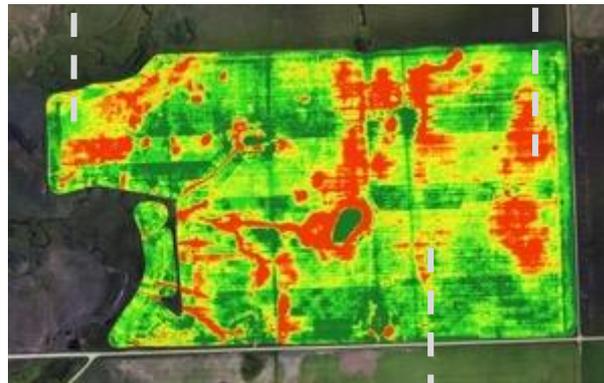


AUGMENTA
PRECISION AGRICULTURE · REDEFINED

Farming today relies on Spray-and-Pray

Every part of a field is treated in the same way, using averaging techniques

In reality, every inch of the field has different needs.



Hyperspectral imagery proves that certain areas need better care to perform best...

...But these differences are not visible to the naked eye.

Farmers suffer losses in yield and overspend in crop inputs (fertilizer, pesticides, fungicides and water).

Aerial Imagery simply does not work at scale and farmers are reluctant to adopt it

- **Require time & effort from farmer**

Farming is already a full time job!

- **Drones cannot achieve resolution at scale**

The drone would have to fly very close to each plant to achieve accuracy, unrealistic for industrial farming.

- **Self-proclaimed “real time” solutions are not real time**

Latency between measurement and action diminishes the value.

- **Existing solutions offer “actionable data” but no action**

Vast majority of companies only offer just reports or datasets and no automation of the process.

Solutions have been largely tech-driven and not farmer driven.

Fully automated variable rate application with Augmenta's Field Analyzer

Augmenta's Field Analyzer automates the fertilization and chemical spraying processes, helping farmers substantially improve their bottom-line by boosting yield and reducing input spend.



Computer vision

Eighteen close range, 4K multispectral cameras capture video frames of unprecedented quality



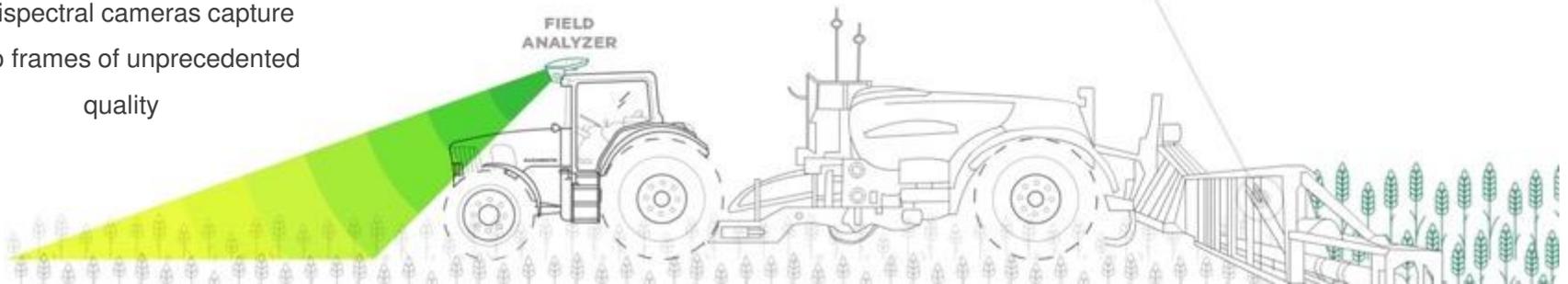
Real "real-time" analysis

Works offline, running machine learning models for crop patterns and stress indices on the edge

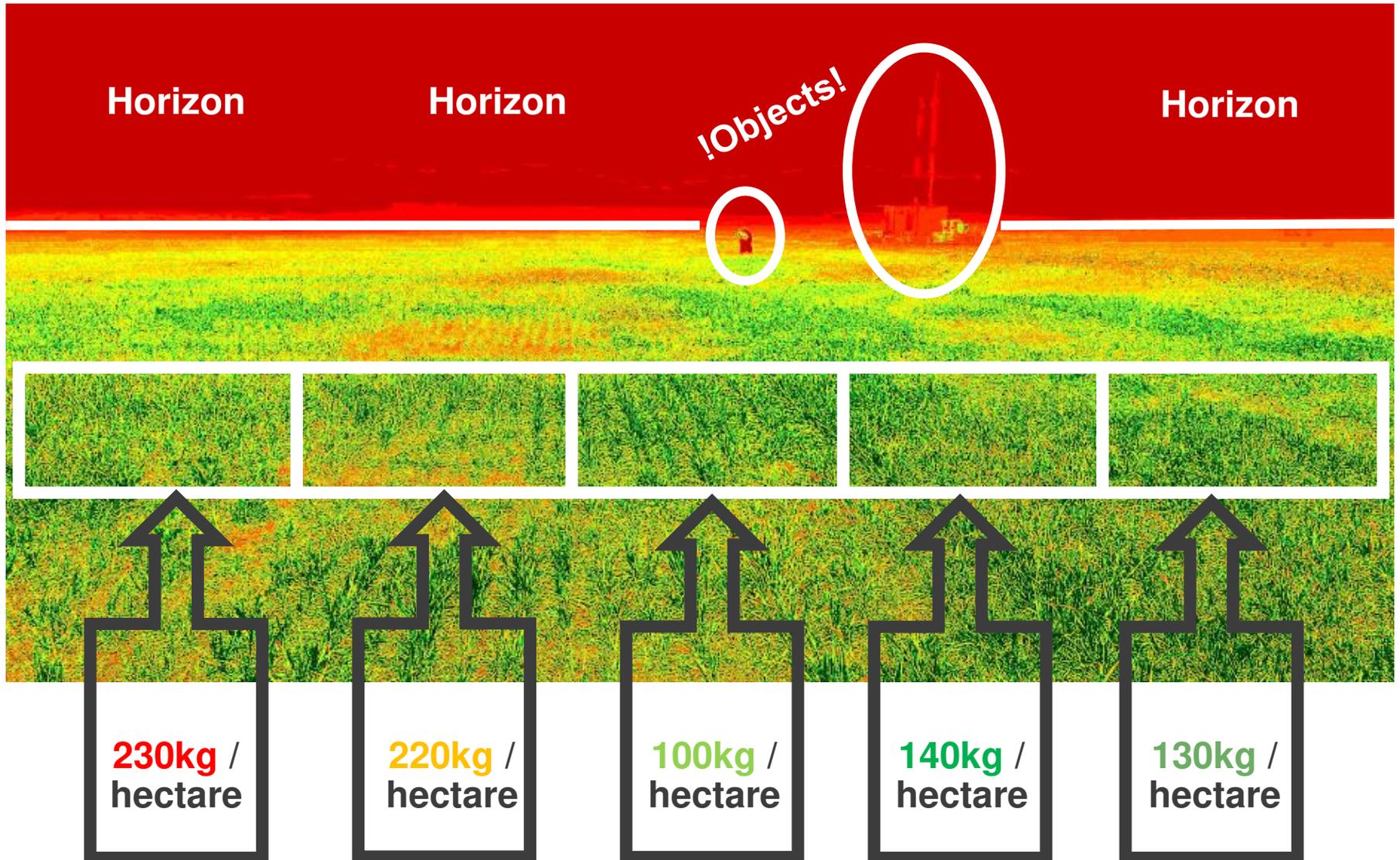


100% automated control

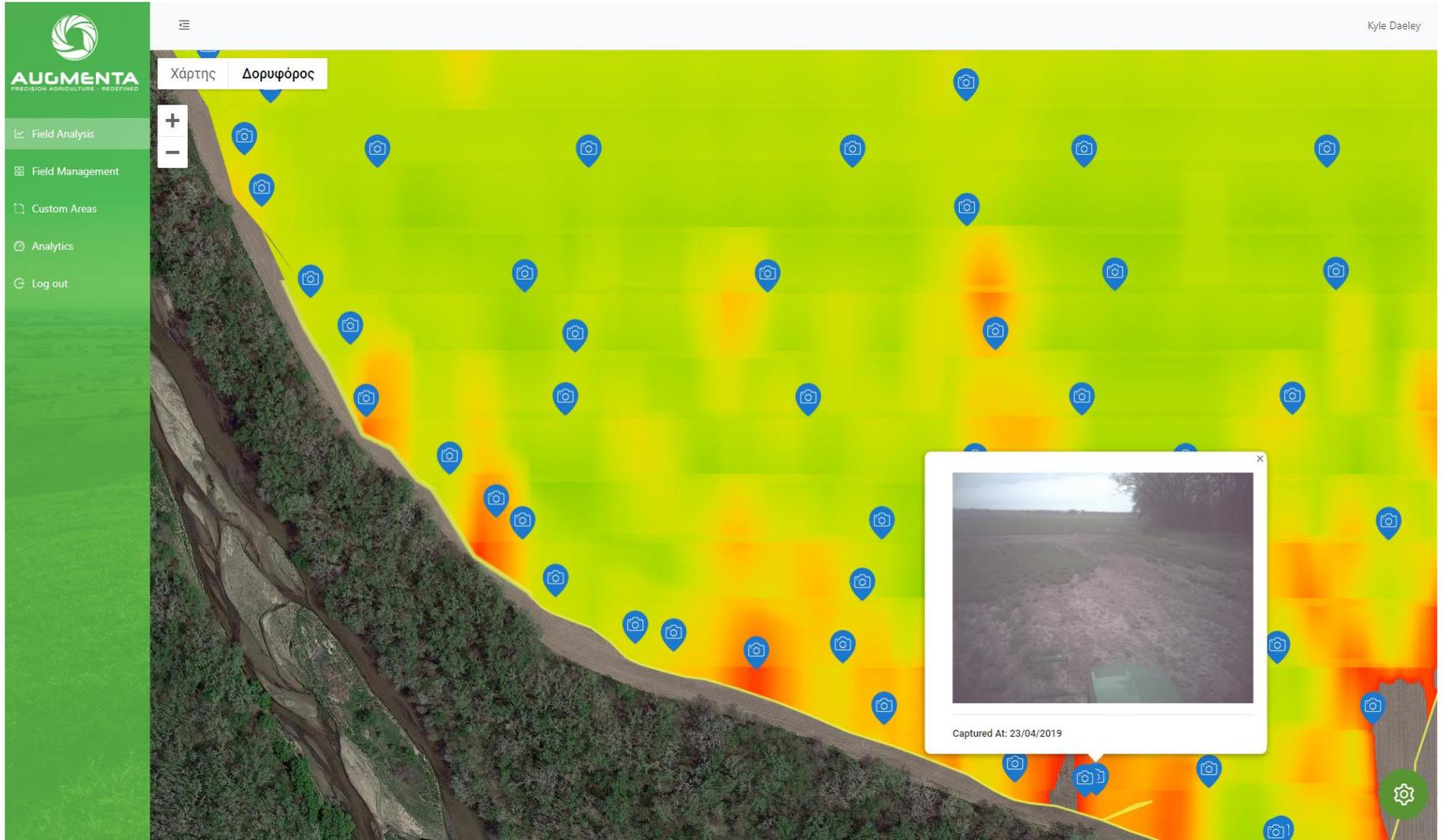
Directly controls any ISOBUS spreader / sprayer, offering fully automated VRA



Real-time Variable Rate N application



Post Operational analytics



Wisconsin



Fond du Lac, Wisconsin, USA

7150 hectares in 8 days

The screenshot displays the AUGMENTA software interface. On the left, a green sidebar contains the AUGMENTA logo and navigation options: Field Analysis, Field Management, Custom Areas, Analytics, and Log out. The top of the interface features a menu icon and two tabs: 'Χάρτης' (Map) and 'Δορυφόρος' (Satellite). The main area is a satellite map of a large agricultural field, overlaid with a grid and various colored markers (yellow, orange, red, green) representing different field zones or data points. A green circular icon with a gear symbol is visible in the bottom right corner of the map area.

Fond du Lac, Wisconsin, USA



1. 2mm / pixel
2. 1 device
3. 8 days
4. 0 extra humans
5. Real-Time
6. 4 operations per year \$57k



1. 2cm / pixel
2. 2 devices
3. 30 days
4. 4 Extra humans
5. Non-real time
6. 4 operations per year \$215k
7. If the weather is good 😊

Product released in February 2019



Serbia



Turkey



Brazil



Chile



Argentina



Kansas



This is just the beginning...

Our technology opens up a number of opportunities that we want to pursue in the next 2-5 years



Expand control automation across farming operations like pesticide spraying



Support every major and high-value crop for both monitoring and automated operations



Accurate yield prediction four months before harvest available across the supply chain



License field data to third parties via API for extended use cases like insurance criteria



Become the data layer of farming operations

ASK

€ 2.5m

€ 1m committed by previous investors



Enlarge the software team



Relocate BD HQ in Mid-west, USA



Order parts for 150 units and fulfil current demand



Reach 300k+ hectares mark



Reach € 2.5m+ ARR in 18 months



**Augmenta's mission is to become the eyes of the farmer on the field
and augment the capacity of the arable land**

george@augmenta.ag

Appendix

A plug and play device for every tractor

 **Plug-and-Play**
Can connect & control
any ISOBUS equipment

 **0.25 mm/pixel**
Eighteen 21MP,
multispectral cameras



 **Recalibration sensors**
Operation independent
of environmental
conditions

 **Field of view 25m**
With 1.9 mm/pixel
resolution

 **Real-time control**
Spreader / sprayer to
apply optimum amount
of fertilizer / pesticide

 **Crop-specific filters**
Changeable filters for
Wavelength band
optimization based on
crop type



Strong engineering team with farmer genes



Young and ambitious founding team

George Varvarelis and Dimitris Evangelopoulos, were young farmers in engineering grad school, frustrated with the Spray-and-Pray mentality in farming processes, when they decided to build a solution with an actual impact on the field.



Experienced engineering team

A total of 9 engineers with vast experience in computer vision, software development and embedded systems. Augmenta's CTO and 3 Senior Engineers are hardware builders from a former US-based and Qualcomm-supported robotics startup. All of them joined Augmenta full time in Q2 of 2018.



Competitive landscape

No other solution in the market that is plug-n-play for every tractor with this level of automation and accuracy



¹Increase in yield, grain quality enhancement and input savings

²Compatible with already owned equipment, easy to use, automated calibration, affordable

Business model

Hardware Enabled Software as a Service (HESaaS)

Yearly subscription fee, charging every 60 days, based on hectares under management

- Augmenta **leases** devices to end customers through distribution partners that have location specific expertise and provide physical support & training. Augmenta provides warranty and online support
 - Distribution partners must guarantee at least 50k hectares covered per year from their clients.
 - Distribution Partners lease the device to farmers and get **a commission** of the SaaS fee

Charging per unique hectare under management as opposed to competitors that charge per mapping or per hour of service. That way the farmer is not paying extra for operating in the same field and Augmenta gets more data per season, further improving its AI models.

Channel Partners handle Installation and **Field Support** – Augmenta handles **online support**

Minimum Commitment / device = 1500 Hectares / year (will be reduced in scale-up phase)
Live monitoring & analytics(all crop types) - **\$6/HUM** or **2.5\$/AUM**(Acres Under Management) ARR

Monitoring, Analytics & Autonomous fertilization of cereal crops – **\$12/HUM**¹ or **\$5/AUM**(Acres Under Management)¹ ARR

Average²
commercial phase
client

ARR³ \$24.000

¹ Pricing is scaled according to total hectares and refers to fertilization automation only. To be adjusted post Q3 2020(pesticide spraying, high value crops monitoring). \$12/HUM is the average of pricing tiers(\$16 highest - \$8 lowest)

² 2500 Unique Hectares covered in a year with a single device

³ Annual Recurring Revenue after removing a 20% for the commission of the channel partner

Early Traction

Country Visions Cooperative

250K Hectare cooperative in Wisconsin, USA. Currently under pilot and finalizing terms for commercial partnership starting September 2019

Texas A&M | Top3 Ag University

Pilot program running with Dr. Alex Thomasson (Augmenta's scientific advisor)



indigo

Indigo | BioTech | HUM¹ 150K+

Unicorn company with massive influence in the farming industry. Currently under pilot in Kansas. Commercials finalized by the end of June

BayWa



BayWa Group | Big Industrial | HUM¹ 150K+

Currently running a pilot in Germany and discussing commercial partnership for fall 2019 season. (~\$1m contract for ~100 devices)

Donder

Donder | Machinery Manufacturer | HUM 70K

Currently under pilot agreement and discussing commercial partnership for fall 2019 season. They want to add Augmenta as an add-on to their machines

AgroMineral | ASP² | HUM 50K

Contract Signed for 20-25 devices bringing a \$250K ARR (after sales commission)

Sofruco | Farm | HUM 13K

Top 3 fruit company in Chile. Currently under pilots only gathering data in vineyards.



Agres | AgTech | HUM 100K+

Agres builds sprayer/spreader control systems and is an agtech provider. 90% of terms agreed for ~25 devices bringing a \$250K ARR starting in September 2019. Co-founder of the company is currently negotiating in Brazil.

KAGOME

NeoAg | ASP² | HUM 100K+

Top 3 ASP in Chile, with clients in wheat and fruit farms. Currently under pilot agreement and discussing commercial partnership for fall 2019.

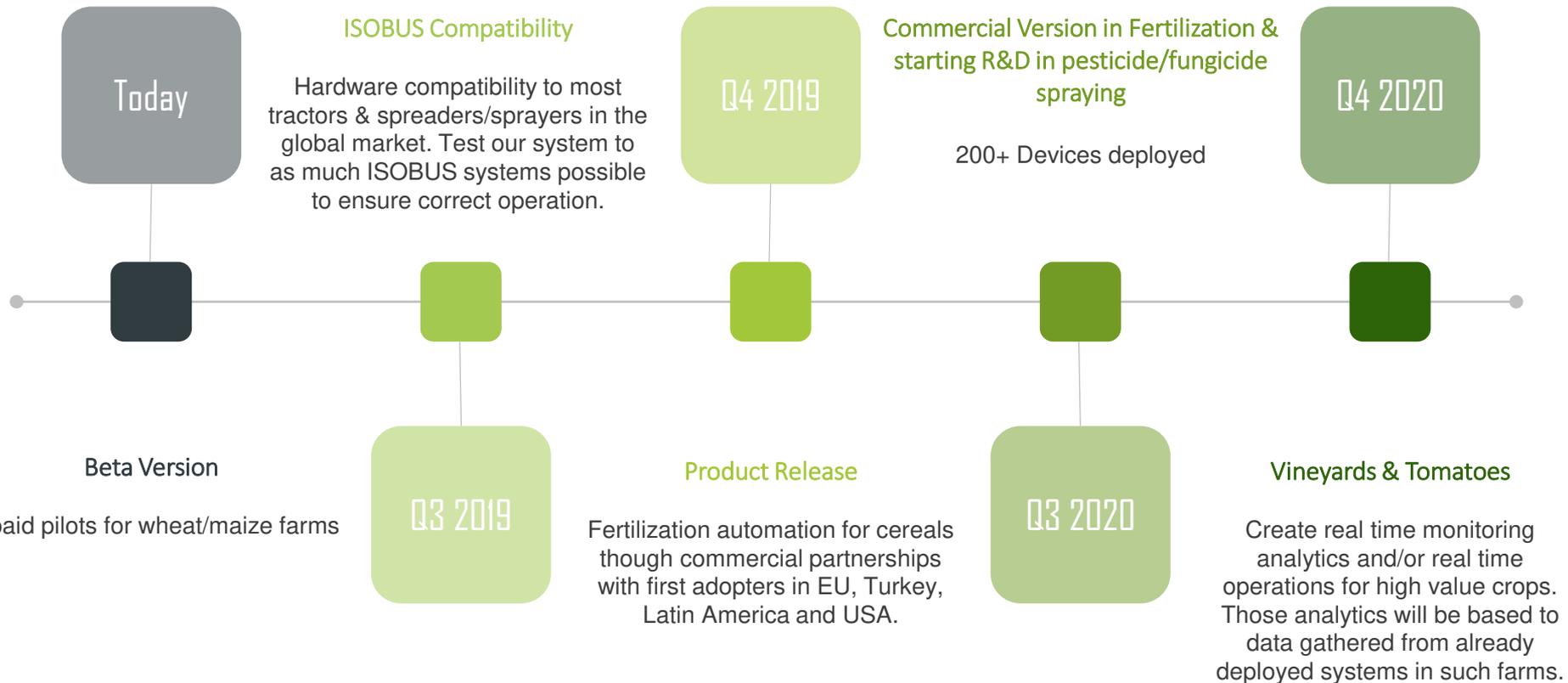
AgroPraxes | ASP² | HUM 50K

Currently in pilot. Discussing commercial partnership in Argentina for fall 2019.

Kagome | Food Manufacturer | HUM 150K+

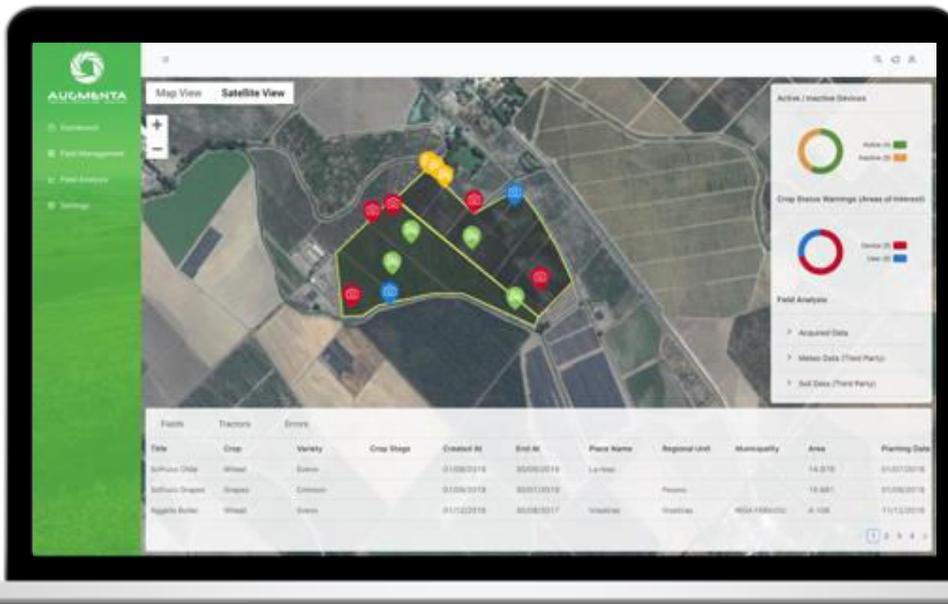
Top 5 tomato company in the world. Currently under pilots, only gathering data on tomatoes. They are really interested in real-time ripe/unripe ratio detection & fruit counting.

Product Roadmap



Real time field analytics in the cloud

Web and mobile access to field data and unparalleled insights in real time if connection is available or post-process if not



Plant images

Up to 4K images of crops & affected areas offer unprecedented opportunities in targeted field operation decision making as well as phenotyping

Plant health analytics

Spatial variability farm maps, crop stress, location of problematic areas, stage of growth, ready to harvest indices, operation-by-operation analytics

Yield prediction

More data than ever allow for the most accurate prediction of the season's yield, de-risking supply across the value chain

Equipment & machinery efficiency

Post-spraying chemical efficiency vs prescription