

INAUGURAL

SUSTAINABILITY REPORT

PLANET, PEOPLE, AND PROSPERITY



@Crop_X



CropXGlobal



CropX-Ltd

www.cropx.com

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A positive force within a responsible industry

At our core, we are a purpose-driven company. We recognize the importance of fostering a responsible industry that operates in harmony with the environment, respects the well-being of people, and drives prosperity. Our dedication to these commitments fuels our mission to build a resilient food system that prioritizes sustainability, social responsibility, and economic growth.



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- Contributing to Future Food Security
- Increasing Farmer Profitability
- Real-life Results and Sustainability Impact

A Message From Our CEO



“At CropX, through our innovative digital agronomy solutions, we empower farmers with the knowledge and tools to optimize crop management and drive sustainable practices.”

At CropX, our mission is paramount: we aim to enhance productivity in the global food system while simultaneously reducing the environmental footprint of farming. Through our innovative digital agronomy solutions, we empower farmers with the knowledge and tools to optimize crop management and drive sustainable practices.

Our incredible team of employees, many of whom come from farming backgrounds, is at the heart of our success. We embrace a diverse workforce representing various nationalities, fostering an environment where diverse perspectives fuel continuous innovation and help us connect with our global customer base.

Together, we are determined to make a significant and positive impact on global farming practices, ensuring a more productive, sustainable, and resilient future for agriculture.

We are committed to supporting our employees' professional development and happiness, recognizing that their passion and dedication drive us to make digital solutions accessible for every farm.

Tomer Tzach

Tomer Tzach, CEO CropX

The Founders' Legacy

CropX acquired 4 companies in 3 years, bringing together the best agtech solutions available to growers worldwide.

CropX added expertise, technologies, customers, data and new markets. The final results being a more robust solution for more farmers and enabling a sustainable and connected agriculture industry. The founders of these four acquisitions are still part of the CropX team and use CropX as a platform to bring their technologies and vision to the growers worldwide.

Bringing prosperity to growers

"As a farmer in Eastern Nebraska, I experience the challenges growers face when trying to get the most from their patch of earth. CropX offers solutions that help growers, and the land, prosper."



NICK EMANUEL



Acquired by CropX: Jan. 2020

Sustainability for dairy farmers

"I was raised on a farm and this underpins my life to date. My goal was to help farmers stand tall and the rivers to sparkle, and I carry that vision with me as CropX takes our solution to the world."



BRIDGIT HAWKINS



Acquired by CropX: Sept. 2020

Reducing chemical load with our unique technology

"Sitting at the helm of four startups, I learned it takes a willingness to break legacies to build something fit for a new era. CropX is taking the best of Dacom helping farmers and nature succeed, side by side."



JANNEKE HADDERS



Acquired by CropX: Aug. 2021

Managing precious natural resources

"My research team at UC-Davis developed an innovation for measuring a field's water use, and helping growers responsibly manage a precious natural resource. Now we're bringing this technology to the field."



TOM SHAPLAND



Acquired by CropX: Jan. 2023

Our Company

Empowering Sustainable Farming At Scale

- CropX at a Glance
- Our Priorities
- Our Technology

CropX at a Glance

Founded in 2014, CropX Technologies is a dynamic and rapidly expanding provider of agribusiness farm management solutions. We focus on sustainability and implementing practices that benefit both farmers and the planet. Our diverse team brings together expertise in various fields including farming, agronomy, hydrology, machine learning, engineering, and technology. With a global presence, we understand and address the unique challenges faced by farmers across various regions.

CropX Technologies is backed by leading agribusinesses and venture capitalists who recognize the transformative impact of our precision-ag solutions, which not only enhance farm productivity but also set new standards for environmental sustainability in the industry.



2000+

Farm Deployments



15000+

Sensor Deployments



1+ Tb

Data Archive



60+

Countries



80+

Crops Supported



100+

Global Employees



4

Companies Acquired



78%

Growth In FY 2022

Our Priorities

CropX is at the forefront of sustainable agriculture

Through our innovative solutions, we contribute driving positive change in global farming systems, reducing water consumption, minimizing agrochemicals use, monitoring leaching and soil salinity, and enhancing crop yields. In our operations we aim to reduce our energy use and GHG emissions. Our aim is to contribute to the prosperity of farmers, employees, partners, and society at large by empowering individuals and communities with the tools and knowledge they need to excel and create a resilient and sustainable food system.



Planet

- Foster sustainable agriculture practices
- Reduce company GHG emissions and energy use
- Maximize farmland productivity
- Reduce water, fungicide, and fertilizer use



Prosperity

- Enable employee success
- Maximize global food production
- Be affordable for all growers
- Be available worldwide



People

- Ensure fair and unbiased treatment
- Develop a diverse workforce
- Foster an inclusive environment
- Create a culture of purpose and well-being

Our Technology - A Comprehensive Agronomic Platform

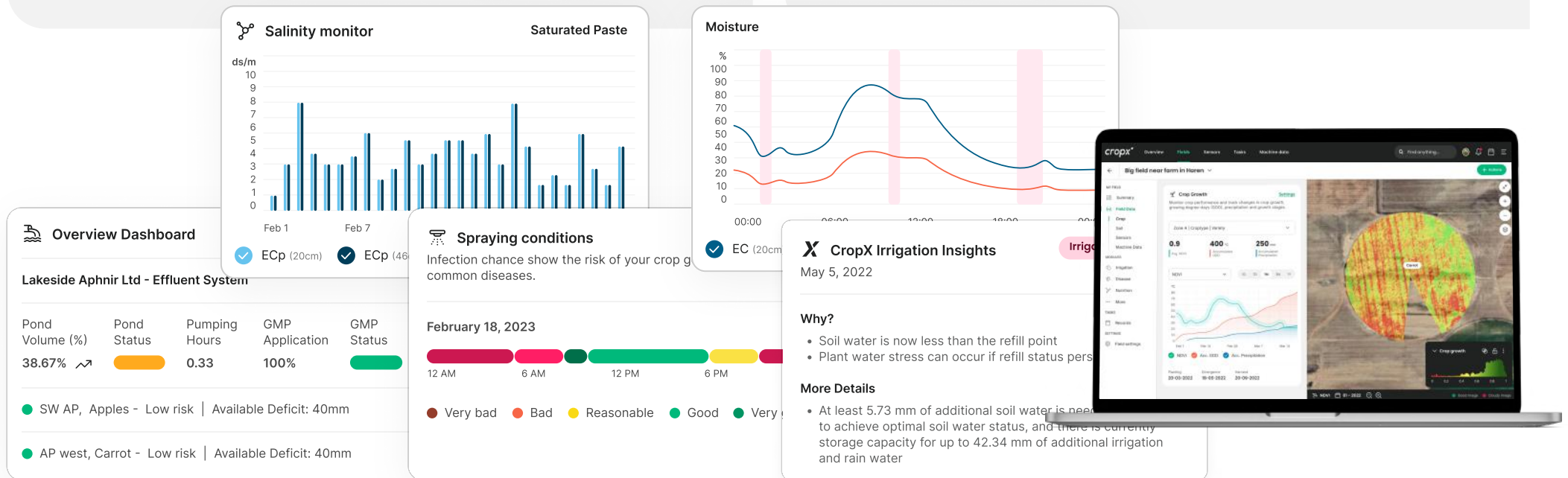
CropX farm management software provides clear insights and advice based on data sources from soil to sky, agronomic knowledge, and real-time conditions

Field Data Management

- Activate farm data for operations optimization and reporting.
- Connect and view data from machinery, sensors, satellites, and more on one platform.
- Receive reports and share information with partners, customers, etc.

Agronomic Planning

- Optimize irrigation, disease, and effluent management planning and execution.
- Monitor nitrogen movement and salinity levels in the soil.
- Maximize yields and save time and money while minimizing resource use.



Our Technology – Unique Hardware For Real-time Data

CropX hardware gathers data and helps the farmer react in real time.

CropX integrates data from patented, proprietary hardware including rain gauges, telemetry devices, unique evapotranspiration and soil moisture sensors.

All our hardware is Do-It-Yourself (DIY) and easy to install. It can be installed by anyone within 5 minutes, allowing large scale farms deployment over short time periods.

CropX hardware devices are wireless and transmit data directly to the cloud where powerful analytics and AI combine it with agronomic knowledge and modeling to produce insights. Our technology efficiently collects, packs and transmits data even in areas with limited cellular coverage. For areas with no coverage, we have developed models with satellite connectivity, Bluetooth and LoRaWAN connectivity.

The devices are self-contained and include a removable/rechargeable battery: after installing, the only time you'll need to be near the sensor is for recharging.

Our price point allows us to be a scalable and relevant solution from a market standpoint for all crop types, including commodity crops, and there are no setup costs or dependency on specific irrigation system types or any other infrastructural limitations.

Our insights are provided continuously throughout the growing season. This allows immediate corrective action, thus creating significant value.

CropX Soil Sensor

- Collects predictive data from the soil
- Patented spiral design improves accuracy
- Can be quickly installed by anyone

CropX Telemetry Device

- Use the CropX app with 3rd-party hardware
- Connect sensors, flowmeters and rain gauges
- Compact and easy to install and connect



Planet

A pair of hands is shown cupping a mound of dark, rich soil. The hands are positioned in the center of the frame, with the fingers gently holding the soil. The background is a dark, textured blue, suggesting a sky or a natural setting. The overall image conveys a sense of stewardship and care for the earth.

Creating a Sustainable Future By Promoting Responsible Resource Management

- Sustainable Agriculture
- Company GHG Emissions and Energy Use
- Ecological Workplace

Sustainable Agriculture

CropX is revolutionizing farming practices by developing an agronomic-based farm management system that empowers farmers to easily and affordably add the power of digital technology to their operations, ensuring sustainable and efficient farming practices.


By using CropX system, farmers boost their farm production and reduce the use of inputs – hence minimizing their environmental impact.


We estimate that the current use of CropX's smart irrigation tool saves the equivalent of the water consumption of 2 million people each year. In addition, the CropX system is saving energy, fertilizers, and pesticides – reducing greenhouse gas emissions and soil pollution on a large scale.



25%-50%
Water savings


10%-20%
Yield increase


10%-20%
Reduction in fertilizers


15% - 25%
Reduction in fungicides


9% - 13%
Less greenhouse
gas emissions


10%
Reduction in energy
costs

Actual results from commercial trials across various crops, practices, and locations.

Company GHG Emissions and Energy Use

The challenge of addressing climate change needs both major innovations in science and technology and millions of small simple actions every day. We recognize that our business can contribute to both needs. Within our business operations our approach to environmental sustainability is to ensure we are adopting all the small simple steps day to day, across our global footprint, that contribute to lower energy use and GHG emissions: healthy workplaces, smart procurement, and whole- of-life product assessment.

CropX hardware devices are designed and built to be durable and last for many seasons. Upgrades to the firmware can be done remotely meaning the same piece of hardware can deliver increased value to the customer without a replacement in the device. As the business scales, recycling plans are being developed for each major geography to ensure a systematic and, wherever possible, circular approach is taken with the resources committed to the manufacturing of an individual sensor – reusing components like screws and appropriately recycling components like batteries and circuit boards. Sensors that are broken or have defects are returned to base for investigation, repair, and redeployment wherever possible. These approaches limit the number of sensors that are “end-of-life” to hundreds from the many thousands that have been deployed globally.

Smart procurement

Local production & assembly

Data storage partnering with
carbon neutral ambitions

Whole of life product assessment

2-year hardware warranty

Maximizing hardware lifespan and
implementing recycling

Ecological Workplace

We prioritize sustainability in our physical office spaces.

In the Netherlands, the whole team moved in 2022 to an “old Dutch barn” that was constructed according to state-of-the-art environmental standards - led by HSB - Ecological Builders. The new office is a “smart” building that maximizes energy efficiency and fosters an inspiring environment where employees thrive. Recycling of food waste, paper and encouraging the use of compostable or reusable containers is in place.

Our flexible home office policy has reduced our carbon footprint by reducing commuting emissions. We also encourage the use of electric cars and bikes

Highlights on the new offices

- 40 solar panels
- Heat pump and heat recovery system for heating in winter and cooling in summer
- Sedum roof (keeps the roof cooler in summer)
- Charging station for electric cars
- Waste compost in the backyard
- LED lighting
- Rain barrel for watering plants
- 'Bug Barn' for insects (to give them a natural place to hide and reproduce)



Prosperity

Enabling Farmers to Achieve Sustainable Profitability Fostering a Prosperous Society

- Contributing to Future Food Security
- Increasing Farmer Profitability
- Real-life Results and Sustainability Impact

Contributing to Future Food Security

As the world's population grows, so does the demand for high quality food. Meeting these requirements cannot be at the expense of future generations' ability to live on this planet, so we are all committed to changing how food is produced. Food must be produced using less water, less nutrients, less pesticides and herbicides. It must also produce less GHG emissions, less water pollution and build the soil each year - not degrade it.

With the help of CropX, farmers, their advisors and their customers are evolving to improved food production management practices based on data and science that enable them to reduce inputs, increase productivity and maintain profitability.


10,000+

ROI on investment for the farmer



10%-20%

Yield increase



US\$40+

Acre net benefit



4,000+

Paying customers

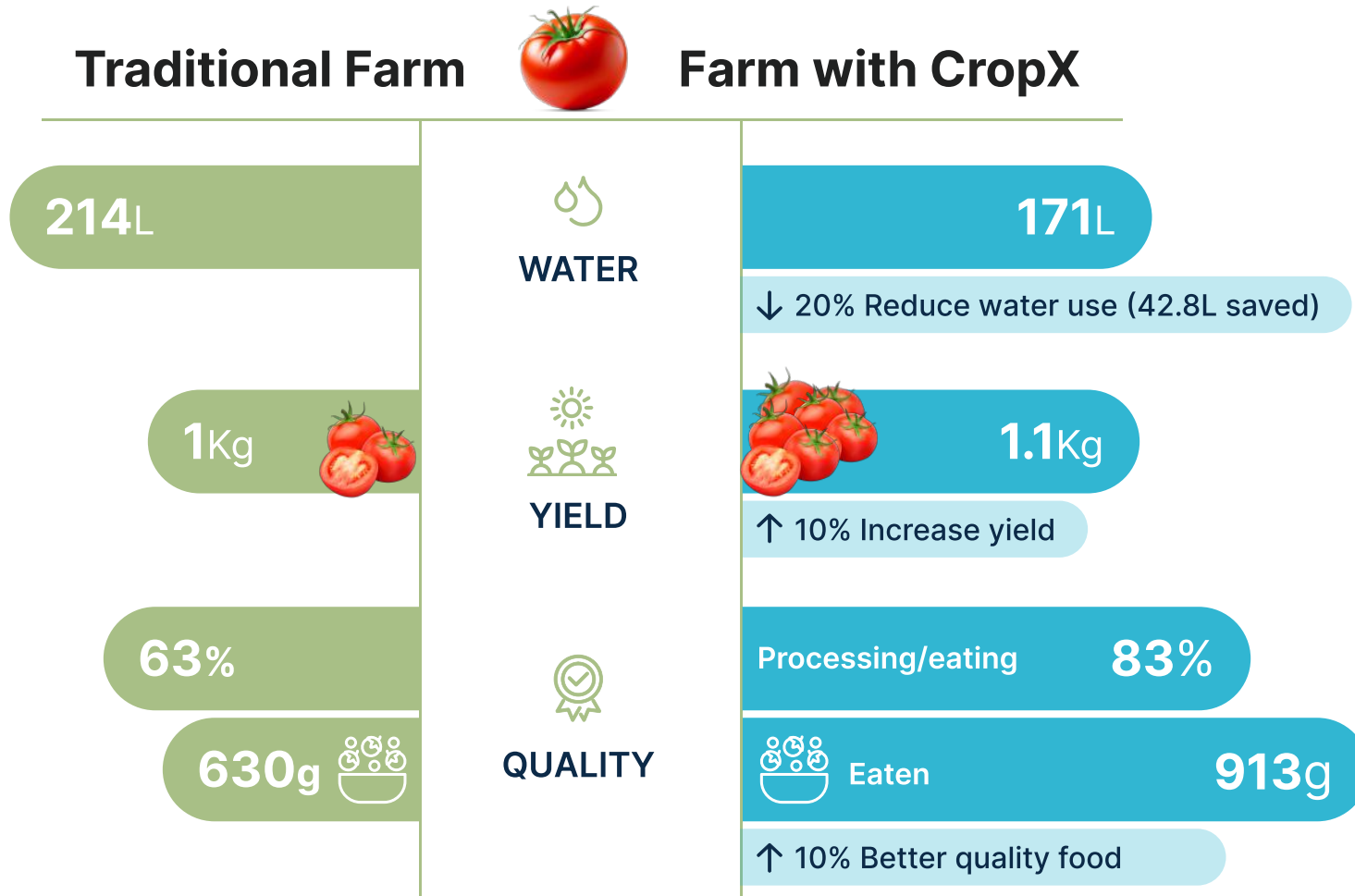


200,000+

Users globally

Increasing Farmer Profitability

CropX, its staff, shareholders, customers and users, are all committed to providing the world with quality food, grown sustainably and regenerating the ecosystems and communities it comes from. That's why we are all part of CropX. We also know that farming must be profitable to achieve these outcomes and our solutions are focused on delivering this potential to the hands of farmers globally, whatever the crop they grow.



Making an Impact with Strong Partners - PepsiCo

PepsiCo uses CropX to achieve global sustainability goals

PepsiCo has set a goal to become net water positive by 2030.

CropX collaborates with PepsiCo producers to reduce the water used for potato production.

- Higher yields
- Reduced water use
- Reduced agrochemical use
- Decreased GHG emissions

The data collected by CropX is monitored continuously throughout the season and the actionable insights generated by CropX's algorithms helped the farmers make science-based decisions. The program has expanded from 2 farms in Mexico to farms across Latin America.

“By incorporating the most advanced technology, we are achieving a 36% reduction in greenhouse gas emissions, using 47% less water vs. traditional irrigation systems and achieving 50% more efficient pest control with non-chemical methods.”

Servando Valdez,
Agro Director Lead for PepsiCo México.



Pictured: PepsiCo potato farmers study CropX soil sensor during field day training event in Mexico

Making an Impact with Strong Partners - DHL



Dairy Holdings uses CropX AI technology to boost productivity and reduce environmental harm

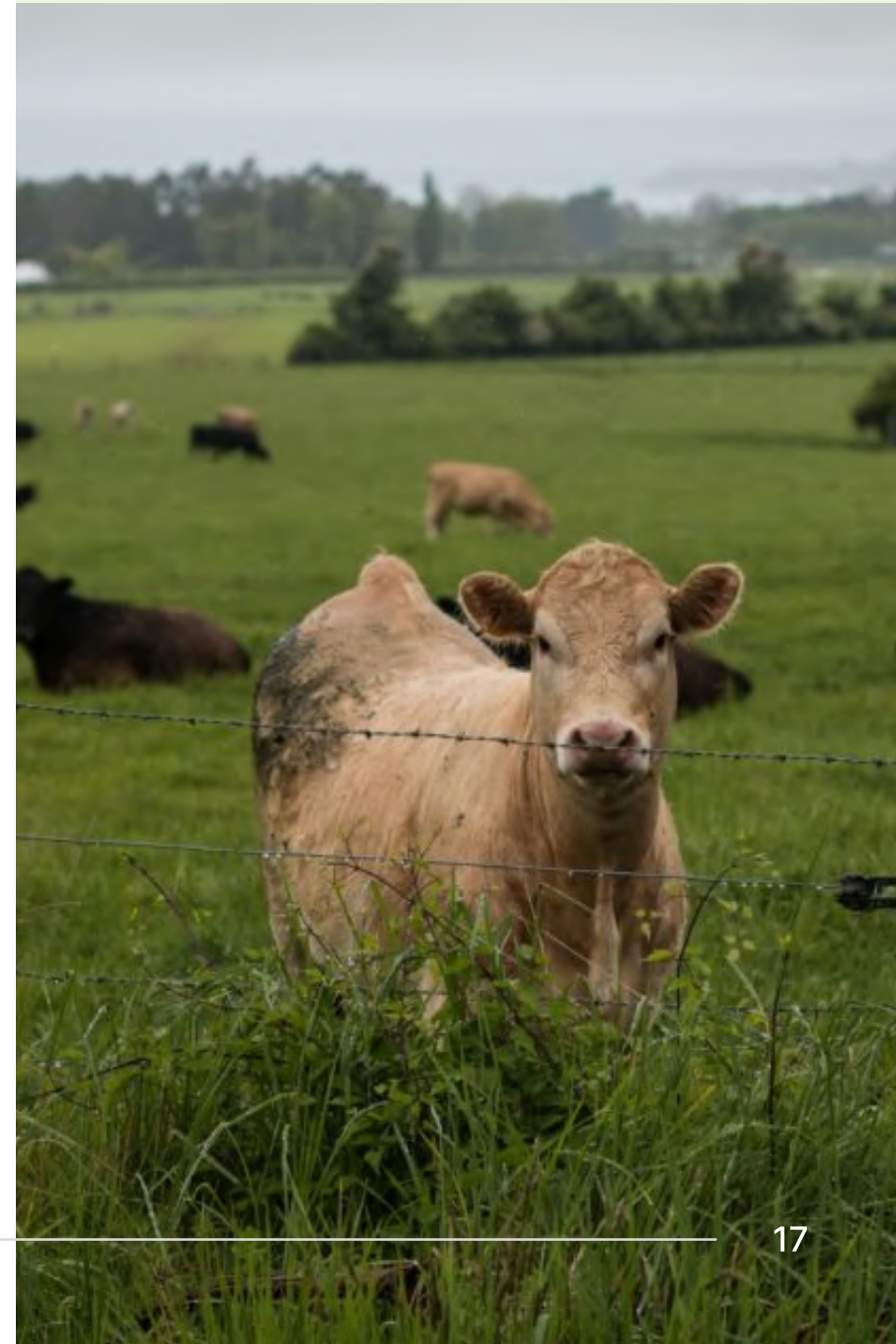
CropX systems across all DHL properties (20,000 hectares, 60 farms), measure soil temperature, soil moisture and electrical conductivity. The technology uses historical data to constantly adjust thresholds for starting and stopping irrigation. This results in the use of less water and electricity for irrigation. It also means less nitrogen is leached from the soil.

Since the implementation of CropX combined with the modernization of its irrigation systems, DHL saw an immediate impact on its productivity and environmental pollution:

- **33% decrease in water use**
- **90% decrease in the quantity of purchased supplementary feed per year**
- **40% reduction in Nitrogen**
- **Improved pasture growth**

“It is a sophisticated system but is easy to use. The CropX soil sensors automatically send data from the soil to a cloud-based platform and our farm managers use an app to see what is happening at each site with an easy-to-read visual graph”

Colin Glass,
Chief executive of Dairy Holdings.



People

Creating an Innovative and Inclusive Work Environment
Where Employees Can Exceed Their Potential

- Our People
- Employee Development and Well-being
- Diversity, Equity and Inclusion
- Belonging and Meaning

Our People

We take great pride in our exceptional team, which brings together the expertise of agronomists, engineers, data-scientists, farmers, designers, business managers, and many others who share a deep passion for their work and a genuine commitment to our company's success. Their collective dedication and collaboration drive our achievements and propel us towards our goals.



100+

Global Employees

7 
Countries

6 
Nationalities

6 
Languages



Employee Development and Career Paths

In 2022, we established a "yearly dialogue" performance management process designed to create a meaningful and open conversation between employees and managers focused on mutual feedback, personal growth and future goals.

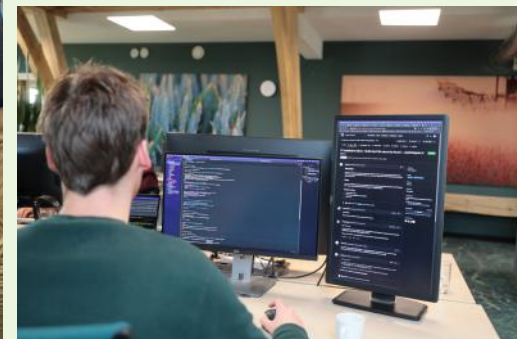
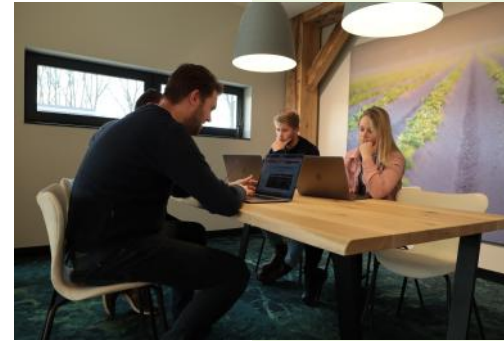
In these sessions, employees are encouraged to discuss career aspirations with their managers and explore their career interests, review their progress, and ensure they are fully supported with the resources needed to succeed.

We encourage employees to take full ownership of their personal development, while we take an active role in supporting career paths and enabling them to explore various opportunities. We provide opportunities for internal mobility, relocation and promotion and provide the necessary training to do so.

We recognize the importance of providing training and development opportunities to our employees, both to enable our employees to expand and develop their skill sets, and to ensure that we are nurturing talented individuals and future leaders.

Our employee development efforts begin with a well-defined onboarding process and continue with on-the-job training and additional professional and personal skills training.

For example, during 2022 our training list includes the following external courses: Scrum Master, Sales, Figma, leadership course for Team leaders, SW Architect, Product management, MS Excel, English and Dutch, and an effective communication workshop.



Employee Well-Being

At CropX we invest a lot to create a positive employee experience through all employee life cycles. We also strive to increase employees' sense of belonging and sense of meaning. In order to do it, it's important for us to learn from the employees what they need and how we can get better, so we collect frequent feedback from employees and listen to them.

We provide a range of forums to engage with our workforce including employee engagement surveys every six months, round tables with the CEO and periodical 1:1 meetings with HR.

In March 2023, CropX completed the first engagement survey for 2023, and the fourth of the company, since 2021. The survey delivered a very high response rate of 97% and an overall engagement score of 85%, which is several points higher than the average score among our industry peer group and also higher than the score we got on the survey from September 2022.

Highlights from the 2023 survey include:

- 89% of employees would recommend CropX as a good place to work
- Above industry benchmarks in scores for Trust in Leadership, Satisfaction with My Manager, Satisfaction with Company Culture
- Work/Life Balance – employees appreciate the flexibility we provide. We trust our employees and always assume positive intention. As a global company, we offer remote opportunities, flexible and part-time work schedules.



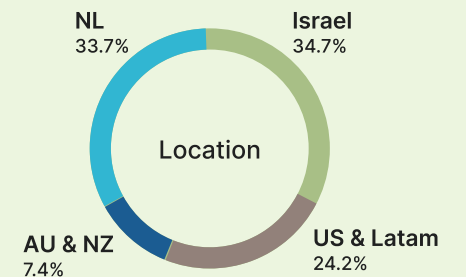
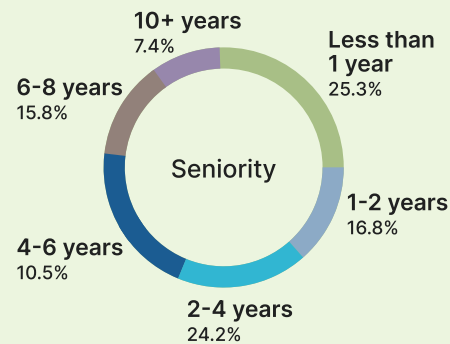
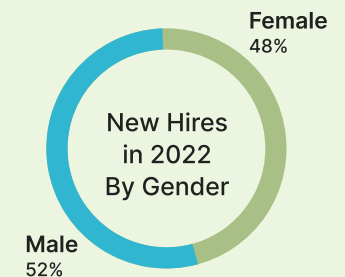
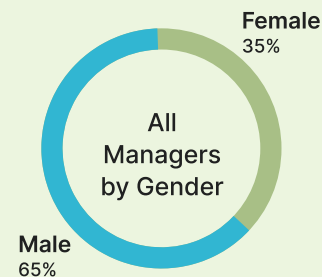
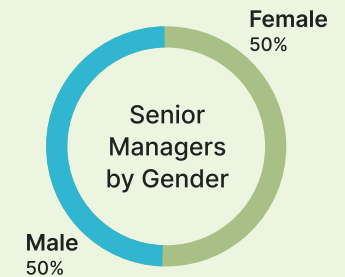
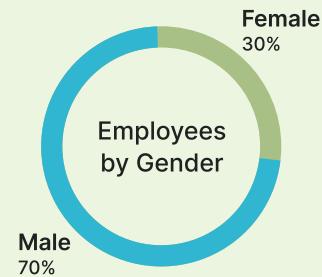
Diversity, Equity, Inclusion Metrics

CropX is a multi-national, multi-cultural company that employs people of different ethnicities, faiths, and beliefs. We recognize that diversity of thoughts and perspective is not only essential to creating a successful business but is also imperative to creating an inclusive, collaborative, and productive work environment in which our team can thrive.

We believe creativity and innovation are optimized when a diverse group of people come together. That is why we consistently foster a culture representative and inclusive of all ages, genders, cultures, ethnicities, races, religions and sexual identities.

CropX is an equal opportunity employer that believes in equal opportunities for both our people and job applicants. It's vital to our continued success that we attract, develop and retain a diverse workforce at all levels, and help people progress throughout their careers.

We conduct fair and comprehensive recruitment, interviewing, and hiring practices including extensive outreach to encourage applicants from underrepresented backgrounds. Our attention to these practices is producing encouraging results. We are particularly proud to have new hires equally split between men and women.



Sense of Belonging and Meaning

Teams that play together stay together, so we make sure to take some time for recreation and fun. We actually enjoy spending time with each other, and foster a culture of respect for individuals.

As a global company our employees have opportunities to visit and sometimes live in locations outside of their home countries. This includes visiting our offices in Israel and The Netherlands, and meetings in the US. In every visit, we host each other, show our guest the town and the area and get to know each other better.

Trying new things, enjoying time together and learning about the traditions in each our countries is a big part of our corporate culture.

We also spend time together remotely using technology to meet and play. We are to celebrate personal achievements for employees such as birthdays, wedding and additions to the family. We also celebrate professional achievements such as promotions and awards.



Employees visiting Israel

Seeing the Sights

When visiting Israel in 2022, the US and NL sales teams took time to visit historical sights around the country. This was a great way to see the area and learn history while getting to know our coworkers better.

New visitors also never miss Forum Groningen to see the view of this beautiful Dutch city, and many have taken a try at riding bikes to work when visiting.

Enjoying the Hospitality

With our roots in agriculture it's no surprise that we share a love of good food and hospitality. This includes sharing delicious dishes like salatim, hummus, and falafel from Israel, or the Dutch favorites of stroopwaffle, kroket, and bitterballen.

Sharing our cultures and traditions helps us to grow as individuals and as team. This is a unique opportunity for a global company.



Employees visiting the Netherlands



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