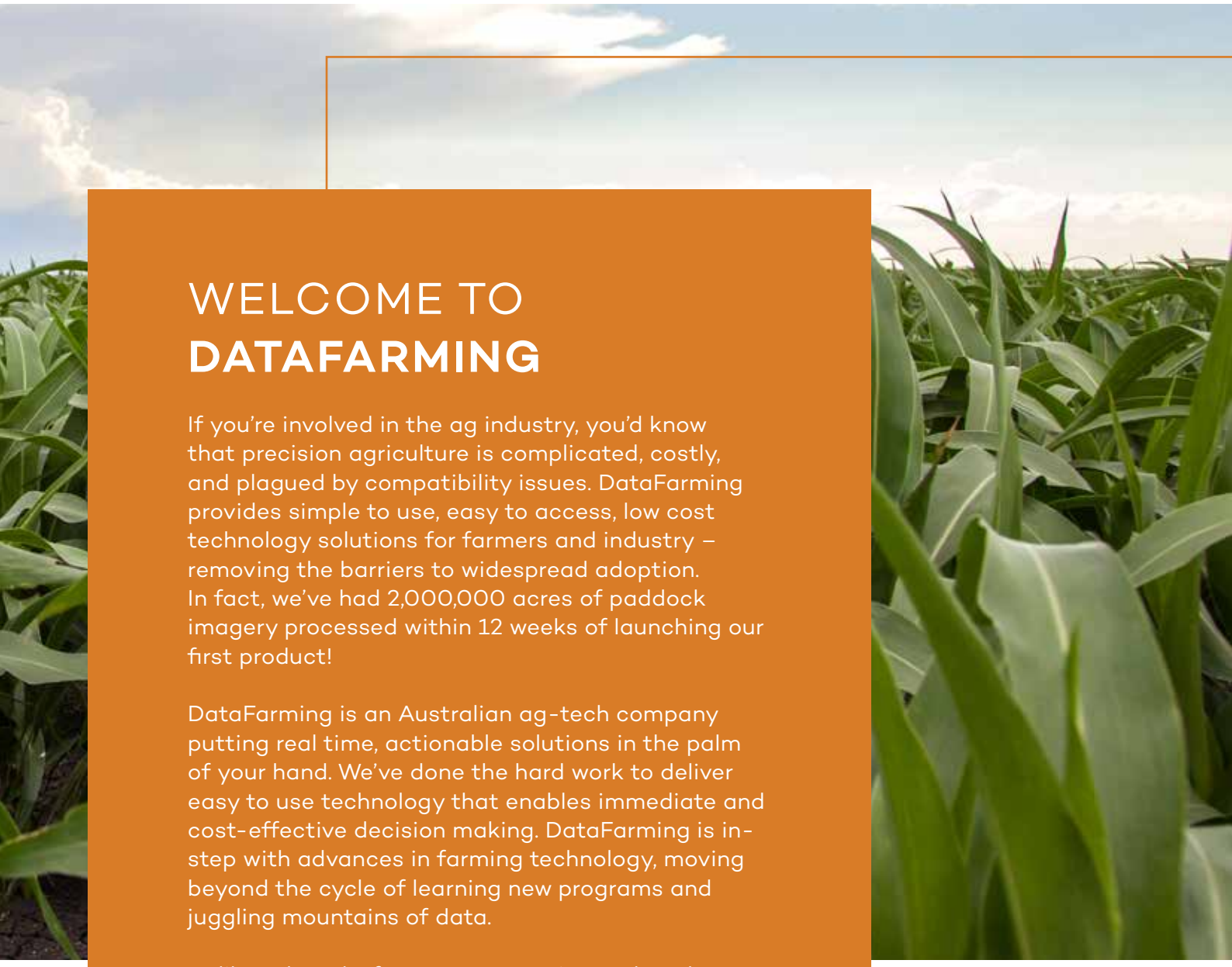
DATA FARMING

PRODUCT GUIDE



WELCOME TO **DATAFARMING**

If you're involved in the ag industry, you'd know that precision agriculture is complicated, costly, and plagued by compatibility issues. DataFarming provides simple to use, easy to access, low cost technology solutions for farmers and industry – removing the barriers to widespread adoption. In fact, we've had 2,000,000 acres of paddock imagery processed within 12 weeks of launching our first product!

DataFarming is an Australian ag-tech company putting real time, actionable solutions in the palm of your hand. We've done the hard work to deliver easy to use technology that enables immediate and cost-effective decision making. DataFarming is in-step with advances in farming technology, moving beyond the cycle of learning new programs and juggling mountains of data.

Unlike other platforms, DataFarming makes the most of data and presents information and insights back to you, ready for action – it's as easy as 'data in, solutions out'. Dig into data with DataFarming to answer your questions, and deliver the full picture of what's happening across the farm and throughout the industry.

"Turned location settings on in your app and got blue dot. Will be good to sit on header and look at spring NDVI."

Evan Lord @evanlord85

DELIVERING ACTIONABLE **SOLUTIONS**

Working with DataFarming means our clients can access targeted business solutions that are ready to be implemented.

DataFarming is targeting two distinct types of agricultural clients:

1. **Service businesses and farmers that require site specific data (The Digital Agronomist™)**

2. **Industry level partners that require Agri-Intelligence™ (derived from the integration of site specific data for region-wide insights)**

"This @data_farming imagery is kinda addictive. Get on for a look if you're cropping."

Peter Waddell, @dburner996

OUR TECHNOLOGY SOLUTIONS

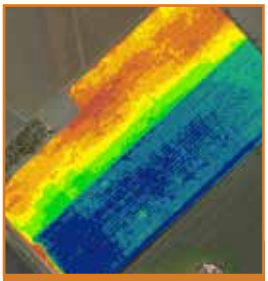
The Digital Agronomist™

With the Digital Agronomist™ we've put the power in your hands making it as simple as 'data in, solutions out'. The Digital Agronomist™ is tailored to meet the needs of agronomy service providers, and to help farmers and graziers manage their crops and pastures.

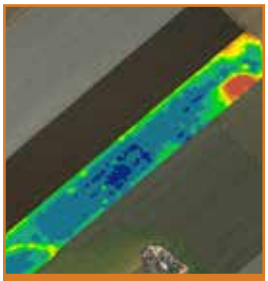
Being able to benefit from farm data using software that is currently available is a long and tedious process – often involving numerous steps and requiring specialist knowledge. The Digital Agronomist™ stands out in the field and provides insights and solutions back to producers and agronomists, such as:

- Variable rate files in one simple step: in real time, in a user-friendly format, and in-field where required.
- Instant data and analysis: ensuring you know the correct placement of seed, pesticides and fertiliser.
- Pinpointing issues on-ground and automatically providing actionable solutions: reducing costs, increasing yields, and improving sustainability.
- Access to automated PA data: allowing strategic soil and crop sampling in identified zones, seasonal forecasts, and in crop monitoring and alerting.

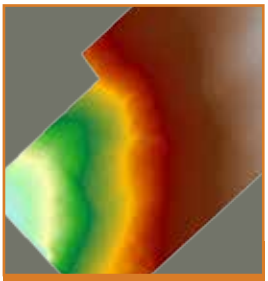
The Digital Agronomist™ 5 Service Pillars



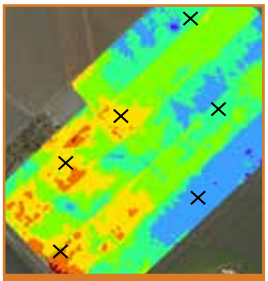
SATELLITE IMAGERY



YIELD MAPPING



TOPO/ DRAINAGE



SOIL TESTING

WEATHER DATA

"Thanks! Great product available for all farmers."

Matt McVeigh, @grainsandfibre

Agri-Intelligence™

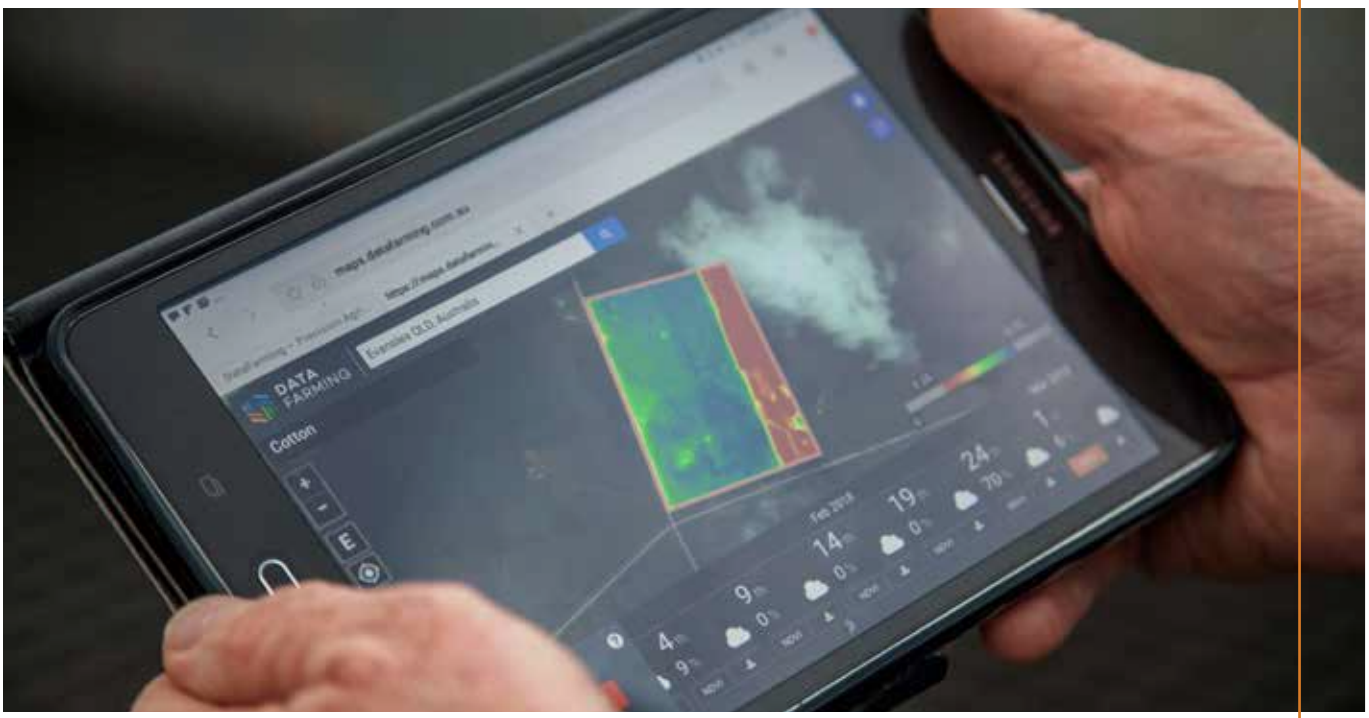
The DataFarming team takes accurate paddock level data and turns it into industry level solutions. We believe collaboration is the key to industry success and progression.

DataFarming works with leaders in research, commercial business, and technology development to provide industry answers ultimately for the farmer's benefit. We compile the data, apply the latest in research and technology advancement, and then automate it all using machine learning and artificial intelligence to provide you with real time answers.

Commercialisation of research is a key focus and our partnership with leading Australian universities and innovative commercial businesses provides the science behind our Agri-Intelligence™ solutions. Our solutions are completely independent and provided for wider agricultural benefit.

The DataFarming team are already working with industry to solve these problems:

- Paddock level, to industry level, yield predictions
- Regional wide crop type identification
- Pest and disease incidence and distribution
- Seasonal forecasts and real time crop monitoring
- Automated paddock drawing.

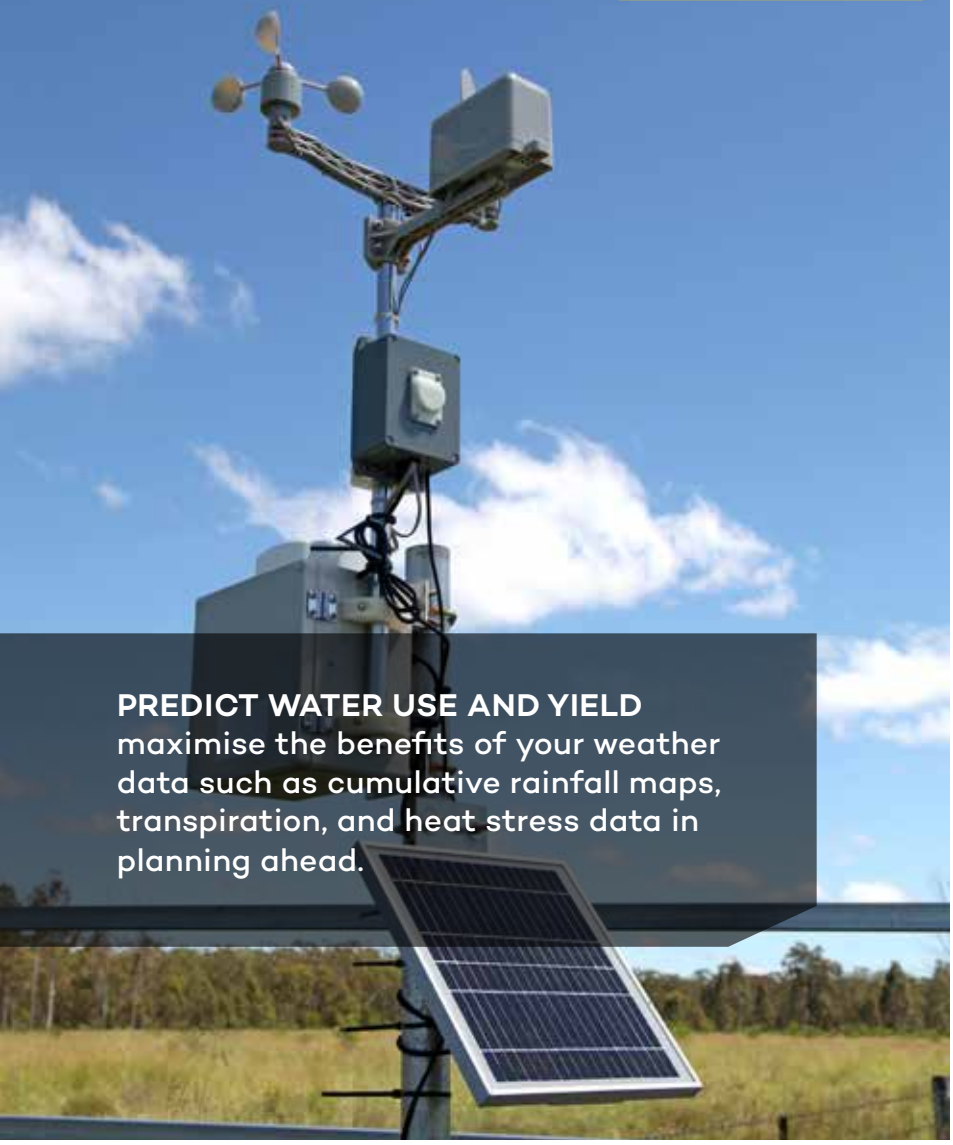


KEEP YOUR FINGER ON THE PULSE

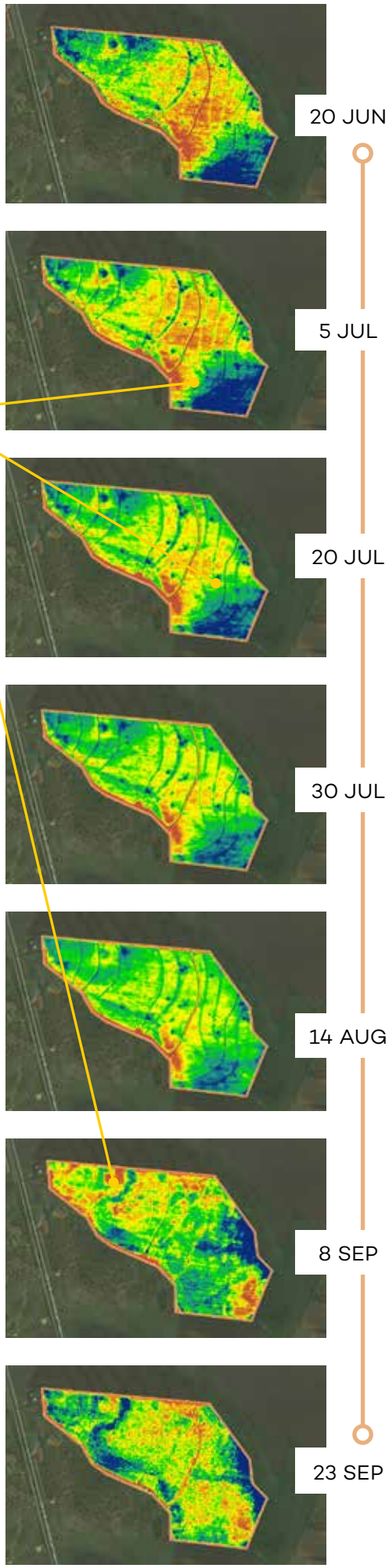
Monitor crop growth & alerting

Harness the power of your data with DataFarming. Understand throughout the seasons where you need to direct your attention.

Instantly target issues and monitor your crop in real time.

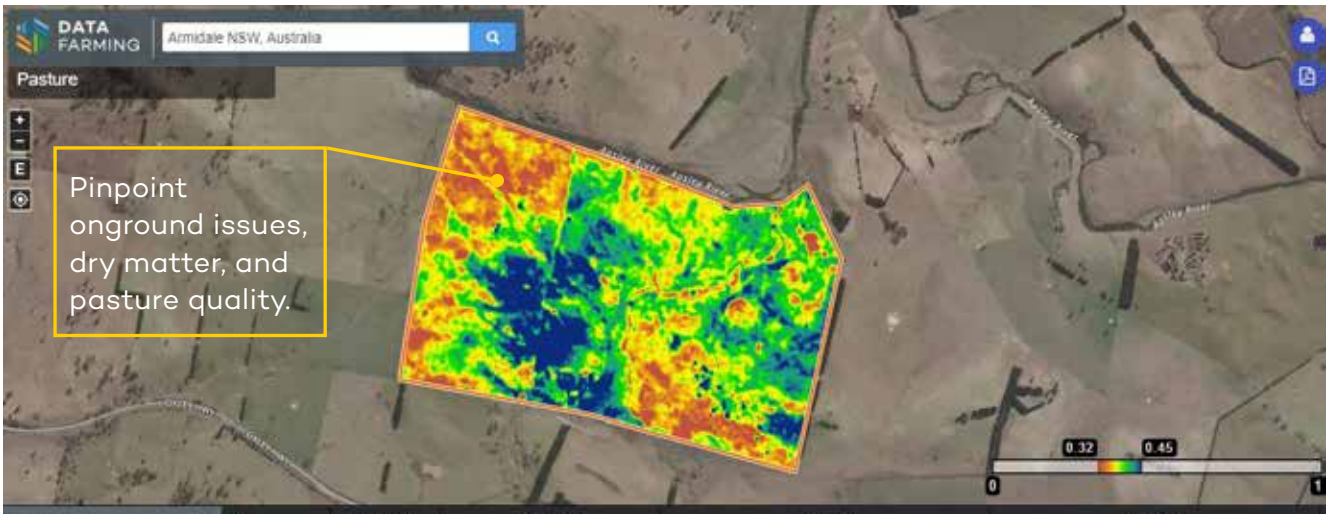


PREDICT WATER USE AND YIELD
maximise the benefits of your weather data such as cumulative rainfall maps, transpiration, and heat stress data in planning ahead.



FIELDS OF OPPORTUNITY

Enhanced pasture management

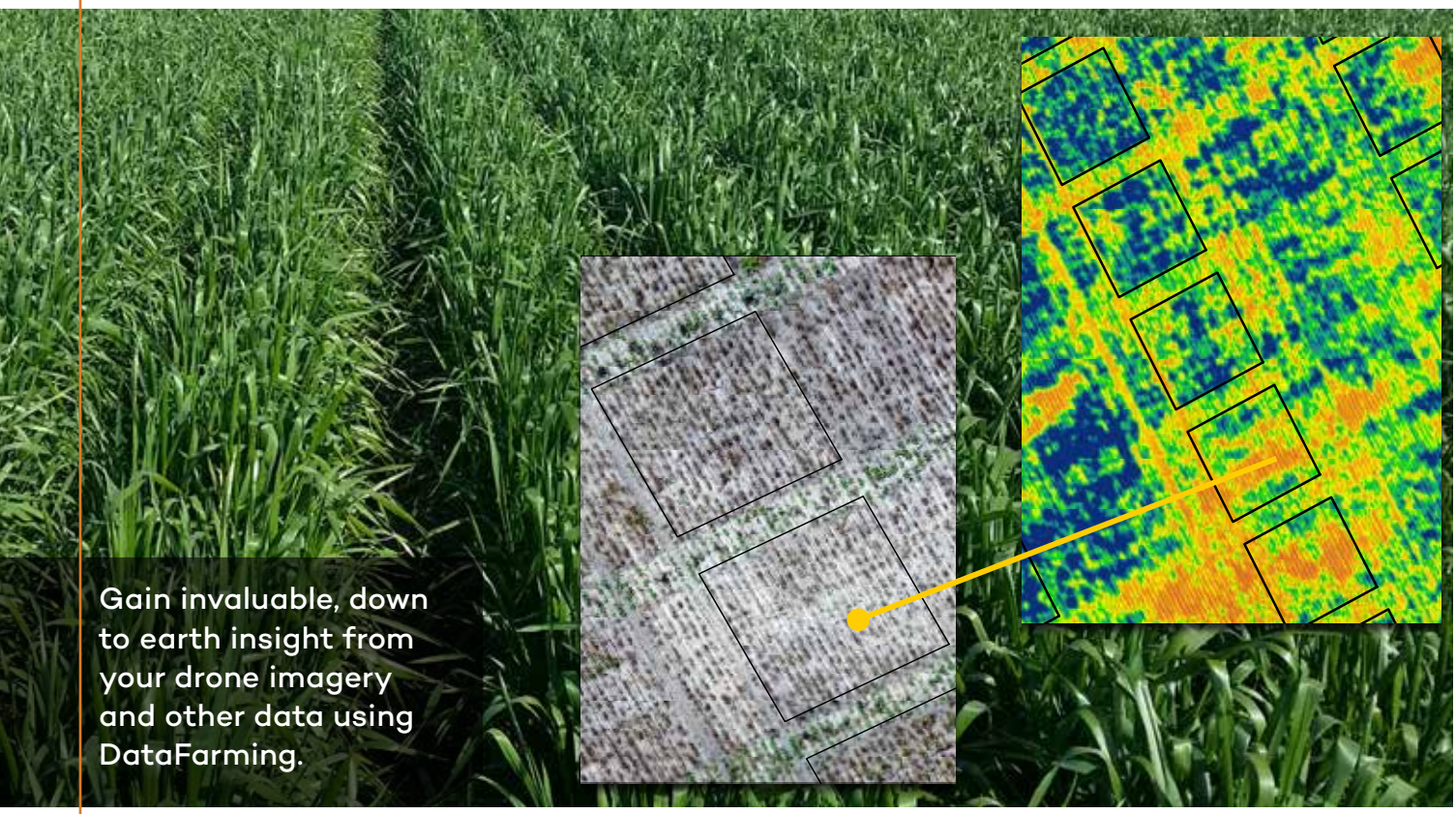


"Thanks for a great, easy to use tool."

Matt Rohde, @mattrohde8

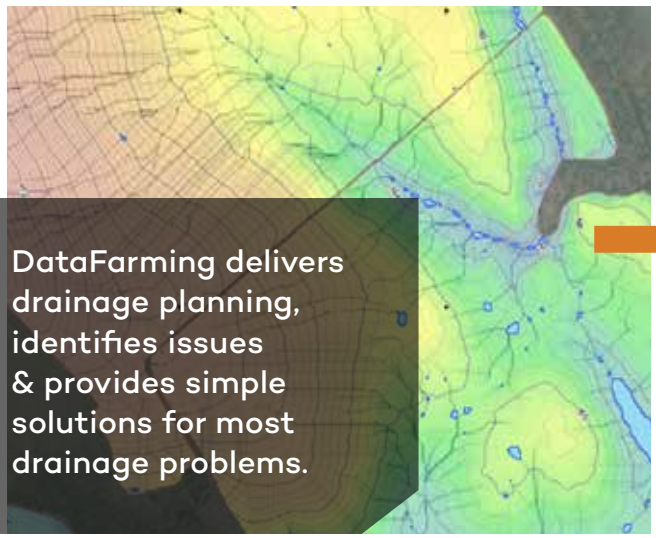
ABOVE & BEYOND
ON-FARM RESEARCH

Monitor and track your trials and high value crops



Gain invaluable, down to earth insight from your drone imagery and other data using DataFarming.

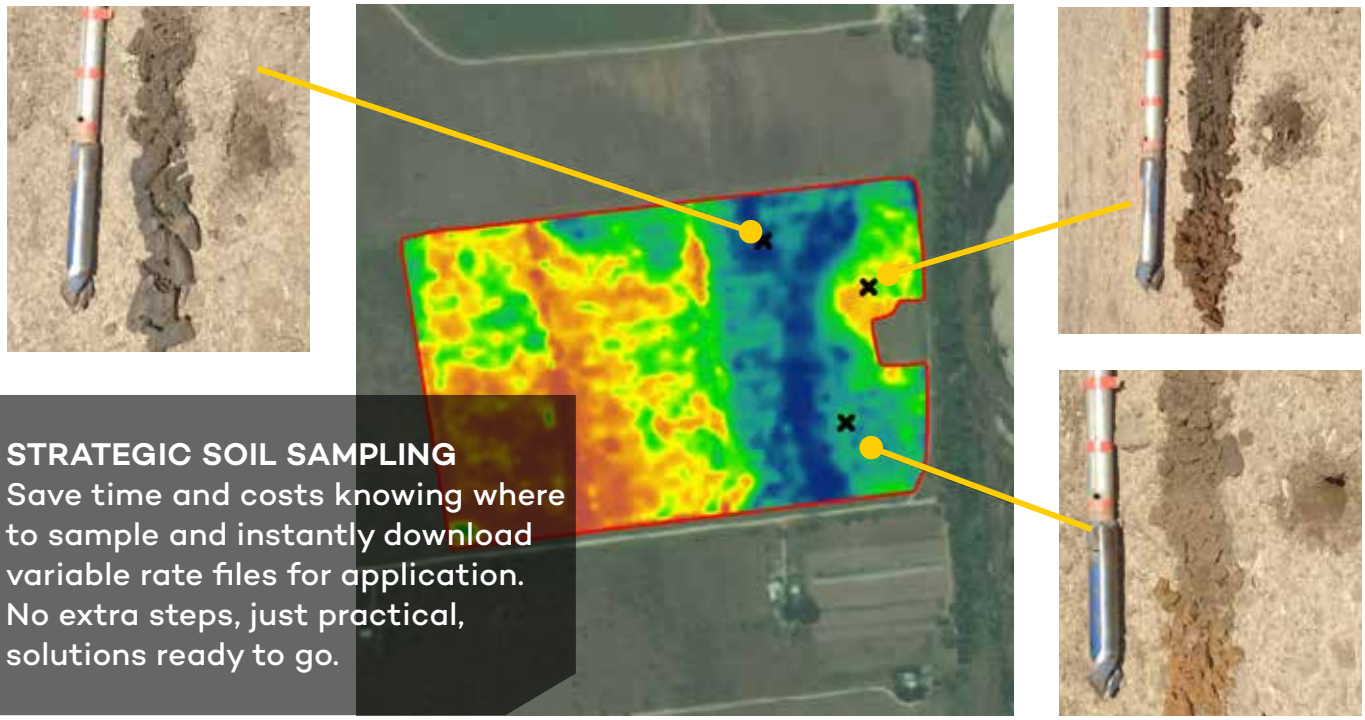
Automatic drainage planning, issue identification and solutions



DataFarming delivers drainage planning, identifies issues & provides simple solutions for most drainage problems.

INSTANT SOIL SOLUTIONS
AT YOUR FINGERTIPS

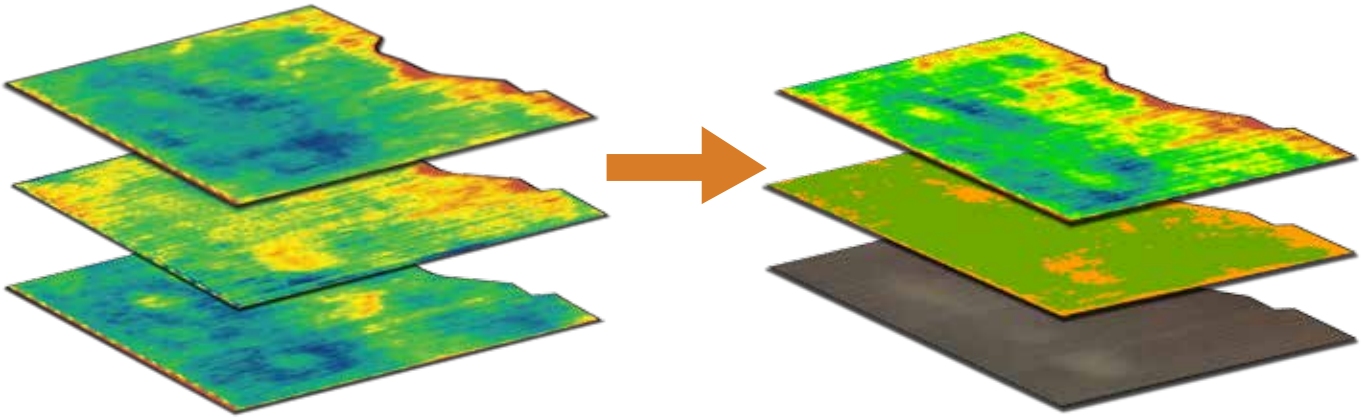
Manage soil/nutrient variation



STRATEGIC SOIL SAMPLING
Save time and costs knowing where to sample and instantly download variable rate files for application. No extra steps, just practical, solutions ready to go.

3-5 year stack

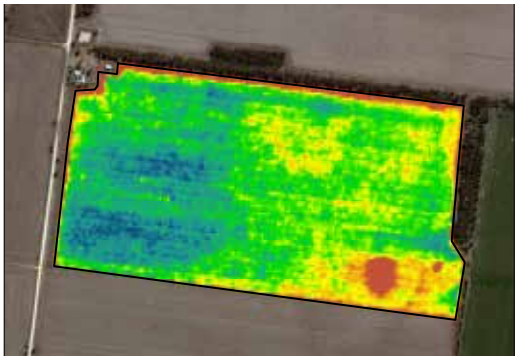
Long-term productivity zones



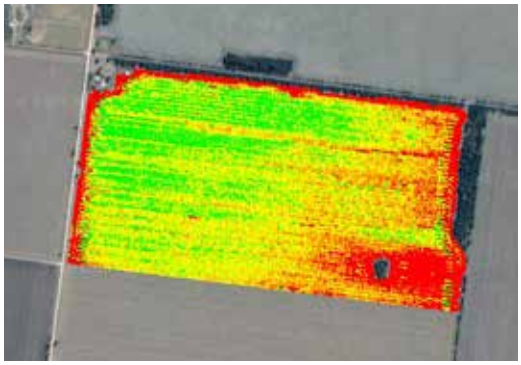
KNOW WHAT TO APPLY & WHERE TO APPLY IT

Automatic rapid zoning

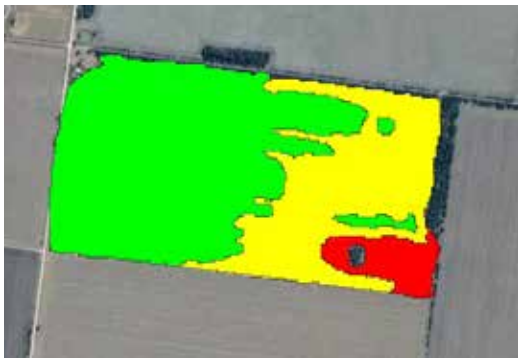
FERTILISER AND CROP PROTECTION PRESCRIPTION MAPS
DataFarming provides zoning maps ready for use in farm machinery.



Paddock imagery



Paddock yield



Paddock zone map

PADDOCK LEVEL
YIELD & CROP PREDICTIONS

Yield prediction

Region & industry level solutions

VALUE PROPOSITION

Agricultural businesses operate in a high-risk environment, competing with variable economic factors and environmental challenges. Farmers in Australia have proven to be some of the world's most adaptable producers, coping with one of the harshest climates on Earth.

In recent years the industry has demonstrated considerable investment in innovation and technology; yet despite this, many agricultural businesses do not have access to simple real time data that could empower intelligent, immediate, and cost-effective decision making.

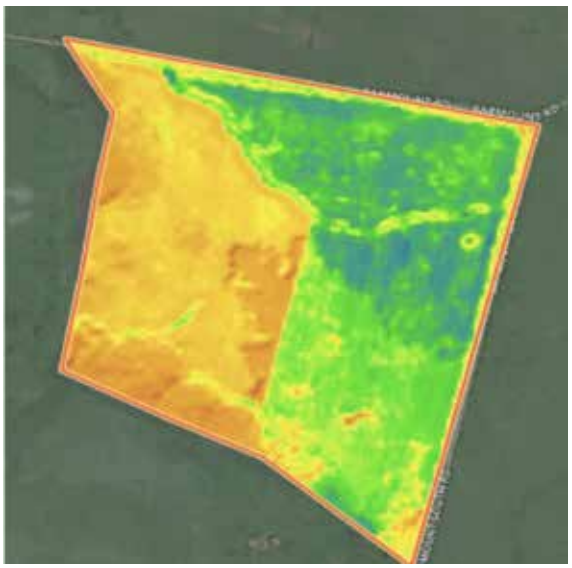
DataFarming has developed an innovative cloud based platform in response to this need. Our system integrates digital information from a range of sources (agronomic, IoT, machine, proximal, and remote) to offer intelligent data and insights. DataFarming segments information at two key levels; site specific (plant level) and region specific (industry level).

DataFarming integrates its outputs with other software platform through the DataFarming API; the new way of sharing digital data. We aim to utilise the latest in machine learning (artificial intelligence) to identify spatial patterns and critical interactions. This information can enhance decision making for agronomists, especially when combined with data from other spatial layers.

The critical difference between DataFarming and similar platforms on the market is that we present insights back to producers and agronomists as actionable solutions. DataFarming does not simply offer data; rather we provider producers with insights and recommendations to compel their next course of action.

"@data_farming imagery of the paddock. Yellow red is fallow. Blue and green is crop. The darker colour area had 10 of feedlot per hectare 3 years ago. The lighter green area didn't! A picture tells a 1000 words. nutrition nutrition nutrition. Well three at least."

Ross Newman, @rossthecqagro



OUR MANAGEMENT TEAM

Tim Neale – Director

Bachelor of Applied Science (Rural Technology) (Hons) Certificate Rural Extension Certificate IV Training and Assessment

Tim is recognised as one of Australia's leading AgTech thinkers and on-ground practitioners, and has been in the business for over 15 years. He was the founder of the country's largest independent precision agriculture business; sold in 2015.

Tim was one of the first to use high resolution satellite imagery for agricultural purposes in Australia; and to this day the business holds the largest private archive of satellite data. The business also processed hundreds of thousands of hectares of yield, topography, electromagnetics, gammaradiometrics, and soil test data.

Tim has worked throughout Australia, and internationally in Sudan, Canada, Asia, and South Africa. Tim has directly advised more than 500 farmer and agronomist clients, and conducted more than 20 government and industry funded projects totalling more than $3.5M.

Tim has presented at more than 40 national and international conferences on precision agriculture, including the world congress of conservation agriculture in 2014, and the first conference on PA in South Africa in 2013.

linkedin.com/in/tim-neale

Peta Neale – Director

Bachelor of Applied Science

Peta was a key partner in Australia's largest precision agriculture business which sold in 2015; and whilst leading the GIS team of the business, she managed core operational functions for staff, projects, and consultants.

Peta has developed some of the most practical spatial data analytics seen in Australian agriculture. Her skills lie in high-end GIS analysis, project management, and real-world application of spatial datasets.

As a senior spatial data scientist, she has developed algorithms for multi-year layer stacking, spatial statistics, ground cover analysis, soil erosion on mining rehabilitation sites, vegetation health, on-farm trial analysis, and multi-layer comparative analysis. She was instrumental in developing the PA Stack algorithm for PA Source, an online software platform that was sold to GrainGrowers Ltd in 2015.

Peta has delivered more than 10 government and commercial projects (the largest being $800,000), and managed a team of 8 GIS and office staff. Project clients have included GRDC (Grains Research and Development Corp), HIA (Horticulture innovation Australia), NSW Government, Queensland DPI, RIRDC (Rural Industries Research and Development Corp), FBA (Fitzroy Basin Association), and Condamine Alliance.

OUR TEAM

Colin Duff –
Executive Director
Mergers & Acquisitions

Bachelor of Commerce Masters of Commerce Graduate of the Australian Institute of Company Directors

Col has established 30 years business experience as a senior executive, predominantly within professional service organisations, with core skills in business growth at both strategic and operational levels.

Formally the CEO for the Conics Group and instrumental in the growth of one of Australia's largest private professional property development consultancies, Col has proudly participated in the significant growth of each company he has been associated with.

David Pollock –
Director

Bachelor of Economics Bachelor of Business Member Chartered Accountants Australia and New Zealand Graduate Australian Institute of Company Directors

David is a commercially astute executive leader with over 25 years' experience in roles involving high levels of financial acumen, operational management and stakeholder engagement.

With experience in ASX, LSE (FTSE 250) listed international consultancies working within infrastructure, resources, urban growth, tourism, government and agriculture sectors, he has held executive leadership roles and been a Partner / Shareholder in large professional services firms and a trusted advisor on key projects for national and international clients.

Steve Dudgeon -
Director

Bachelor of Applied Science (Soil & Water) Certified Professional Erosion and Sediment Control Certified Professional Soil Science (Stage 2)

Steve is a principal consultant with 25 years' experience specialising in soil and water management, primarily in the mining, energy urban development and agricultural sectors. He possesses an in-depth knowledge of soil survey assessment and modelling, hydrology, storage reliability and irrigation demand modelling, nutrient and water balance modelling, erosion and sediment control, waterway health assessment and rehabilitation, water quality and stormwater management, and project and business management.

Steve was the founding partner of the former O2Group (now partner company Premise). He was instrumental in the growth and success of the group, having achieved three BRW Fastest Growing SME awards, two Sunshine Coast Best Practice Business awards as well as multiple environmental and engineering industry awards. As a Director of DataFarming and Executive Director of partner company Premise, Steve's current and primary focus continues to be the strategic growth of the agricultural sector.

REAL EXPERIENCE

What sets DataFarming apart, is that our company is led by two of Australia's pioneers in precision agriculture, Tim and Peta Neale. DataFarming is also backed by one of Australia's largest privately owned agricultural, engineering and environmental consultancies, Premise Australia.

Tim and Peta have been precision ag consultants for 15 years – and have pioneered much of what is happening in this space today.

The DataFarming team of software developers, field technicians, and consultants are closely aligned to agronomists and the service industry alike.

Together, we strive to assist farmers, agronomists, and industry players to derive measurable value from spatial data. DataFarming focuses on offering valuable information but in an integrated, accessible, user-friendly, and low-cost manner.

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