 30 years of technical and agronomic expertise, RLF delivers high-performance liquid fertilisers and seed treatments that support more efficient nutrient uptake, stronger early plant development, and improved yield outcomes. The Company's science-led formulations are backed by extensive field research and are suited to a wide range of broadacre and horticultural crops.

RLF has a growing footprint across Australia, where it now supplies products through a national network of over 500 retail and wholesale distribution locations, providing broad coverage of key agricultural regions. The inclusion of the LiquaForce business in Queensland forms a significant part of RLF's domestic operations, enhancing its manufacturing and on-farm service capabilities.

Internationally, RLF has long-standing operations in China, including wholly owned manufacturing and distribution facilities, and continues to expand its presence across other parts of Asia, where demand for advanced crop nutrition solutions is increasing.

RLF's crop nutrition technologies are aligned with the future of sustainable agriculture, supporting improved fertiliser efficiency and regenerative farming practices. Through its Accumulating Carbon in Soil System (ACSS), RLF aims to help farmers reduce reliance on traditional fertilisers while increasing organic matter in the soil — contributing to better outcomes for carbon sequestration, improved soil health, and more resilient farming systems.