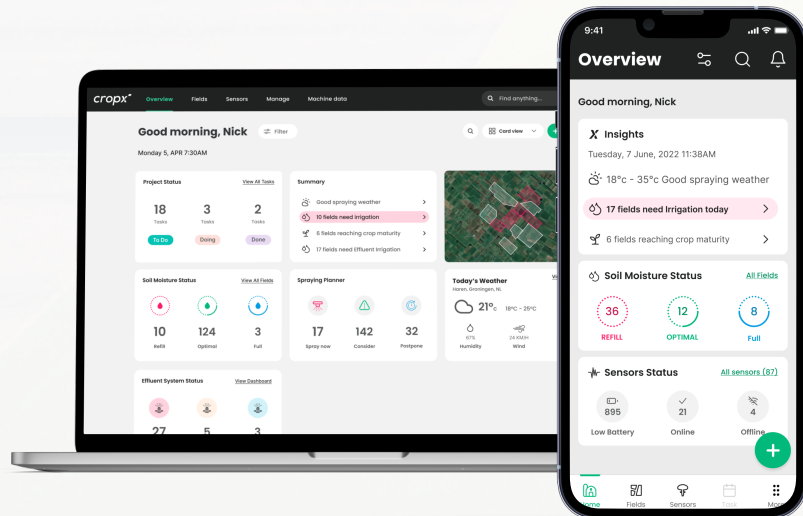




Agronomic Farm Management System

Product Brochure

2023



cropx Overview Fields Sensors Manage Machine data Find anything...

Good morning, Nick

Monday 5, APR 7:30AM

Project Status View All Tasks

18	3	2
Tasks	Tasks	Tasks
To Do	Doing	Done

Summary

- Good spraying weather
- 17 fields need irrigation
- 6 fields reaching crop maturity
- 17 fields need effluent irrigation

Soil Moisture Status View All Fields

10	124	3
fields	Optimal	Full

Spraying Planner

17	142	32
Spray now	Consider	Postpone

Today's Weather View Forecast

21°C 18°C - 25°C

Humidity 24% Wind

Effluent System Status View Dashboard

27	5	3
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9:41 Overview

Good morning, Nick

Tuesday, 7 June, 2022 11:38AM

X Insights

- 18°C - 35°C Good spraying weather
- 17 fields need irrigation today
- 6 fields reaching crop maturity

Soil Moisture Status All Fields

36	12	8
REFILL	OPTIMAL	Full

Sensors Status All sensors (8/7)

895	21	4
Low Battery	Online	Offline

About CropX Technologies

Founded in 2014, CropX Technologies is one of the fastest growing providers of agribusiness farm management solutions in the world, deployed in over 60 countries and across all the arable continents.

Our expertise is grounded in farming, agronomy, hydrology, machine learning, engineering and tech. We create a synergy of contributions that draws on the wisdom and practical knowledge of our farmer-employees, founders and customers. Our team spans four continents with offices in the United States, the Netherlands, Israel, and New Zealand.

CropX Technologies is backed by the world's leading agribusinesses and VCs, who recognize that our precision-ag solutions set new standards of best practices for environmental sustainability and greater farm productivity. Learn more at www.cropx.com

Global Reach

Field Tested and Trusted

2000+

Farm Deployments

15,000+

Sensor Deployments

60+

Countries

80+

Crop Types Supported

90+

Global Employees

Our Guiding Purpose

Activating the Power of Technology for Agriculture

Digital farming solutions enable a future of food security on a healthy and thriving planet. Changing how we farm, on every farm, starts by delivering powerful agronomic value with solutions that are simple to use.

Product Development Principles

AGRONOMIC VALUE

Using accurate and robust data sets to provide impactful agronomic insights and advice to help farmers optimize yields and minimize resource use

SIMPLE SOLUTIONS

Developing clear and easy-to-use solutions that are accessible for every farm and attuned to the needs of large-scale agribusiness

CONNECTING DATA

Connecting and activating farm data to create solutions, transparency, and traceability for the benefit of the farmer, ag supply chain, consumer and planet

Product Impact Goals



Boost Farm Productivity



Minimize Environmental Impact



Optimize Resource Use



Increase Profitability



Create Connections and Transparency

THE CROP MULTIPLIER

cropx

CropX Agronomic Farm Management System

- Easy-to-use, powerful, proven
- Optimizing agronomic operations
- Connecting farm data



Introducing The CropX System

CropX Agronomic Farm Management System is an easy-to-use integrated hardware and software system that connects farm data, real-time conditions and agronomic knowledge to provide guidance for successful and sustainable farming, while aggregating all agronomic farm data in one place for easy tracking and sharing.

The system synthesizes data from soil to sky on a user-friendly app capable of managing numerous farms and fields from one account. Soil sensors, satellites, farm machinery and a wide array of data sources power the generation of predictive agronomic insights and advice displayed to users on a simple yet powerful dashboard accessed via desktop or mobile device. With CropX System, you'll not only look into the future, you'll proactively manage it.



Field Data

Real-time information for monitoring and optimizing crop performance.



Agronomic Planning

Insights and advice for irrigation, disease, nutrition and effluent management activities.



Farm Data Connectivity

Easily import data from farm machinery, weather stations, rain gauges and more.



Tracking and Reporting

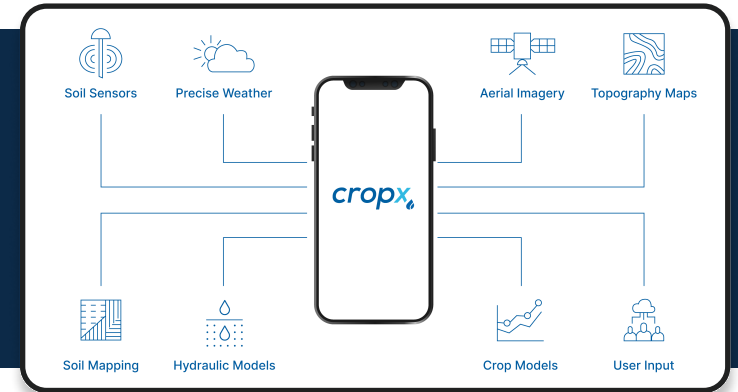
Track and report on environmental events, resource use, crop performance, and more.

Introducing The CropX System

Mastering Farm Data from Soil to Sky

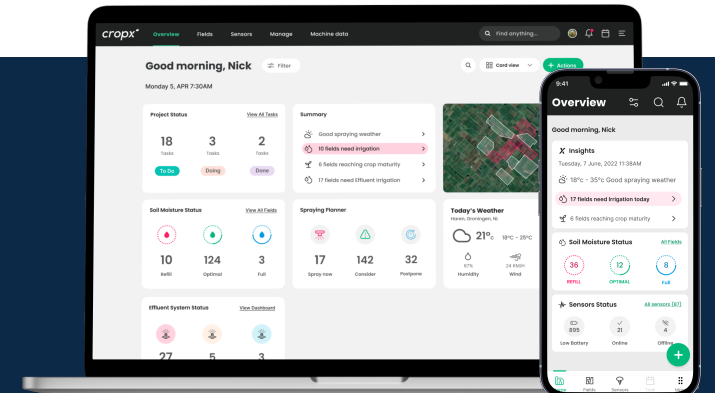
CropX transforms and activates complex data sets by using accurate and complete sources such as:

- Proprietary crop models tested and validated by 3rd-party researchers
- Farm machinery data automatically imported through API connections
- Data from multiple soil depths, weather, topography, soil type, and more



The dashboard quickly provides key information such as hardware and field status and features:

- Customizable views for easy access to data users want to see first
- The ability to manage one field or thousands from the same dashboard
- In-app communication between connected users and fields



What CropX System Does

Field Data



Know to grow

CropX System aggregates data from in and around the farm and transforms it into useful information to help farmers monitor the health of fields and crops. The information is easy to access and provides a holistic overview of field conditions.

Vegetation Health Indices

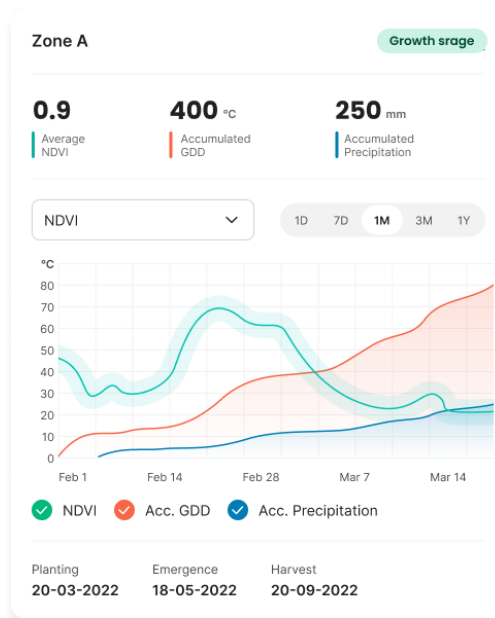
Including NDVI, SAVI, Moisture index and more

Crop Information

Crop type, Planting date, Emergence date

Crop Growth

Accumulated GDD, Effective root zone



Soil Information

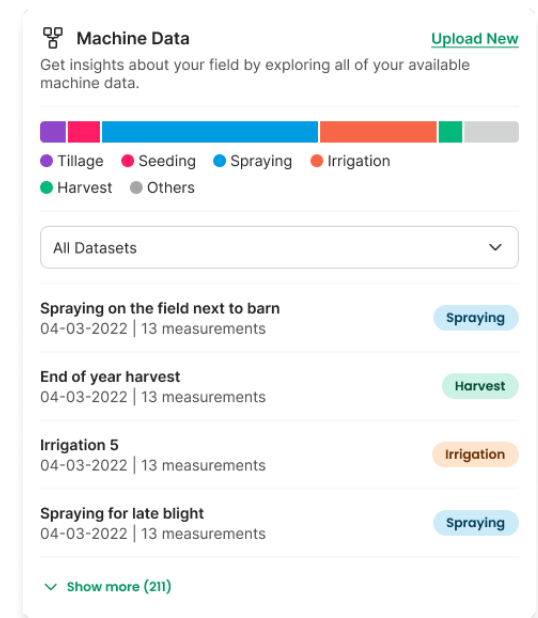
Field size, soil type, organic material%, pH CEC

Soil Sensor Data

Soil Moisture, EC, Soil temperature

Weather

Current conditions, Extended forecast



What CropX System Does

Agronomic Planning – Irrigation Management



Use every drop wisely

The best time to irrigate crops is just before they need it. Know exactly when and how much water to apply as you track, compare and report irrigation practices. Save water and avoid crop stress.

Field Map

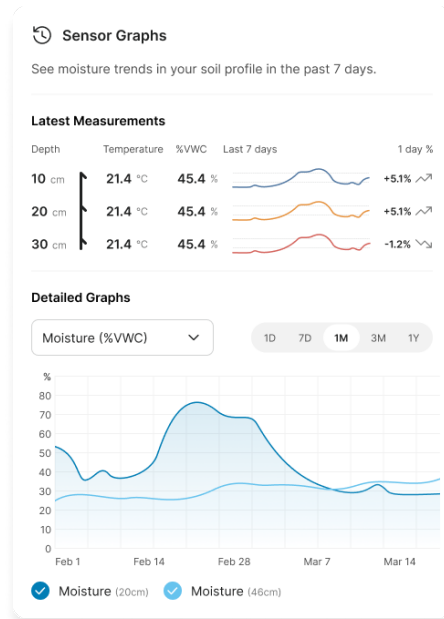
Visual display of water fill levels in a field

Soil Moisture Status

Quick reference of Refill, Optimal, or Full level status for all your fields

Customized to Irrigation Type

System advice adjusts to irrigation type



Irrigation Prescription

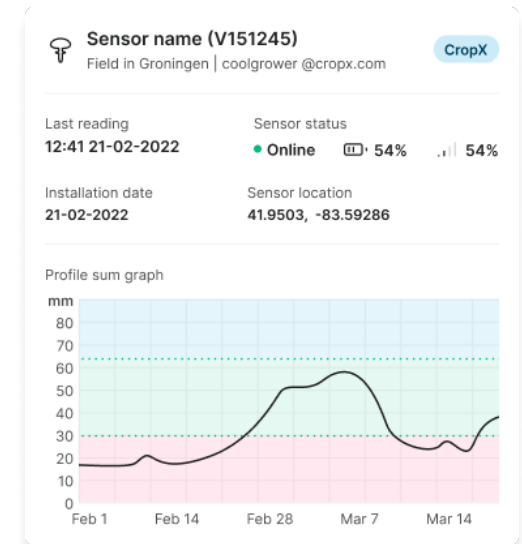
Know how long to irrigate based on the flow rate

Profile Summary

Graphical view of water fill levels for past and future dates.

Automate Pivot Irrigation

Control your pivots and schedule irrigation from the app



What CropX System Does

Agronomic Planning – Disease Control



Proactively protect crops

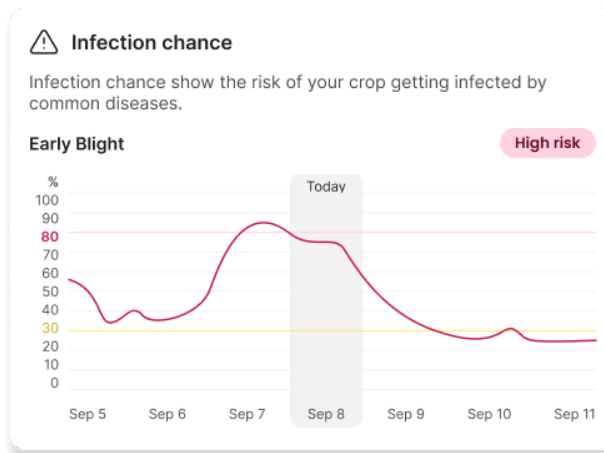
Know exactly when, where, and what to apply, even the best time of day for spraying. Save costs while you maximize protection with the most tested and reliable digital fungal disease management advisor in the market.

Field Risk Map

Displays the current fungal infection risk for a field

Summary

Monitors field-specific and regional disease pressure to display current risk level for various diseases



Spraying Conditions

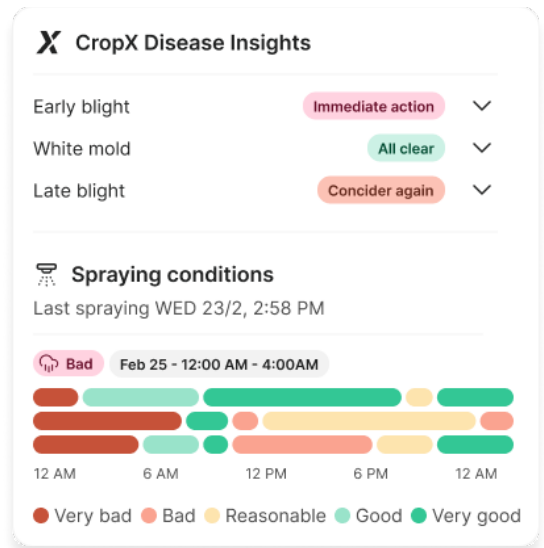
Tracks weather conditions to advise on the best days and times to spray

Infection Chance

Near-term graphical view of infection risk levels

Advanced Graphs

Graphs with additional information are available for a deeper dive into the data



What CropX System Does

Agronomic Planning – Nutrition Monitoring



Ensure soil supports growth

Control costs while maximizing yields with this first-of-its-kind solution for continuously monitoring salinity and nitrogen leaching.

EC Saturated Paste

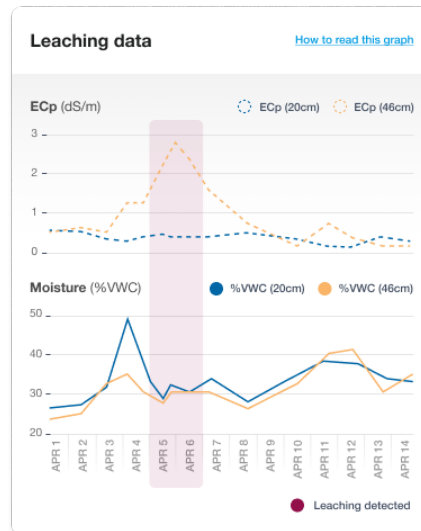
Evaluates the soil salt and nutrient levels in real time

Fertilizer Application Records

Manually enter nitrogen application activities for tracking and record-keeping purposes

Leaching Records

Track and report a season-long view of nitrogen leaching events



Leaching Data

Graphical view of the variables that contribute to nitrogen leaching

Salinity Monitor

Provides real-time measurements of salinity in the soil allowing users to see salt buildup

Leaching records

10

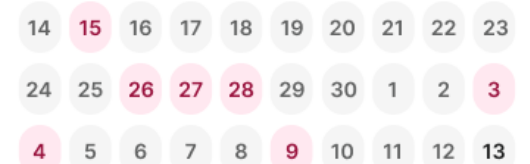
Leaching days since sensor installation

5

Days since last leaching

Leaching in the last 30 days

Apr 14 - today



What CropX System Does

Agronomic Planning – Effluent Irrigation



Turn a problem into an asset

Award-winning capability, developed in partnership with Massey University soil scientists, allows farmers to turn animal waste into an asset that grows their pastures and crops while minimizing runoff and leaching.

Track And Record Pump Activity

An optional pump activity sensor records each application

Create Reports

Fulfill regulatory requirements with ease

Irrigation Advice

Know when a field can accept effluent irrigation without runoff and leaching

Track Pond Levels

Manage pond levels and know how many pumping hours it will take to reach level targets

Pond Information

Pond Dimensions Storage Volume Nutrient Connections

1. Pond Dimensions

Shape: Rectangle

Length*: 4400 cm

Width*: 2396 cm

Depth*: -300 cm

Slope*: 26 degree

Volume: 26 m3

Submit & Continue

2. Storage Volume

3. Nutrients Connections

How to Set Length Width & Depth?

RECTANGLE POND

"Width" is the measurement of shorter side
"Length" is the measurement of the longest side
"Depth" is the total depth when full.

CIRCULAR POND

"Length" is the measurement of the diameter.

IRREGULAR SHAPED POND

Choose the closest fit between rectangular & circular. Not sure? Contact support@cropx.com.

How to Set Slope?

"Slope" is the angle of the length side wall. The steeper the slope (more vertical walls), the higher the angle.

Example: This gently-sloping pond has a slope of 30 degrees.

When the length side wall is vertical, "Slope" is 90 degrees.

What CropX System Does

Farm Data Connectivity



Connect the dots

There are thousands of data points created and captured on farms every season, but they are collected from various sources that don't always talk to each other and it's challenging to make it all compatible, useful, and sharable. CropX Platform connects all the data in one platform where it can be activated for the benefits of farms and the agricultural supply chain.

- **Weather Stations**
and Rain Gauges
- **Third-Party Sensors**
Soil sensors from various manufacturers
- **Irrigation Equipment**
Pivots, flow meters, pump switches, pond level meters, static sprinklers
- **Machine Data**
Automatically import data from almost any farm machinery
- **Partner Connections**
Reinke, John Deere Operations Center, FieldView, Tal Gil

What CropX System Does

Tracking and Reporting



Simplify traceability

Tracking and reporting activities are key for transparency in the agricultural supply chain and create additional value, such as providing consumers with low-carbon certified options or sharing best practices across large operations. With a click of a button, CropX System will compile data in a report format for easy and comprehensive review.

- **Environmental Events**
Leaching, effluent applications
- **Resource Use Efficiency**
Water, chemicals, and nitrogen use
- **Crop Performance**
Planting, emergence, and harvest data
- **Seasonal Retrospective**
A summary of the growing season
- **Data Sharing**
Use various permission rights to share data with the supply chain and across large-scale farm



Hardware Solutions

Telemetry and Soil Sensor Devices

Easy-to-install, Accurate, Dependable

Data from below the ground is essential for providing accurate and predictable agronomic insights. Using sensors to capture data enables the CropX System to generate recommendations on what a plant needs before the plant starts showing stress



The CropX telemetry device makes CropX accessible for more farms.

- Allows growers to use CropX software solutions with their existing hardware
- Connect 3rd-party devices such as probes, flowmeters and rain gauges
- Easy to install and connect using the CropX System app

The CropX Soil Sensor collects data on soil moisture and temperature, and electrical conductivity.

- Unique spiral design improves accuracy of soil data readings
- A CropX sensor can be installed by anyone within 5 minutes
- Built-in telemetry and power source eliminates the need for an extra device



Proven Results and Satisfied Customers

70% Yield Increase



South America, Africa, Australia Sugarcane

Growers across 3 continents used the irrigation and nutrition management capabilities of CropX to manage sugarcane which is highly sensitive to both under- and over-watering. Nitrogen management is critical as well, to avoid leaching and soil build up.

Average of 70% yield increase and profits increased for growers

90% Feed Decrease



South Island, New Zealand Pasture

On the South Island of New Zealand, a dairy farming cooperative produces pasture-fed dairy and meat products from over 60 farms, covering 20,000 hectares (~49,000 acres) of irrigated pasture. The cooperative uses CropX to improve pasture yields and optimize irrigation.

30% water use reduction and improved pasture growth for a 90% decrease in supplemental feed

15% Fertilizer Savings



Middle East Bananas

Banana growers in Israel use CropX systems to manage irrigated and rain-fed Banana plantations. In addition to using the CropX system to manage irrigation, users track nitrogen movement in the soil for more precise fertilizer applications to avoid runoff and leaching.

27% yield increase and 15% savings on fertilizers

68% Water Use Reduction



California, USA Grapefruit Trees

Fifty trees were chosen to test how the Grower's practices compared to CropX irrigation advice. Control trees were irrigated using a sprinkler system and a separate, automated irrigation system was installed for trees irrigated using the CropX irrigation advice.

14% yield increase while using 68% water savings

To learn more about these results and others visit: cropx.com/stories



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