The Journey to Synchronous Agriculture
Proagrica has grown through strategic acquisitions

- 1973: Farmplan founded
- 1983: SST founded in 1994
- 2000: F4F founded
- 2005: F4F merges with Adaptris
- 2010: Gatekeeper founded
- 2014: RELX acquires F4F/Adaptris/DBT
- 2015: CDMS acquired in 2021
- 2018: CDMS acquired in 2021

Serving farmers since 1973
Supporting industry compliance since 1983
Addressing geospatial challenges since 1994
Connecting the market since 2000
The Journey

Over the past quarter century we have made progress integrating our industry!

- Removable Media
- Proprietary Formats
- Excel
- The Shapefile
- Standards
- Data Models
- Wireless
- API’s
2021 Digitized Acres

- Proagrica: 165,000,000
- syngenta: 153,000,000
- Trimble: 140,000,000
- FarmLogs: 125,000,000
- TELUS Agriculture: 120,000,000
- Agworld: 110,000,000
- YARA: 100,000,000
- farmersedge: 100,000,000
- FluroSat: 37,000,000
- SOLINTEC: 30,000,000
- Corteva: 27,000,000
- Nutrien: 24,000,000
- BASF: 22,000,000
- ACL: 20,000,000
- Cropin: 12,000,000
- BASF: 10,000,000
- Cropin: 8,000,000
- Cropin: 6,100,000
Agronomist/Grower Ecosystem
Agronomist/Grower Ecosystem

Automation
Agronomist/Grower Ecosystem

Synchronous Integrations
Proagrica Networks:

**agX Spatial**
(Precision Agriculture)

**Proagrica Network Business Connectivity**
(Transactional)

- 200+ million acres
- 230k growers

- 173 Ag Retailers
- 7 Distributors
- 17 Manufacturers
Why Networks?

- Connect once, gain access to many partners and systems.
- Increase speed to market.
- Reduce setup and run cost.
- Integrated Identity Provider
- Access & Entitlements

- Scope of networks enables 360 view of a customer.
- Take advantage of additional services provided by the network.
Additional Services

- Certified reference data
- Transformation
- Standardization
- Enrichment
- Single Sign On
- Version History
- Business Rule Sets
- Algorithm Execution
- Usage Metrics
- Exception Handling
Agronomist/Grower Ecosystem

Integrated Workflows
CHANNEL & GROWER ENGAGEMENT
HOW WE HELP...
Soil Sampling
Scouting
Recommendations
Reporting
Yield data
Plan Work Order
Integrated Omnichannel Platform

- Self-service account management
- Ag retailer notifications
- Handle pre-pay & account balances & purchasing
- Pricing only visible to validated users
- Quick ordering & checkout
- Automated order updates
- Easy re-order & frequent ordering
Integrated Agronomy Solutions

Adding Sirrus Storefront to existing Agronomy Solutions strategy of agX services.

- Integrating sponsored insights.
- Streamlined workflows.
- Market exposure via Sirrus.
- Speed to market.
- Ability to scale insights.
- Private label Sirrus an option
We as retailers need to work together with manufacturers in a way that draws on both of our strengths and helps both sides.

*They* have excellent data and algorithms that we can use to provide better services to growers.

*We* have the relationship with the growers that are needed to put this data to use in the field.

*CEO, major ag-retailer*
Agronomist/Grower Ecosystem