

Investor Deck

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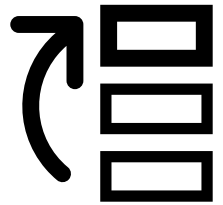
TSX-V: FARM



Forward Looking Statement

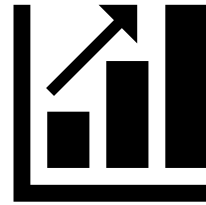
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3 Reasons to Buy



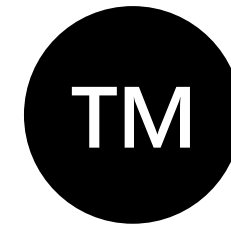
Integrated Platform

for soil collection and analysis services



Huge Blue Sky

Opportunity through organic growth and M&A of fragmented market



Strong Brand Recognition

with North America's largest ag-retailers

About us



Deveron, a North American leader in Agriculture Technology, uses data and insights to help growers, agronomists, ag retailers, academia, governments, and large agriculture enterprises increase yields, reduce costs and improve farm outcomes.

We employ a digital process that leverages data collected on farms across North America to drive unbiased interpretation of production decisions, ultimately recommending how to optimize input use.

Our Mission: Become the world's soil bank

Our Services



Sample Collection

Deveron's nationwide network of technicians collects in-field samples for lab analysis. Our technicians digitally track samples from collection to analysis and are trained in multiple sampling techniques. Deveron provides the following data collection services:

- Soil Sampling
- Tissue Sampling
- Weather Station Installation
- Drone Imagery



Soil Lab Analysis

Samples are then analyzed at one of Deveron's vertically integrated network of soil labs. Vertical integration provides accountability, tracability and effecitency. Deveron can provide the following analysis services:

- Soil Analysis
- Disease Diagnostics
- Soil Health
- Biologicals
- And More



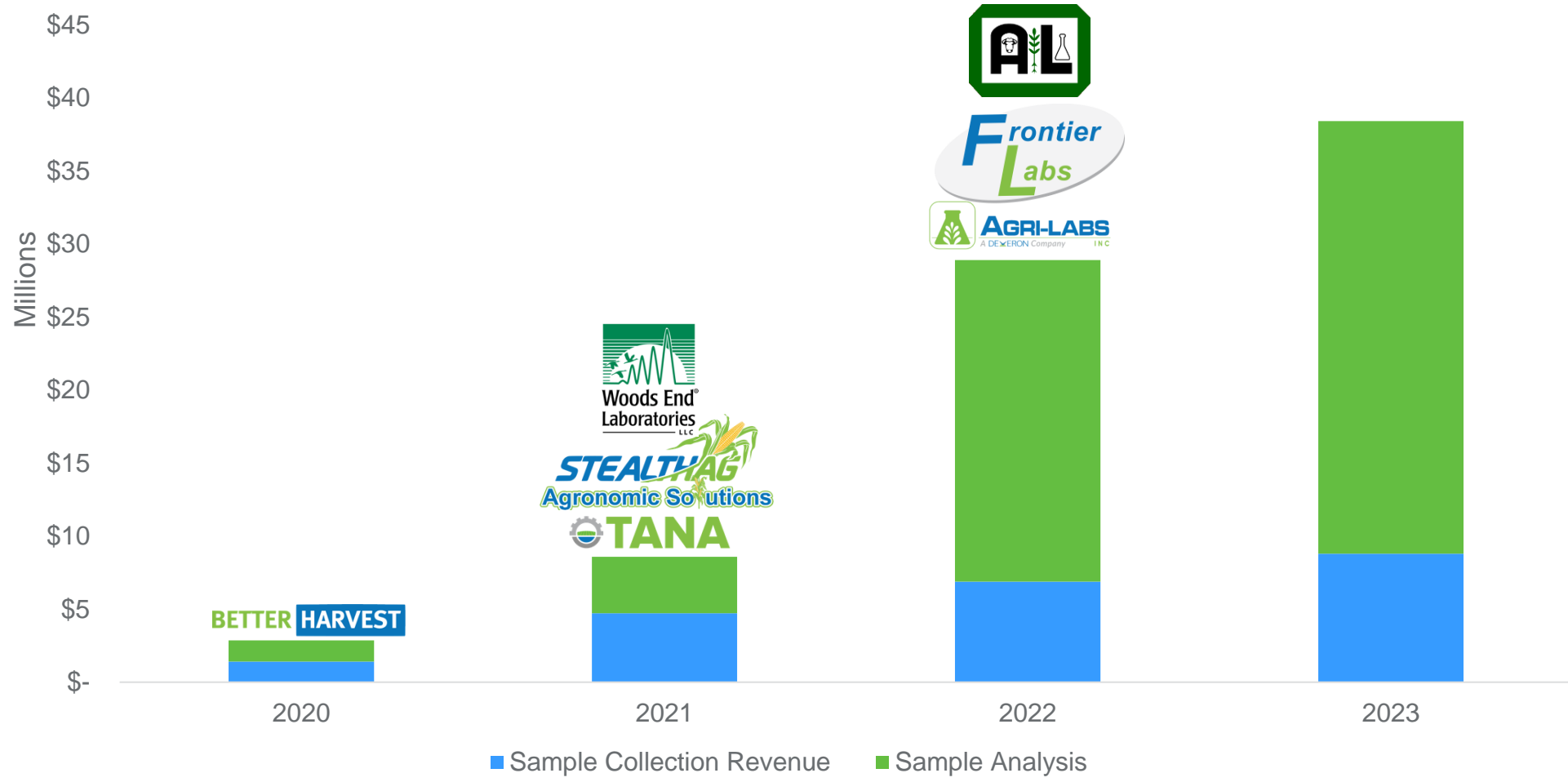
Actionable Insight

Deveron's team use science and technology to help our clients make unbiased decisions to lower their costs and improve their yields. The services our Data Insight team provides include:

- Soil Analysis
- Input Prescription
- Data Management

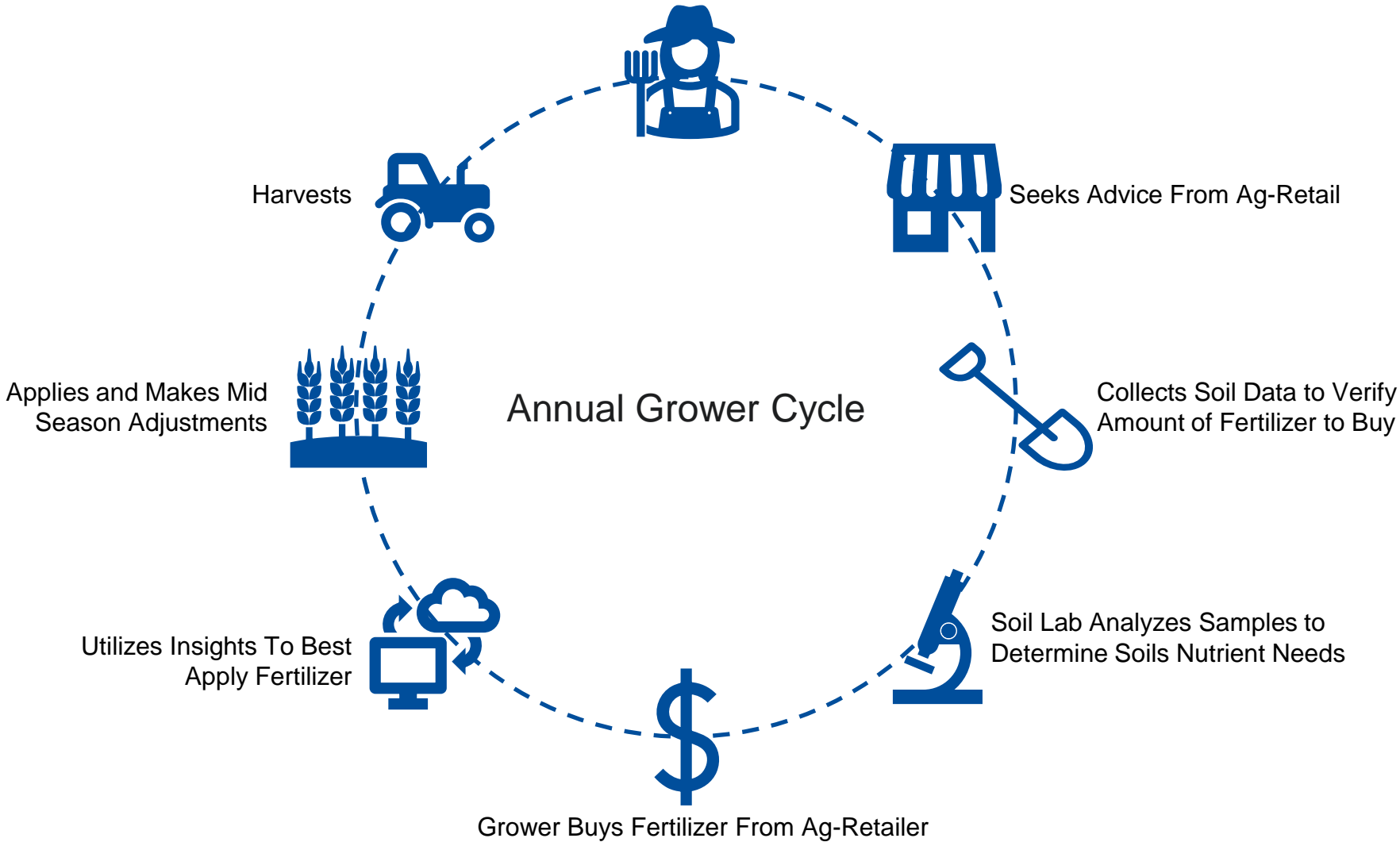


Track-Record of Growth



Our Business Model

Grower Needs to Make Fertilizer Decision



Customers Need to Make These Decisions Annually

Deveron Acquires Customers through Ag-Retail Channels and Markets and Educates Growers to Drive Demand

Currently Deveron has a 95% Customer Retention Rate

Current Life of Average Deveron Customer is 15 Years

Large Chem and Seed Companies Do Not Access to Any Aggregate Soil Database Due To Market Fragmentation

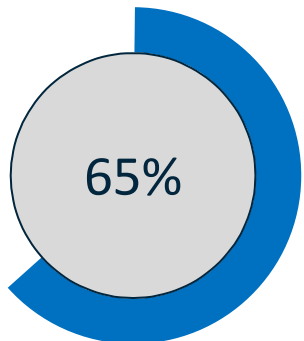
Our Revenue Model: Driving Volumes



Sample Collection

\$5

Avg. price/ per acre



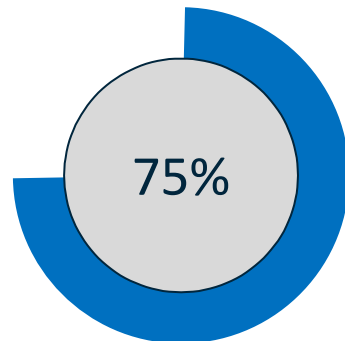
Gross Margin



Sample Analysis

\$14

Avg. price/ per test



Gross Margin

Our Clients:

 **Nutrien**

 **GROWMARK FS**

 **LANDUS**
COOPERATIVE



Bayer CropScience

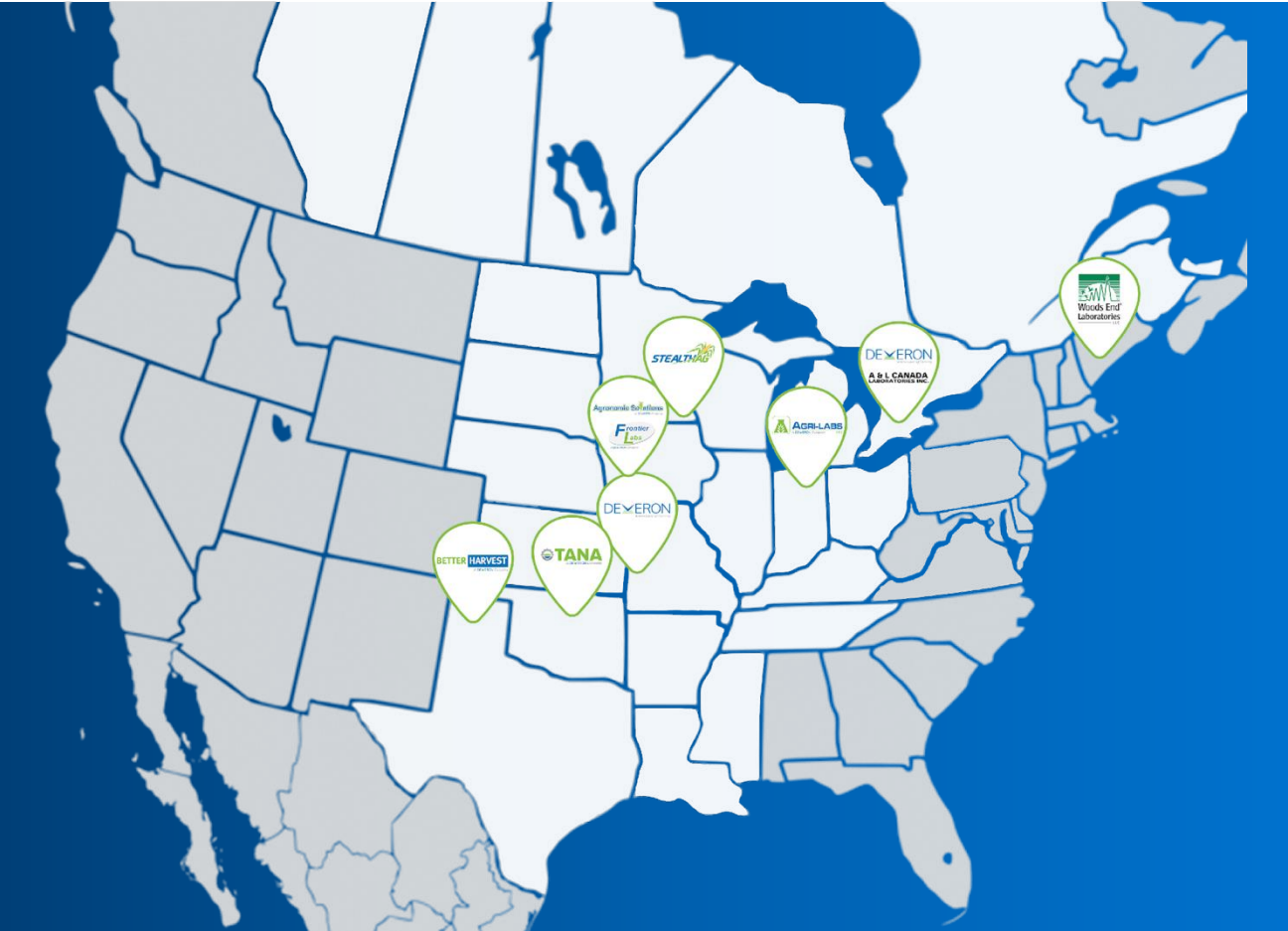


 **AGRI THORITY**
Science without Borders



 **AG PLUS**

Our Network: Consolidating a Fragmented Market



14,000
Crop
Consultants

20%
Average EBITDA

135
Soil Labs

30%
Average EBITDA

9
Transactions to
Date

2-5X
Average EBITDA
Multiple

Our Organic Growth Strategy

Drive Volume

Controlling through put and increasing volumes allow the lab utilize its operational leverage to create incremental EBITDA growth.

Operational Excellence

Leverage the network to increase speed of collection and sample turn over to win the market

Upsell IP

Leverage value add IP to increase revenue/acre through upselling IP from acquisitions

Network Synergies

Lower costs by centralize functions like sales, marketing, finance, HR and administration.



Data Blue Sky: Becoming the World's Soil Bank

Due to the fragmentation of the soil data market, there are many barriers standing in the way of additional data users engaging in this market.

Small changes in chemistry, sampling protocols and data output make data incomparable and difficult to draw valuable market insights from for derivative data users such as; banks, insurance companies, government bodies and other industry stakeholders.

Standardized
Customer
Experience



Value Add Analysis



Standardized
Reporting



Standardized
Chemistry



Our Team



David MacMillan
President & CEO



Akshay
Shirodker
CFO



Jim Finstad
VP Lab Services



Greg Patterson
President of A&L



Scott Jackman
VP Enterprise
Sales



Phil Linton
VP Corporate
Development

Our Board



Bill Linton Chairman of the Board

Mr. Linton is an experienced director and private investor. He currently serves on the boards of the TMX Group (TSX: X), Empire Company (TSX: EMP.A), and CSL Group. Prior experience includes CFO of Rogers Communications Inc. (TSX: RCI.B) and CEO of Call Net Enterprises. As an investor, advisor and/or board member Mr. Linton also has experience with UXP systems, acquired by AmDocs (NYSE: DOCS), In The Chat, acquired by Pegasystems (NASDAQ: PEGA) and Softchoice Corp. (TSX: SFTC).



Tim Close Director

Mr. Close is the former President, and CEO of AGI (TSE: AFN), a leading provider of equipment and technology solutions for the world's food infrastructure including seed, fertilizer, grain, feed, and food processing systems. Mr. Close oversaw the strategic direction and operations of the business globally. Under his leadership, the Company evolved from a regional equipment supplier to a technology enabled, global agricultural and food processing solutions provider with \$1B+ in sales.



Roger Dent Director

Mr. Dent serves as the CEO of Quinsam Capital Corporation and as a director of multiple corporations. Mr. Dent brings a wealth of corporate finance, debt syndication, and equity market experience to the board. Part of his experience includes research and funds management with CIBC, Yorkton, and Matrix Asset Management Inc. He holds an MBA from the Harvard Business School.



Greg Patterson Director

Mr. Patterson has been working in agriculture and an advocate for best agriculture practices and sustainability for over 35 years. He has strong ties in the Canadian agriculture community as the founder of A&L Canada Laboratories, the largest full-service agriculture, environmental, cannabis and plant disease laboratory in Canada.



Joelle Faulkner Director

Ms. Faulkner is the founder and CEO of Area One Farms, one of Canada's largest agricultural focused investment partnerships with \$750M assets under management. Area One, supports Canadian farmers expanding their operations in a stable and committed partnership. At Area One Farms, she sets and executes the business and ESG strategy and oversees all teams, including finance, operations, investor relations, and administration. Ms. Faulkner is a Rhodes Scholar and Fulbright Scholar, and holds degrees in chemical engineering, business, and law.



Chris Irwin Director

Mr. Irwin is an officer and/or director of several public companies and serves or has served on the audit committee of several public companies. He is a graduate of Bishop's University, the University of New Brunswick and Osgoode Hall Law School. He was called to the Bar of Ontario in 1996.

Upcoming Catalysts



Financial
Results

1

Growth from 2.8M to
37M in Revenue from
2020-2023



Increasing
Volumes

2

New testing services
and industry trends
show both
environmental and soil
analysis increasing



Increasing
Price/Sample

3

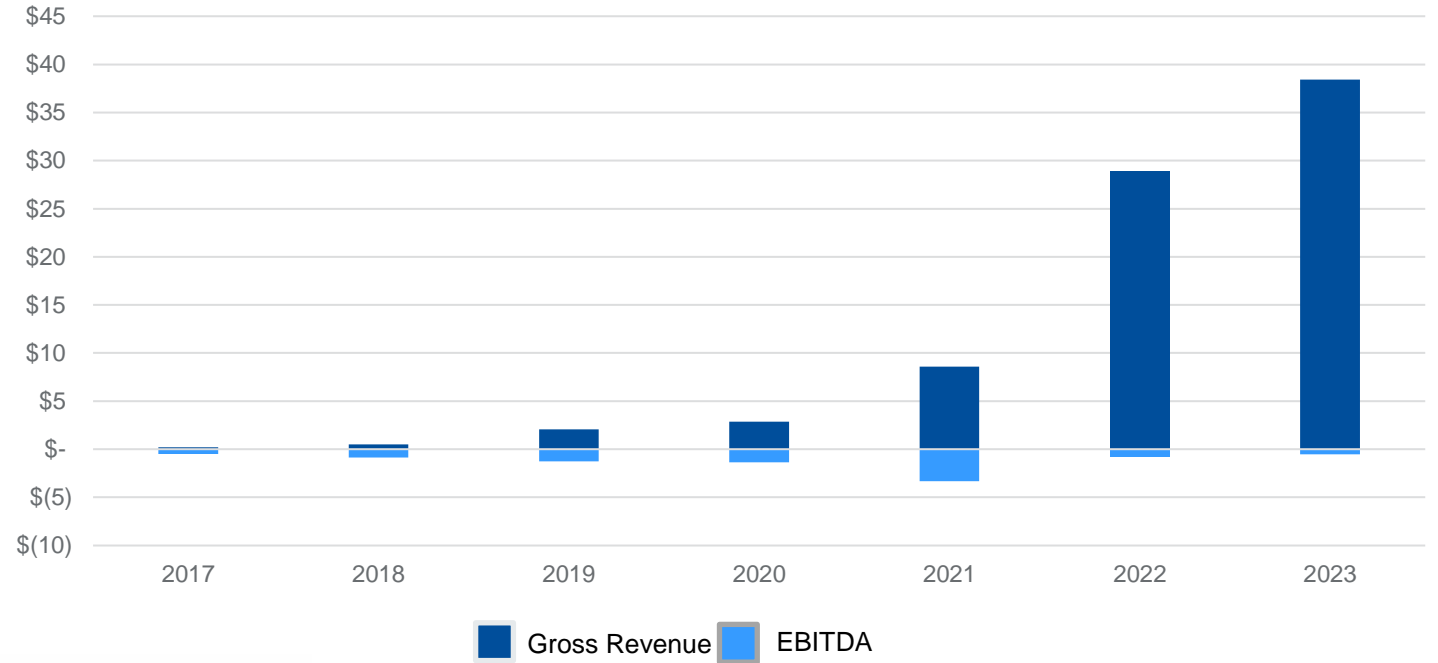
Industry trends are
driving growers to soil
health and complete
testing, higher margin
products

TSX-V:FARM

Financial Info

Farm Clients
25,000

Revenue CY YoY in Millions



Revenue Growth YoY

79%

5-year CAGR

236%

2022 Revenue Growth

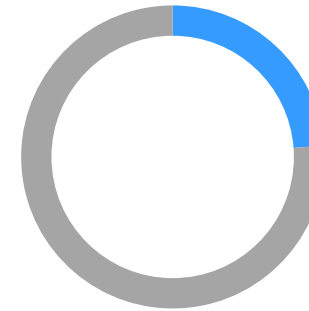
33%

2023 Revenue Growth

200%

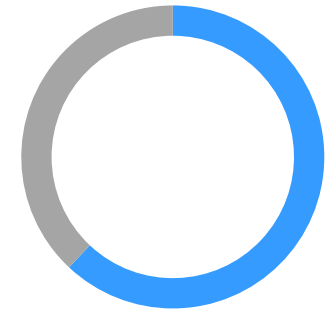
2021 Revenue Growth

Revenue Split*



■ Data Collection ■ Data Insights

Revenue By Country*



■ Canada ■ United States

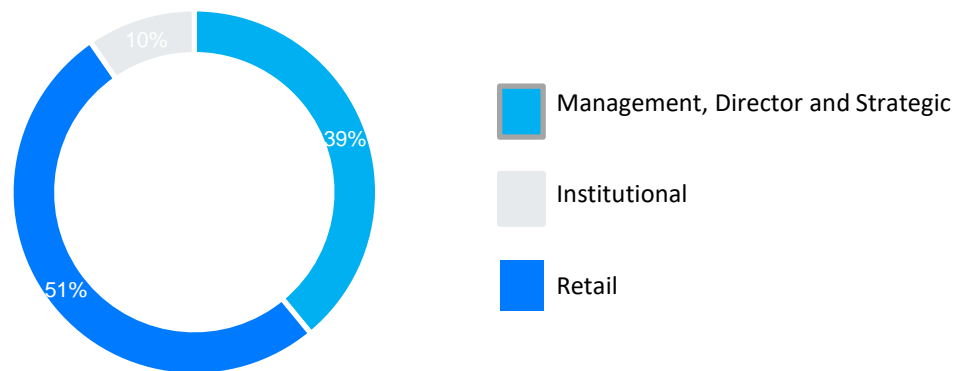
TSX-V:FARM

Capital Structure

CURRENT SHARE STRUCTURE

| | | |
|--|-----------------------|----------------|
| Common Shares Outstanding | | 155.93M |
| | Options | 11.41M |
| | Warrants | 1.64M |
| | Convertible Debenture | <u>24.17M</u> |
| Total Options & Warrants | | <u>37.22M</u> |
| Total Fully Diluted | | 193.15M |
| <i>Cash Value of Warrants & Options When Exercised</i> | | <i>\$5.98M</i> |

Share Breakdown (Undiluted)



Options

| Number of Options | Exercise Price | Expiry Date |
|-------------------|----------------|----------------------------|
| 325,000 | \$0.43 | February 22, 2026 |
| 175,000 | \$0.64 | March 12, 2026 |
| 175,000 | \$0.74 | April 27, 2026 |
| 300,000 | \$0.80 | June 24, 2026 |
| 105,000 | \$0.63 | March 31, 2027 |
| 388,637 | \$0.55 | June 29, 2027 |
| 300,000 | \$0.48 | November 23, 2027 |
| 2,900,000 | \$0.46 | December 23, 2027 |
| 1,600,000 | \$0.75 | January 18, 2028 |
| 2,000,000 | \$0.56 | August 26, 2028 |
| 350,000 | \$0.33 | May 5 th , 2029 |
| 795,833 | \$0.30 | June 30, 2028 |
| 2,500,000 | \$0.185 | December 23, 2028 |

Warrants

| Number of Warrants | Exercise Price | Expiry Date |
|--------------------|----------------|------------------|
| 818,012 | \$0.50 | May 18, 2024 |
| 154,000 | \$0.50 | October 4, 2024 |
| 451,613 | \$0.31 | November 5, 2024 |
| 216,666 | \$0.42 | October 5, 2024 |

Key Themes

Integrated Platform

For soil data collection and analysis services

Strong Brand Recognition

With North America's largest ag-retailers

Huge Blue Sky

Through organic growth strategy and consolidation of fragmented soil lab and service market





Thank You

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