



Transformational Technology for
Agronomists and Growers

Investor Presentation
October 2017



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What is CropLogic?

CropLogic is an agronomy services company that blends science, technology, and agronomy and sells to large-scale crop growers.

- ▶ Agricultural Technology Company founded on technology out of the New Zealand Institute for Plant and Food Research.
- ▶ Science-based predictive modelling that can improve decision making and optimise crop yields for production and profitability.
- ▶ Operations in New Zealand, USA and a strong presence in Australia.
- ▶ Generating approx AU\$2.3M per annum

What is agronomy?

The science of crop production and field management

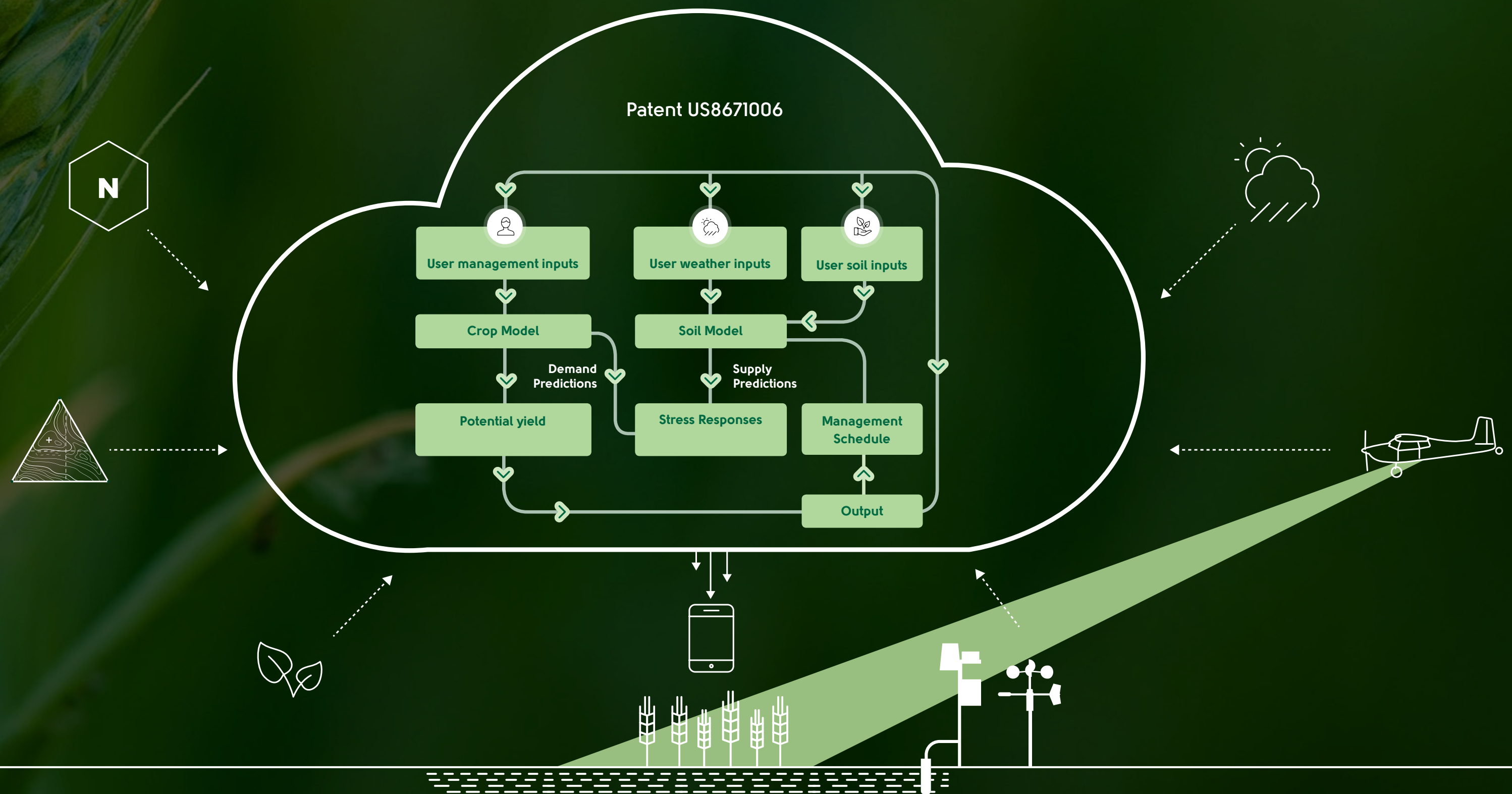
Responsibilities include: water, soil, plant, pest and weed management.

Ultimate outcome: get the most from the crop.

Problems:

- ▶ Resource intensive - up to two field visits per week
- ▶ Scale
- ▶ Difficult to systemise
- ▶ Underground crops difficult to predict
- ▶ Traditionally very relationship-based sales model

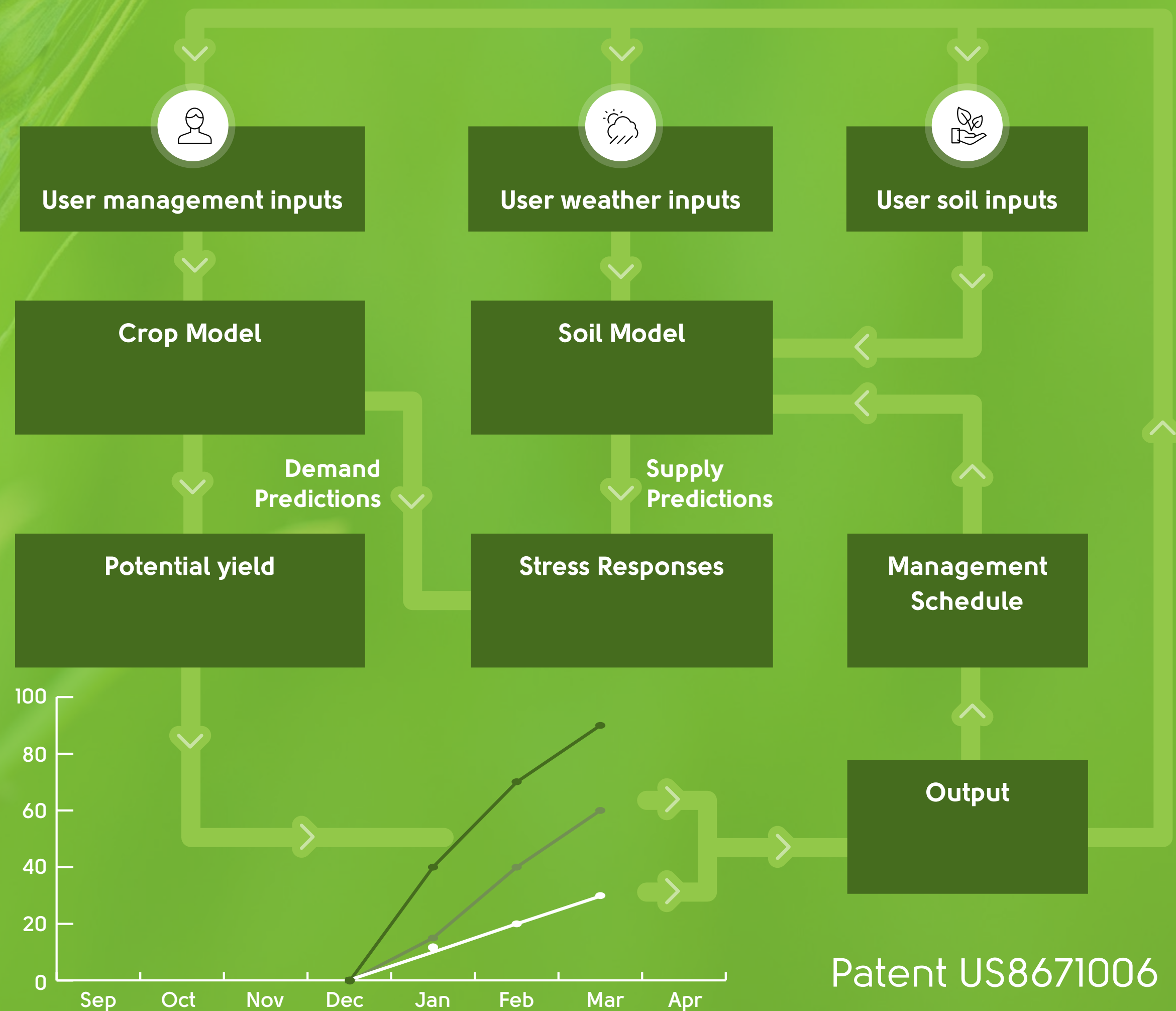
What is the CropLogic system?



Blending science,
technology, and agronomy

- ▶ Monitoring: in-field, above-field, and macro environmental
- ▶ Hardware platform
- ▶ Aerial imagery
- ▶ Internet of things
- ▶ Cloud based analytics platform
- ▶ Based upon a patented method and deep scientific knowledge

The technology

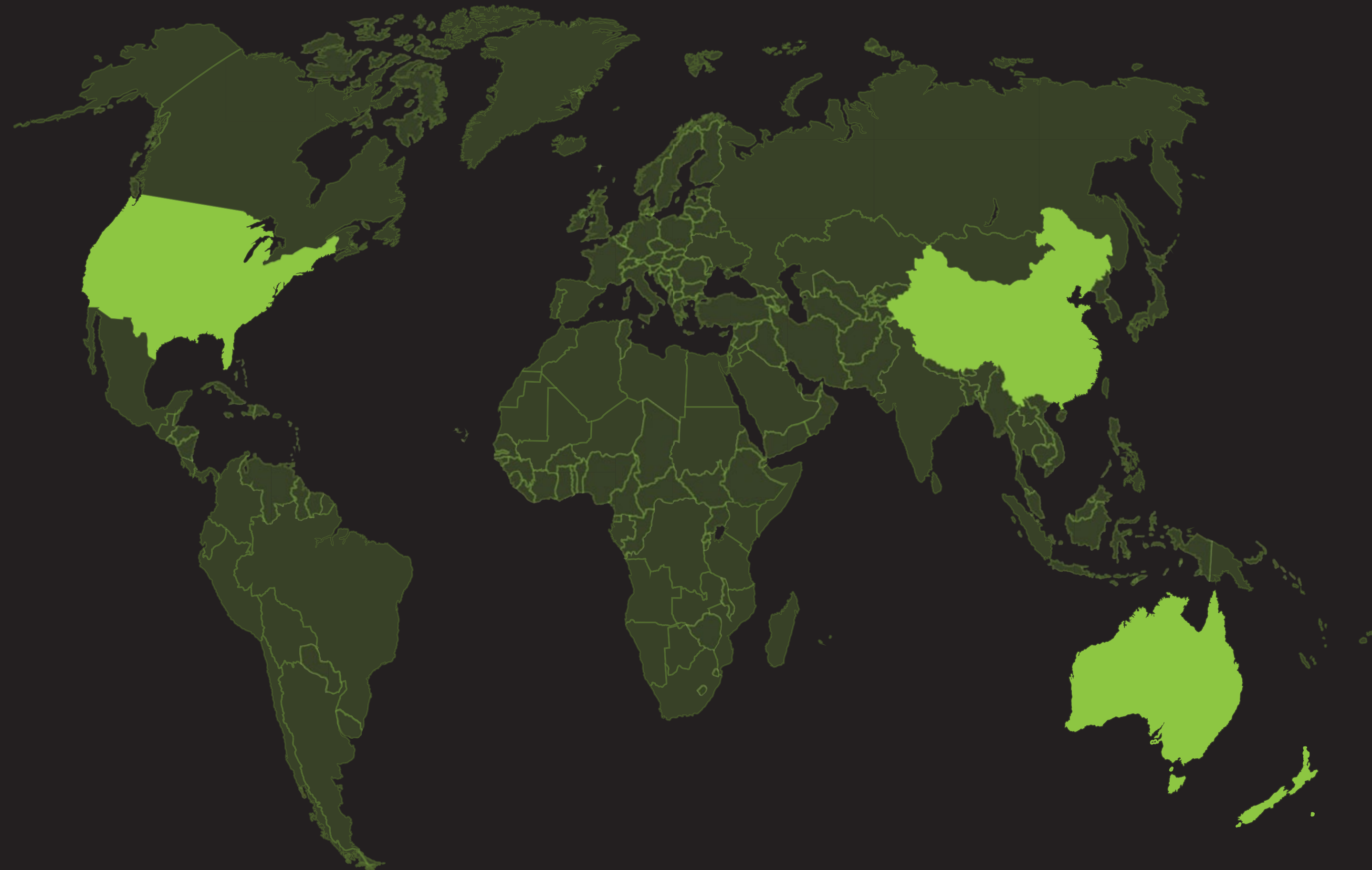


Patent-protected method
backed by trade secrets

Key Factors:

- ▶ Modular model, allowing replacement of key inputs to suit geography and crop
- ▶ Complex algorithms - high entry barrier
- ▶ Ability to forecast yield impact of decisions and circumstances (and financial implication)
- ▶ Ability to validate inputs
- ▶ Refinement of model happens with every new commercial field application

30 years of research & 5 years of development



Over 62,000 acres of trials
since 2011 with key food
processing companies.

► Over 600 fields in 4 nations



United States
550 trial fields,
1 multinational
processor and 1
major US processor



China
8 field trials,
1 multinational
processor



New Zealand
124 field trials,
1 multinational
processor



Australia
2 field trials,
1 multinational
processor

► \$7M spent to date

CropLogic sensor platform

A common platform to
acquire critical data from fields

Assembled in market

Data acquired:

- soil moisture
- subsurface temperature
- rain/irrigation measurement

Satellite communications
provide standardisation
of probe design and
significantly reduced internal
support overheads

CropLogic in-field sensor
unit pictured in a potato
field in Tasmania during the
current (2016/2017) season

Eyes on the field

Colour infrared image of fields in Canterbury acquired by CropLogic UAV in 2014

The view from above

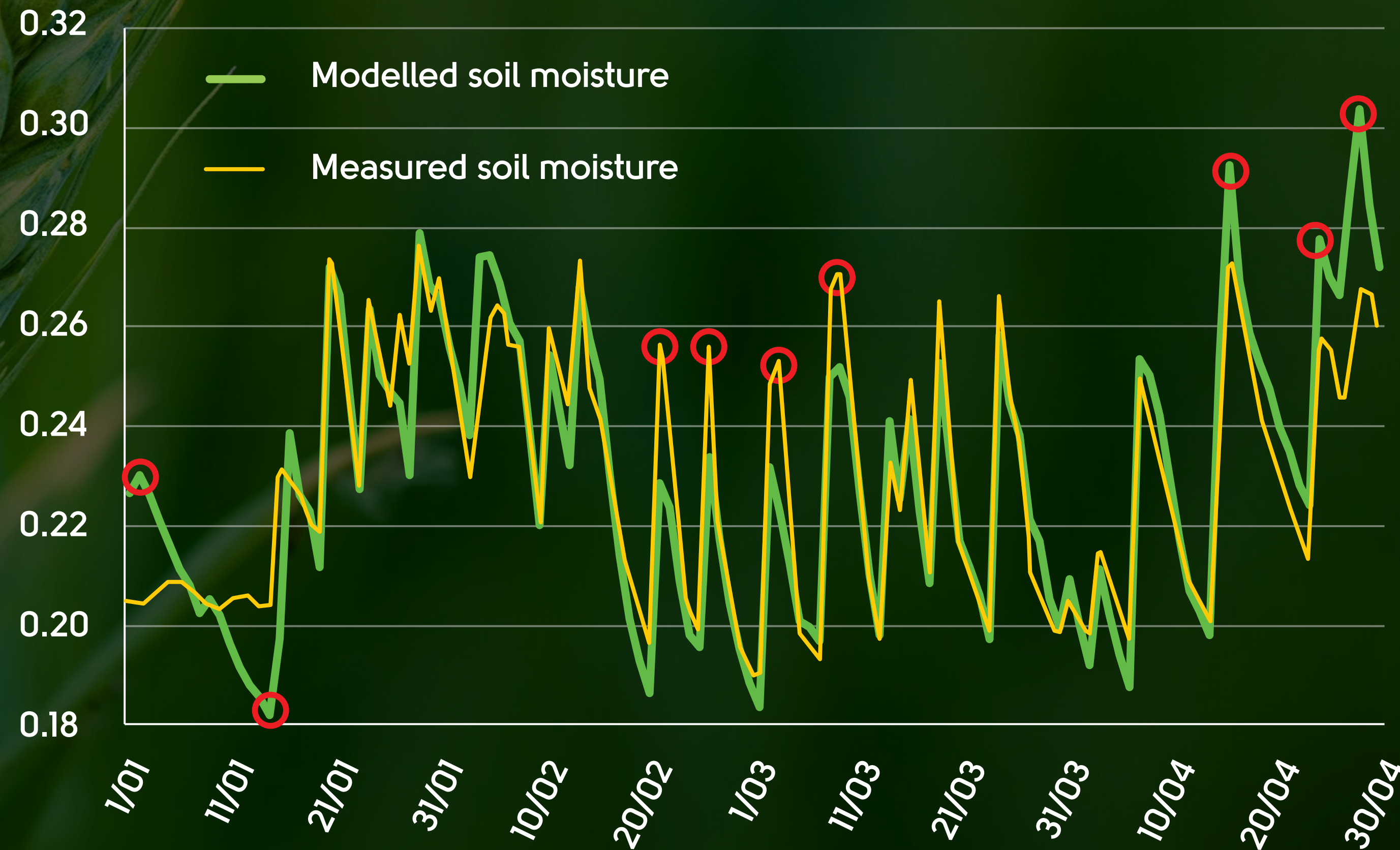
CropLogic uses aerial imagery to identify issues that may be undetected by in-field sensors.

- ▶ Pest and weed outbreak recognition
- ▶ Irrigation problem identification
- ▶ Emergence monitoring

Significant development in pattern recognition and image processing automation is currently underway. This will increase capacity and promote further scaling of aerial imagery services.

Transforming the role of the agronomist

Canterbury Site

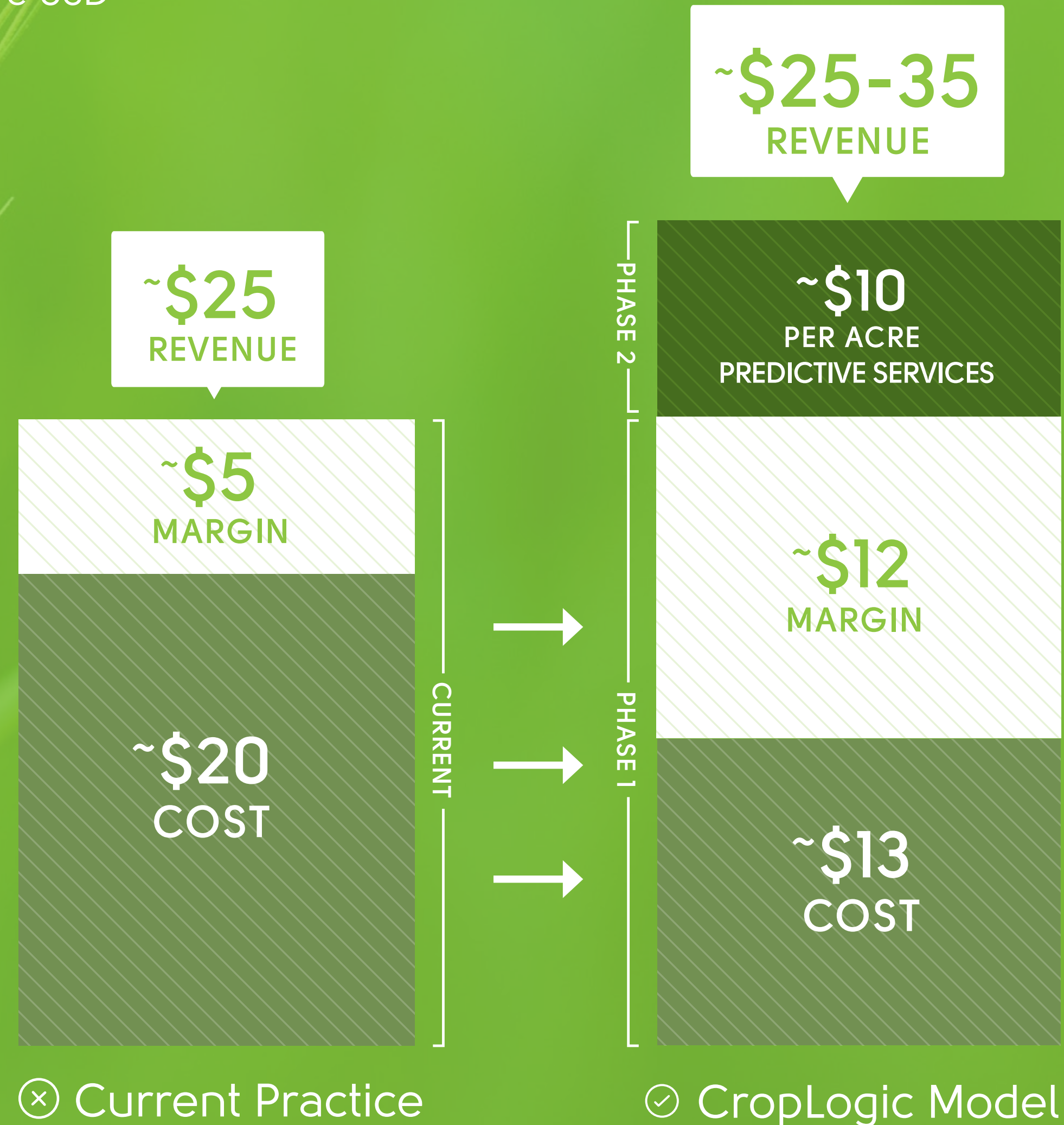


Optimising the use of skilled resources

- ▶ Early detection of in-field issues
- ▶ Changes the agronomist role from management by routine to management by exception
- ▶ Example shows an eighteen week growth period
- ▶ CropLogic modelling would have highlighted 9 events that (possibly) would have required in-field attention. This compares with 18-36 visits required under traditional methods.

CropLogic revenue model

All figures are USD



A business-to-business per-acre per-crop recurring subscription model commonplace in the markets of interest

Traditional Agronomy Service Company

- Labour costs and travel time means margins are generally low

CropLogic

- CropLogic System greatly reduces labour and travel costs
- Allows agronomists to concentrate on high-value services
- Predictive capabilities mean growers will pay more

Value for growers

All figures in \$USD	ESTIMATED VALUE TO GROWERS	
	Currently	With CropLogic (+6.25%)
Revenue	2,940	3,124
Operating costs		
Seed	299	299
Fertilzer and chemicals	721	721
Irrigation	99	99
Custom services	109	84
CropLogic services		35
Labour and other	555	555
Ownership costs	960	960
Total	2,742	2,753
Profit per acre	198	371
BOTTOM LINE (for 1,000 acres)	198,000	371,000

Potato variety	Average optimal algorithm yield (t/ha)	Average baseline yield (t/ha)	Average gain
Alturas	74.6	70.4	5.99%
Ranger	68.3	62.5	9.38%
Russet Burbank	62.2	59.9	3.88%
Shepody	54.0	50.0	8.01%
Umatilla	77.6	73.1	6.18%
		Weighted average	6.25%

Potential yield and profitability increases

Current focus : potatoes

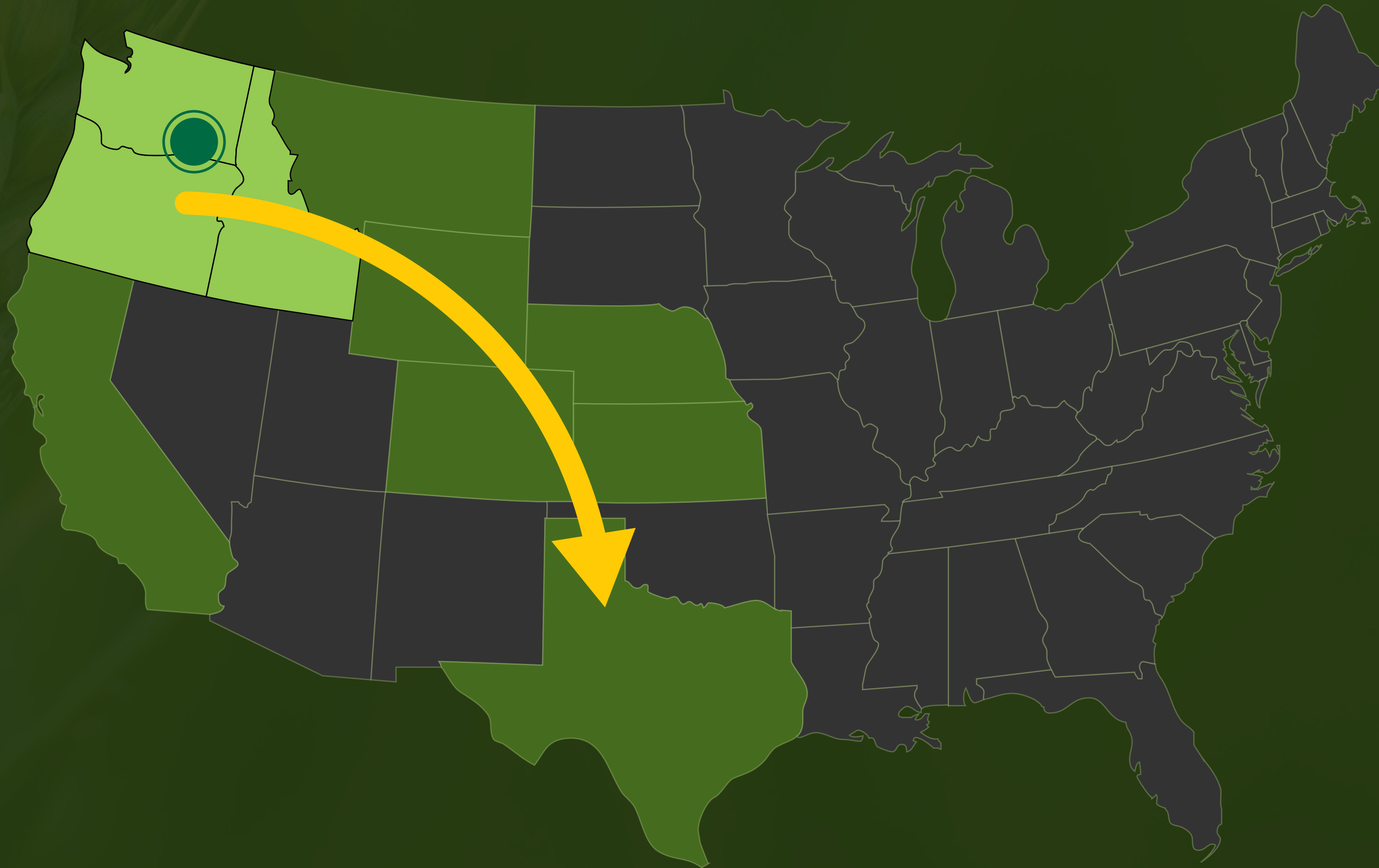
Up to 90% increase in the bottom line

- ▶ Target subscription fees of US\$35 per acre per crop
- ▶ Average yield increase of up to 6.25%
- ▶ Profitability increase of up to 90% based upon these yield increases

Financial figures obtained from Idaho growers, based upon 2016 conditions, and assume a 6.25% yield increase.

Yield gain estimates based upon access to management decisions of Washington potato growers and comparative gains from CropLogic decision support.

Current positioning



CropLogic USA

- ▶ Current base of operations in Pasco, Washington
- ▶ Approximately 60,000 acres of high-value crops under management today (of a total of ~100,000)
- ▶ Significant growth opportunities in the Pacific Northwest
- ▶ Servicing Idaho and Oregon clients with aerial imagery now
- ▶ Newly-licensed crop types- corn, cotton, soy, wheat
- ▶ Strategic base for a push through the MidWest into the South

Revenue generating with defined growth strategy

Revenue Growth

Market Development

- ▶ US growth strategy
- ▶ Emerging market entry strategy: Australia, India, China, Russia and Brazil
- ▶ Long-term plan with flexibility to react to favourable market opportunities

Growth through acquisition

- ▶ Market entry and growth through strategic acquisition
- ▶ Drive business efficiencies
- ▶ Increase acres under management
- ▶ Increase revenue per acre

Research and Development

- ▶ Further research and development to reduce costs and increase product offering
- ▶ Product development
- ▶ Software Development
- ▶ Model Development

- ▶ Currently generating AU\$2.3M revenue per annum
- ▶ Very stable customer base poised for growth

Size of target market



Target market segmentation
Irrigated cropping farms of
1,000 acres or more

Why USA First?

At US\$35 per acre, a segmented addressable market of some US\$1 Billion per annum.

- ▶ Relationships and brand recognition that has been developed through successful trials
- ▶ Marketability of uptake of CropLogic system in the USA to other regions

International opportunities

- ▶ Outside the US, approximately 60 million acres meet the target farm criteria, and represent a total addressable market of USD\$2 billion per annum
- ▶ Size of an addressable market likely to grow

Use of Funds

Total Raise

\$8m

ALLOCATION OF FUNDS	FULL SUBSCRIPTION \$	%
Market Development	3,000,000	37.5
Research and Development	2,600,000	32.5
Licence Payments	360,020	4.5
Expenses of the Public Offer (all inclusive)	747,896	9.3
Administration	350,000	4.4
Working capital	897,284	11.8
Total	8,000,000	100

Market development (\$3M)

- ▶ 50% in the US market, initially targeting Washington/Idaho/Oregon to capitalise on the investment in Professional Ag Services Inc and the regional potato market
- ▶ 50% in rest of world
- ▶ Emerging markets entry strategy

Research and development (\$2.6M)

- ▶ Sensor platform development
- ▶ Buildout of existing development team
- ▶ Analytical platform development
- ▶ Business process systemisation
- ▶ Buildout of existing scientific modelling and software development teams
- ▶ Refinement and development of current IP position
- ▶ Yield prediction/optimisation development
- ▶ Payment for licensing of US crop types
- ▶ Further licensing of near-ready technology in relevant crops

Board of Directors



John Beattie
Chairman

John was Founder Chairman of Genesis Research & Development Ltd, New Zealand's first listed biotech company. He was General Manager at Brierley Investments Ltd for 12 years and currently chairs the Commercial Committee of the Malaghan Institute of Medical Research.



Stephen Hampson
Director

Stephen was inaugural Chief Executive of the award winning Canterbury Innovation Incubator before establishing Powerhouse Ventures, of which he is currently the Managing Director. In this role, he has overseen the incubation and growth of more than 50 companies. Stephen has previously led innovative, high growth companies in Europe.



Peter Roborgh
Director

Peter has over 20 years experience in marketing and general management in FMCG, financial services, utilities and business services in New Zealand and Asia. After accepting a takeover offer of an IT company he set up, Peter joined the CropLogic board to provide his expertise in customer focussed business.



Steve Wakefield
Director

Steve has been with global accounting and management consulting firm Deloitte for over 30 years where he is a senior partner. He is a director of the NZ Health Innovation Hub, former Deputy Chair of the Canterbury District Health Board, and an experienced director and trustee. Steve was named as New Zealand's top Chartered Accountant in the 2012 NZICA annual leadership awards.

Management



Managing Director
Jamie Cairns

Jamie was the CEO at Snap Internet where he led the transformation of the company from a residential telco into a successful nationwide service provider. As well as co-founding a datacentre company and growing an ICT service company in London, he has also held numerous consulting roles, including for the UK Ministry of Defence.



**Chief Financial Officer
Company Secretary**
James Cooper-Jones

James' career has seen him hold accounting and secretarial roles in companies in the resources, agriculture, import / export and information technology industries. James has also gained experience in Initial Public Offerings, take-overs, asset valuation and sale negotiations, rights and entitlement issues and other capital raising mechanisms.



Chief Technology Officer
David Rankin

Dave was the CEO of an agricultural data company prior to its acquisition by CropLogic. He pioneered the use of innovative, mesh network systems in the New Zealand viticulture industry for environmental monitoring and control. Dave has broad research and industrial experience in communications, field sensing and systems modelling.



Chief Operating Officer
Matthew Journee

Matthew has broad operational, project and engineering management experience in new technology companies in both New Zealand and the United Kingdom. He is a Fellow of the UK IMechE. Matthew has also had experience in the venture capital industry where he specialised in technology transfer and commercialising research.

CropLogic in the Media

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The Sydney Morning Herald

Agritech CropLogic set for market listing

14 July 2017 | Author: Trevor Chappell

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sky NEWS

Interview with Ticky Fullerton

24 July 2017 | Interview with Ticky Fullerton

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FINANCIAL REVIEW

Internet of things disrupter CropLogic heads to ASX

25 July 2017 | Author: Simon Evan

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THE AUSTRALIAN

Agrarian IPO CropLogic has good chances in US market

4 Aug 2017 | Author: Tim Boreham

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FINANCIAL REVIEW

CropLogic is bringing sophisticated IP to farming sector

05 Aug 2017 | Author: Simon Herrman

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The WEEKLY TIMES

CropLogic share issue fully subscribed in preparation for ASX listing

16 Aug 2017 | Author: Peter Hemphill

Capital Structure

Shares on issue	123,269,440
Escrowed	43,478,318
Listing Price	\$0.20
Market Cap on Listing	\$24,653,888
Enterprise Value on listing (approx)	\$16,653,888

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