

# Investor Presentation

12 November 2018

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# Washington State & Northern Oregon

## 5 times increase in technology take-up. Explosion of crop addressed

- CropLogic services Washington State and Northern Oregon out of its South Eastern Washington Office.
- Servicing the world renowned Columbia, Yakima & Snake River basins.
- CropLogic saw a multiple increase (5 times) increase in take up of its CropLogic realTime during the 2017 and 2018 seasons.
- Taking advantage of regional crop trends CropLogic also vertically integrated a wide range of previously not serviced crops; tree stocks – apples, cherries, pears; viticulture - wine grapes; other row crops, and hops.
- CropLogic's regional agronomy expertise played significant role in adaptability of technology.
- This greatly increases CropLogic's addressable market.
- These crops have potential to have positive impact on gross margins.
- Market not saturated. CropLogic sees further growth in this region in 2019.





# Idaho | USA Regional Sales Office

In collaboration with Southern Idaho Economic Development Organisation;  
& the College of Southern Idaho

🌿 Idaho, USA regional sales office set up in October 2018.

🌿 Experienced Regional manager recruited in October 2018:

- Scott Barclay CCA – Western Territories Manager – 20+ years agri sales experience. Certified Crop Advisor.

🌿 Idaho:

- Second largest state for irrigation water withdrawals.<sup>1</sup>
- Largest state producer of potatoes.<sup>2</sup>
- Third largest State by dairy head and second largest in milk production.<sup>3</sup>
- Dairy industry largely 'feed lot'.

🌿 Therefore target crops will be:

- Row crops, particularly potatoes.
- Forage / fodder, hay (Lucerne/Alfalfa, Timothy).

1: United States Geological Survey

2: USDA, National Statistics Service

3: "2013 Dairy Producer Highlights," published by the National Milk Producers Federation (November 2012)





# Oregon – next state for future growth

- Northern Oregon currently serviced by South Western Washington Office.
- Further growth targets into the Willamette Valley and Southern Oregon.
- Oregon:
  - Largest State for many berries (blackberries, boysenberries) and hazelnuts.<sup>4</sup>
  - Second largest State for hops and pear production.<sup>4</sup>
  - Third largest State for industrial hemp production.<sup>5</sup>
- Therefore target crops in these regions will be:
  - Tree stocks - hazelnuts and pears.
  - Berries.
  - Hops and hemp.
- One crop, hemp, potentially a stand-out for Oregon. Potentially similar trends to Hops 73% increase in Washington State in 7 years.
- Potential to appoint a consultant to provide a report on state of play here and to advise on ways CropLogic can service this industry and potentially vertically integrate farm management / agronomy and digital agtech.

4: Oregon Agricultural Department

5: Hemp Industry Daily





# Mildura | Australia Regional Sales Office

In collaboration with Mildura Regional Development and SproutX

- 🌿 Mildura Office Set up in August 2018.
- 🌿 Capable agri-sales team recruited during September and October:
  - Cedric Geffen – Regional Sales Manager – 30+ years agri-sales experience in Israel, South Africa, New Zealand & Australia. Ex Total Eden (Ruralco) and Netafim.
  - Talitha Gollan – Sales Agronomist – Ex Elders and Viterra.
- 🌿 Taking advantage of regional crop trends target crops are; citrus, almonds, viticulture (wine and table grapes) & olives.
- 🌿 Potential for further growth into avocados, row crops (potatoes) and apples.
- 🌿 Many of target crops are experiencing a 'boom' due to Asian demand and positive trade environment.
- 🌿 Water management is key to quality grade / return for grower.
- 🌿 CropLogic realTime ideally suited to take advantage of these trends.



# 6 months in review

- Strong operational performance over 6 months (to Sept 2018).
- \$1.5 mil in revenue received (on track for \$2.2 mil annually).
- Key markets identified, researched and regional offices established:
  - Southern Australia (Mildura).
  - Pacific North West (Idaho with Oregon to follow).
- Pivot to direct sales successful.
- Capable sales team recruited.

Capital Structure	
Total Shares	123,269,440
Escrowed (to 14 Sept 2019)	28.23%
Share price	0.026
Market cap	AUD\$3.2m USD\$2.3m
Top 20 shareholders	59.72%
Australian resident shareholders	80.90%

# Goals for next 6 months

## Target developments in the next 6 months

- First Sale out of Mildura, Australia regional office.
- First sale out of Twin Falls, Idaho regional office.
- Set-up of Oregon Office.
- First sale out of Oregon regional office.
- Investigation of developing target crops, such as:
  - Results of research into hemp market in Oregon.
  - And then depending on the outcome of these investigations further targeting of these crops.





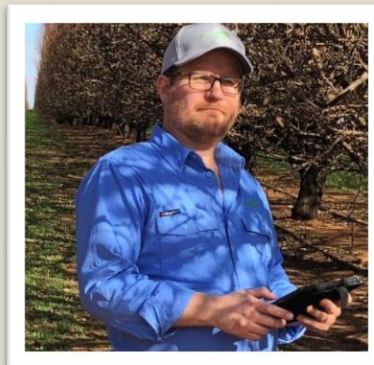
# Key Board & Management



## **HON CHERYL EDWARDES A.M.**

Non-Executive Chairperson

- Non-exec Director of Auscann Ltd.
- FIRB Board member.
- Recent Director of Atlas Iron Limited.



## **JAMES COOPER-JONES**

**B.A/B.Comm FIPA, FIFA, F Fin**

Chief Executive Officer

- Experienced ASX executive.
- Australian, European, African, Asian and North American experience.



## **SCOTT BARCLAY B.Sc. CCA**

Western Territories Manager, Western USA

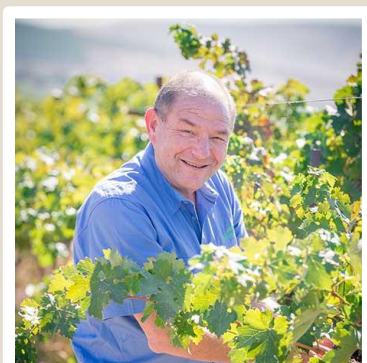
- Certified Crop Advisor (CCA).
- 25+ years Western USA Agri sales experience.



## **SAMUEL KNIVETON B.AgrSc.**

Vice President Agronomy, Washington State USA

- 20 years Pacific North West Agronomy experience.
- Certification in crops, soils, and agricultural management.



## **CEDRIC GEFFEN MBA B.Sc.**

Regional Sales Manager, Mildura, Australia

- Ex Total Eden (RuralCo).
- Ex Netafim.
- Israeli, South African, NZ & Aust experience.

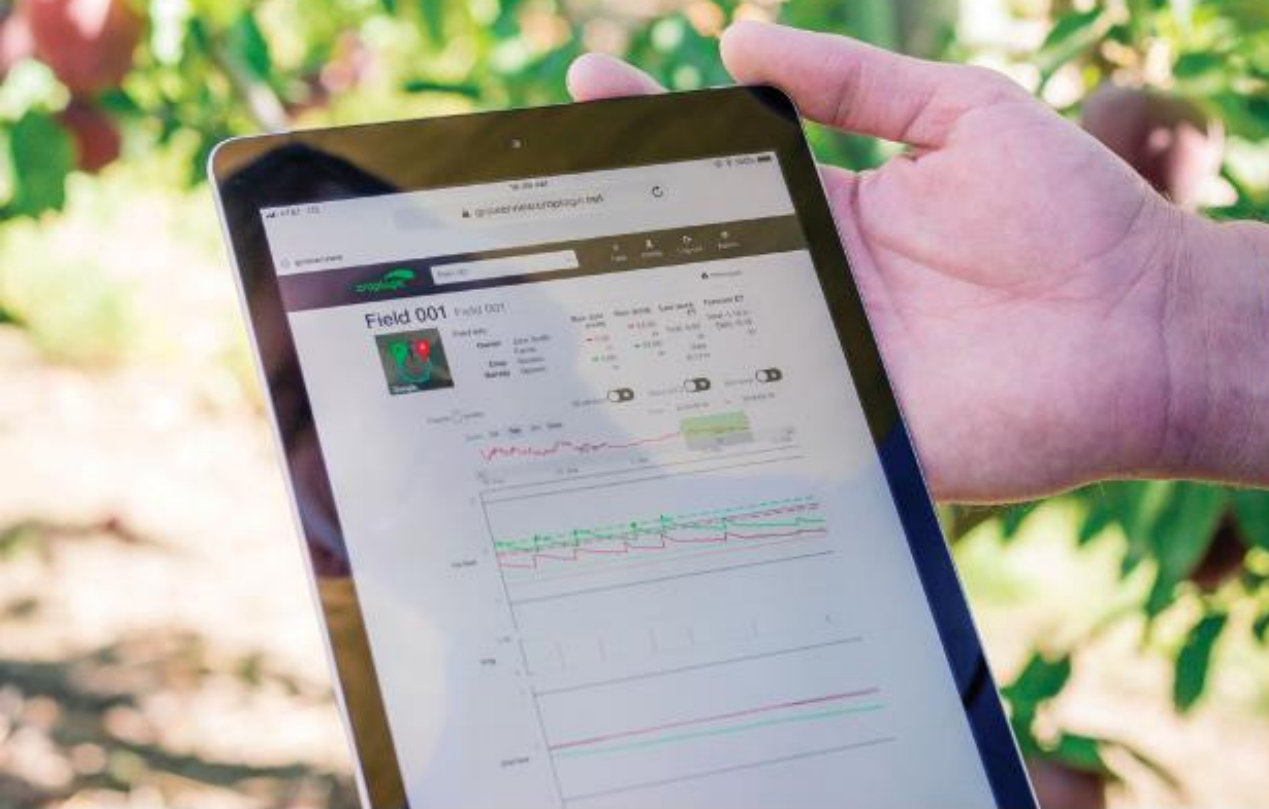


# Agronomy Expertise

Agronomy and agricultural expertise are core to CropLogic's value proposition. CropLogic employs a team of agronomist and agricultural professionals across its operations in the USA and Australia. Some of our team represent over 30+ years experience in their field which includes agronomy, farm management, yield optimisation and precision agriculture.







# CropLogic™ realTime

A hardware & software solution allowing you to combine your on-the-ground know-how with actionable in-field information designed to help you optimise your crops' performance





## CropLogic<sup>TM</sup> Aerial Imagery

A powerful solution for early detection and intervention of problem areas on your farm, providing you with actionable in-field imagery designed to help minimise threats to your crops' performance





# Global Research & Collaboration Partners





# CropLogic Limited

2018 dynamic growth year  
Poised for future growth into 2019

**Thank you**

**James Cooper-Jones**

Chief Executive Officer

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