

# DEVELOPERON

An aerial photograph of a combine harvester working in a field, viewed from above. The harvester is moving from the bottom center towards the top center of the frame, leaving a trail of harvested grain behind it. The field is divided into rows, and the overall color palette is dominated by various shades of blue, giving it a monochromatic appearance.

*A New Level of Farming*

Investor Presentation



# FORWARD LOOKING STATEMENT

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# Investment Highlights

Compound Annual Revenue Growth of 139%

01

Raised \$5.8M in December 2020

02

90% Customer retention rate

03

Growing high margin digital insight business

04

Acquired 3 Companies in the last 11 Months

05

Blue Sky: ESG & Carbon Sequestration

06





# Mission Statement

Collecting and Organizing the World's  
Agricultural Data.



## WHAT DO WE DO

# Data Collection

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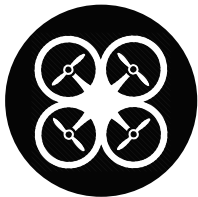
### Soil Sampling

Our team has been soil sampling since 2012. Soil sampling remains to be the main source of data for understanding soil health and fertility. We offer all resolutions of soil sampling from bulk to Soil Optix.



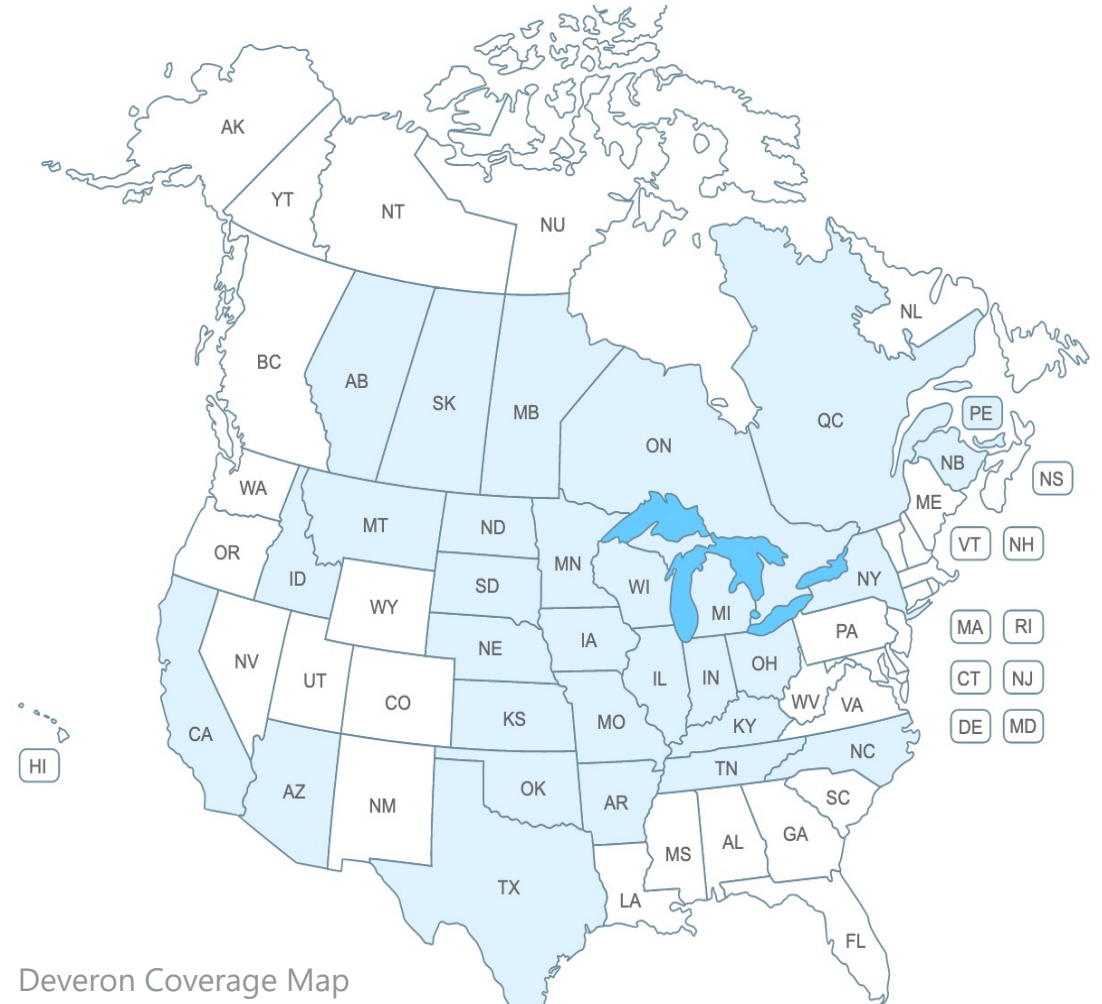
### Tissue Sampling

This service provides a reliable, turn-key solution for crop tissue sampling, to aide in crop development and in seasons management. Analysis and Reports are provided through A&L Canada Laboratories Inc.



### Drone Imagery

With a growing fleet of drones, Deveron has the capacity to fly over farmland across North America. Growers and clients can seamlessly order imagery using their Climate Field View or John Deere Operations Center accounts or from our platform.



Deveron Coverage Map



WHAT DO WE DO

# Data Insights

Our data insights team uses science and technology to help our clients make unbiased decisions to lower costs and improve yields.



## **Analysis**

Our team of Agronomist and Crop consultants have decades of experience analyzing soil, tissue and drone data. What sets us apart from the competition is our ability to provide unbiased prescriptions to our clients to help increase their yields



## **Prescription**

Along with our Analysis we prescribe solutions for our growers. This allows our customer to not overspend on expensive inputs and can focus on the areas that need the most attention.



## **Data Management**

Now that we have provided our client with analysis and prescriptions, we can help them manage that data by storing and organizing it so that it is easily accessible through our mobile and desktop app Farm Dog. Allowing our clients, the ability to track their success year over year.



# How We Succeed

## ■ Increase Acres Through Organic Growth

We increase acres through our data collection service. Our inbound sales team builds trust by executing these services so that we can leverage our high retention rate and continue to drive clients through our customer journey.

## ■ Increase Acres Through Acquisition

Increasing acres under management through acquisition is a focus for Deveron. There is an opportunity to consolidate local and cashflow positive agronomists, soil labs & crop consultants to build local trust, product distribution & topline revenue.

## ■ Increase Revenue/Acre

By creating new digital products distributed through our Farm Dogs platform, leveraging our customer journey strategy and high retention rate, we aim to provide more value to our clients through our high margin digital insight products.





HOW DO WE SUCCEED

# Customer Journey



## Data Collection

**\$7 Revenue/Acre**

Customer acquisition occurs with Data Collection and via our consolidation strategy



## Data Insight

**\$12 Revenue/Acre**

Once customer trust is built, we begin to engage with agribusiness through proof-of-concept insight offerings.



## Full Farm Management

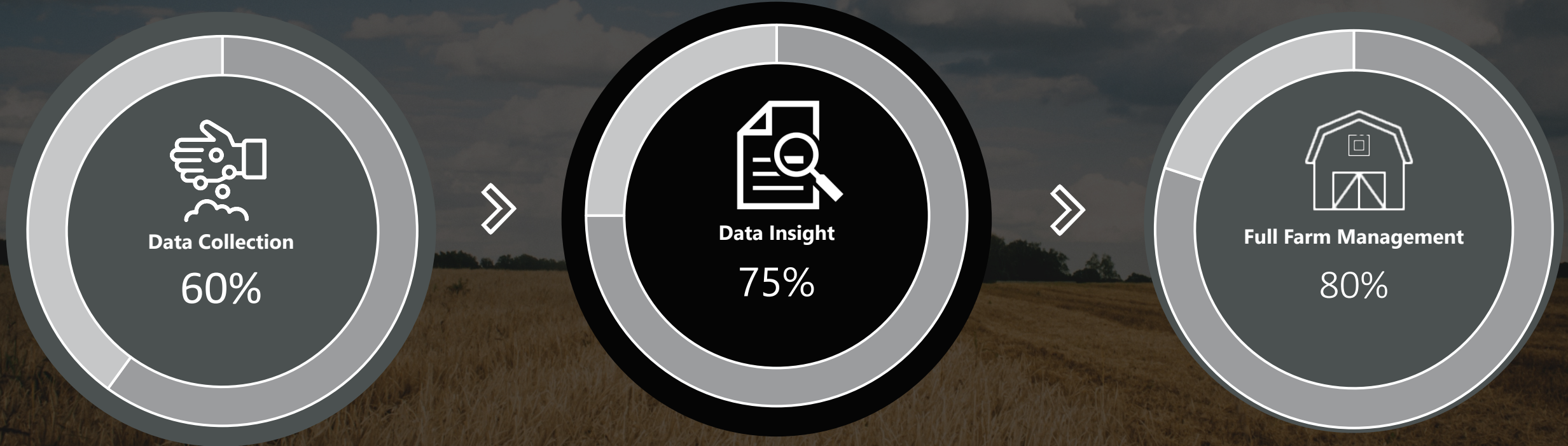
**\$20 Revenue/Acre**

Following successful PoC we engage in full Farm Management and transition our client to multi-product users.



HOW DO WE SUCCEED

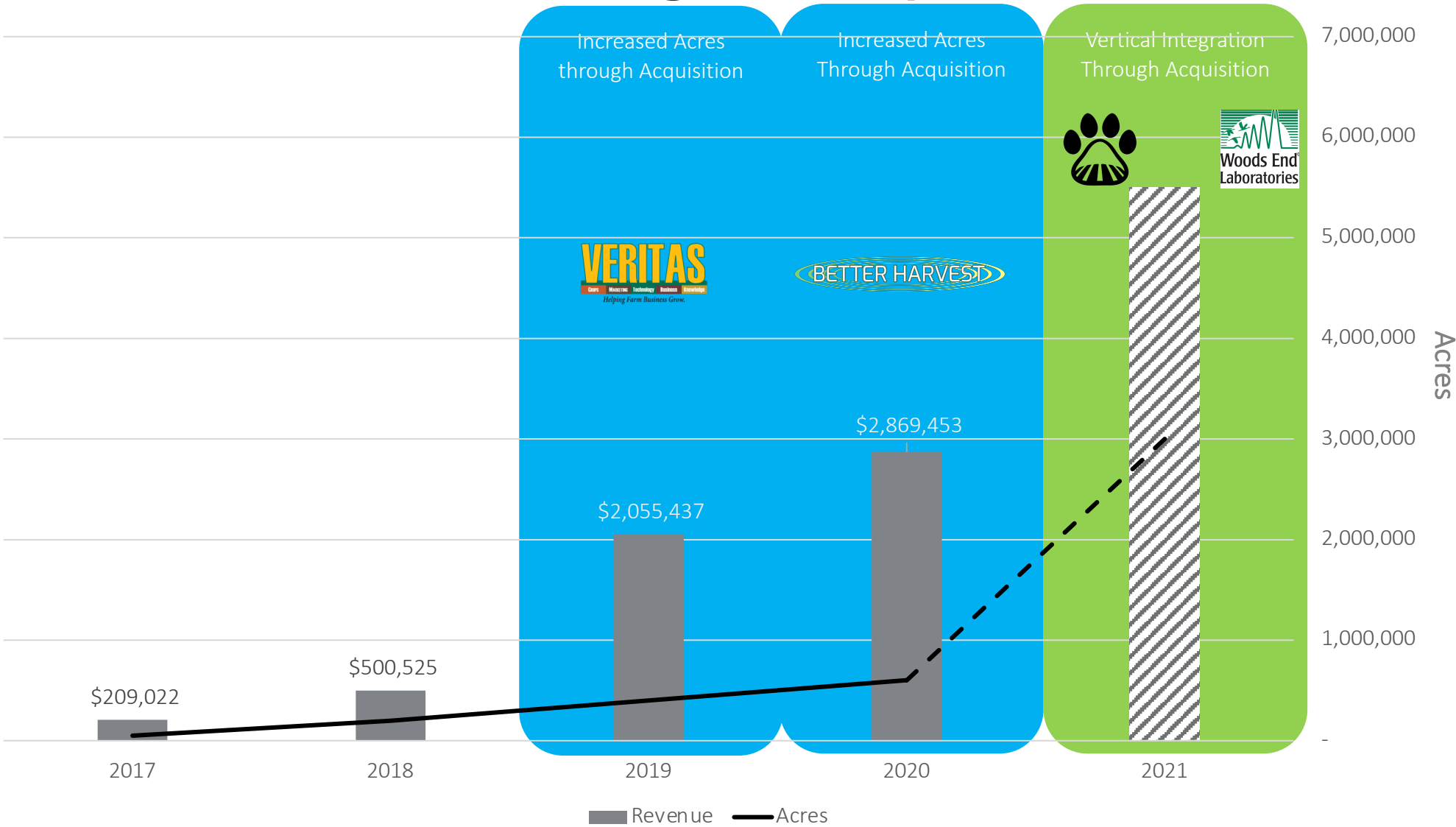
# Gross Margin Throughout Customer Journey





HOW WE SUCCEED

# Growth Through Acquisition





## HOW WE SUCCEED

# Acquisition Multiples

	Better Harvest	Woods End	Farm Dog	Agronomist Target 1	Agronomist Target 2	Agronomist Target 3
Completed To Date	Yes	Yes	Yes	No	No	No
Pre-Acquisition Gross Revenue	\$470,000	\$1,900,000	\$235,000	\$300,000	\$900,000	\$1,500,000
EBITDA	\$95,000	\$900,000	N/A	\$100,000	\$275,000	\$475,000
Acquisition Price	\$265,000	\$2,250,000	\$250,000	\$225,000	\$1,500,000	\$1,300,000
Multiple Of Rev	0.6X	1.18X	0.95X	0.75X	1.6X	0.86X
Multiple of EBITDA	2.8X	2.5X	N/A	2.25X	5.4X	2.7X

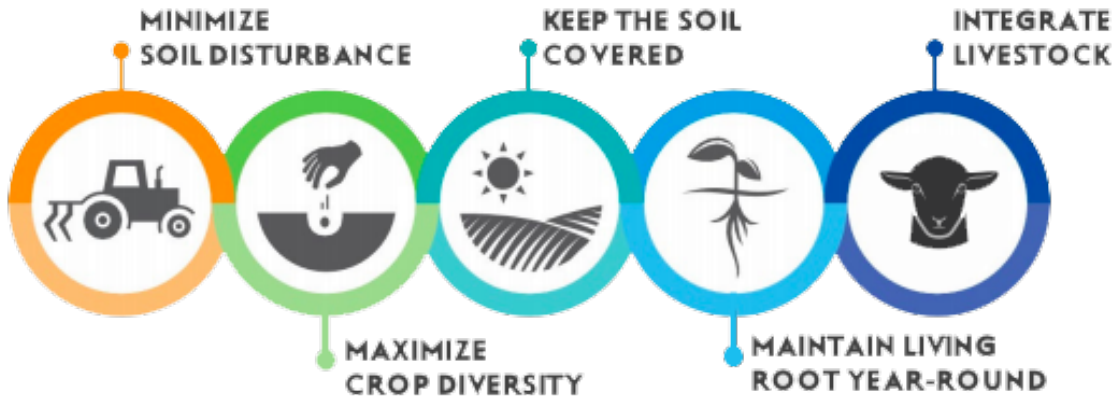
Currently Deveron manages a growing database of agronomists, crop consultants and soil labs. To date our database totals 1500+ companies with an estimated market size of 15,000 unique business in the space.



HOW WE SUCCEED

# Sustainability

## 5 Core Principles of Regenerative Agriculture



## Carbon Credits are a Future Cash Crop

Carbon credits will soon be a new cash crop for agri-business. By creating small changes, farmers can begin to capture carbon and sell those offset credits to the polluters of the world.



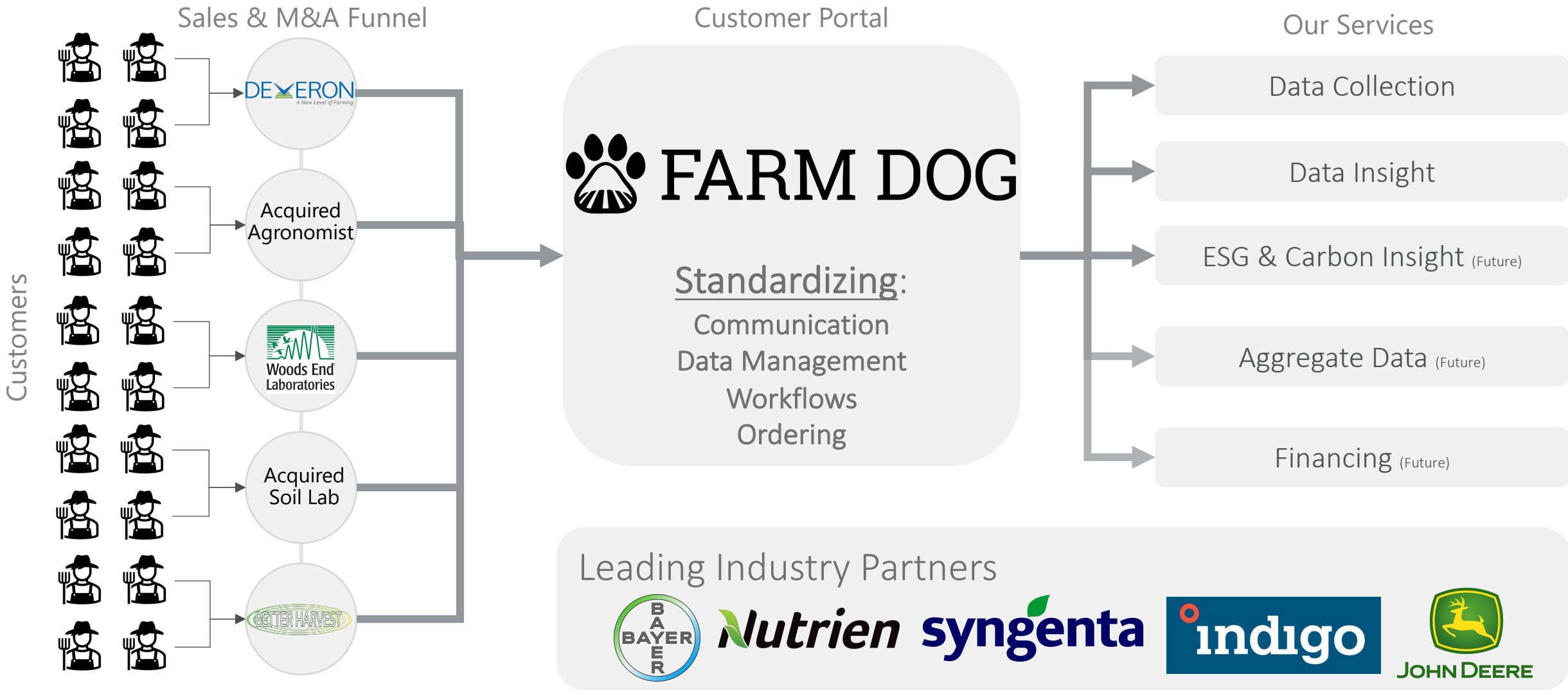
## How Does Deveron Fit In?

Deveron looks to leverage our large scalable rural labour force and ability to collect high resolution data to help validate carbon credits and protocols.

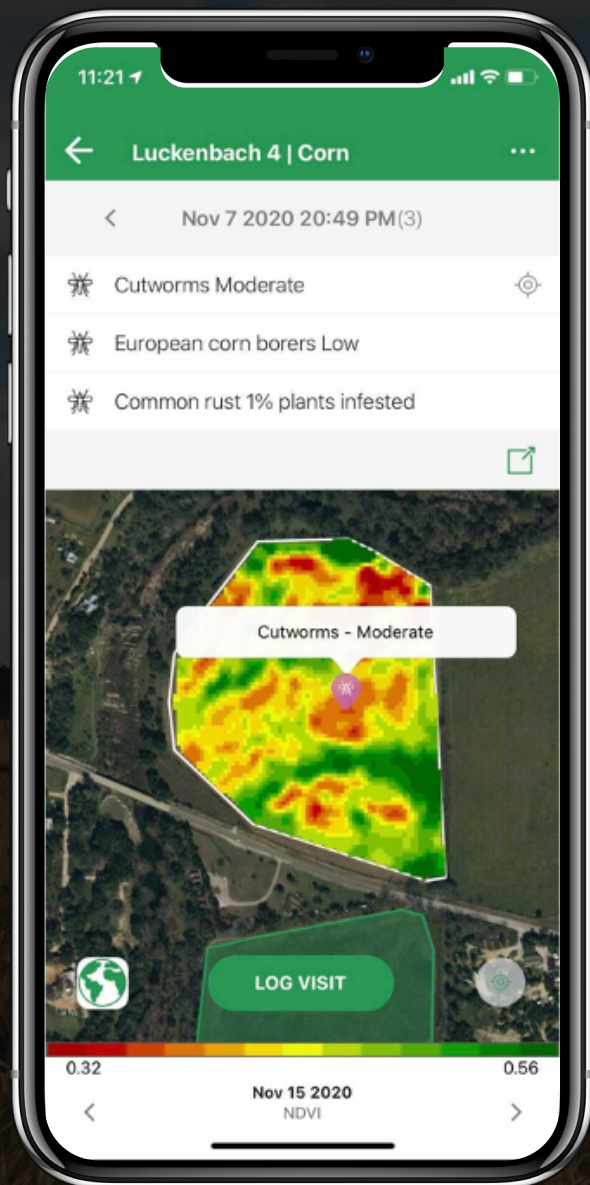


HOW WE SUCCEED

# Platform Build Out & Network Effect







# WELCOME TO Farm Dog

## Gateway to Agriculture Digitization

Farm Dog is a Mobile and Desktop platform used infield to track the progress of any farming operation.

## Ease of Operation

Their user-friendly platforms tracks and organizes farm level data for future analysis.

## Scalable Insights

Using Farm Dog Agronomists are capable to send and track insights for growers to make farm-level decisions.



FARM DOGS

# User Statistics



4,000

Active Users



2,000,000

Acres



3

Awards



750,000+

Data Points Taken in the  
last 12 months



100,000

Field Visits in 12 Months



# Team Overview



David MacMillan

President & CEO



Scott Jackman

VP of Sales



Liron Brish

VP of Product & Sustainability



Mike Wilson

VP of Data Collection



Pranay Joshi

VP of Engineering



Craig Hogan

VP of Finance



Aaron Breimer

VP of Data Insights

# Board Overview



**Bill Linton**

Bill Linton is an experienced Director and private investor. He currently serves on the Boards of TMX Group (TSE: X), Empire Company (TSE: EMP.A), and CSL Group. He has invested in and served as an advisor to and/or Board member of a number of successful technology companies including UXP Systems (acquired by AmDocs (NYSE: DOCS)), In The Chat (acquired by Pegasystems (NASDAQ: PEGA)) and Softchoice Corp. (acquired by Birch Hill Equity Partners). Bill retired in 2012 as the CFO of Rogers Communications Inc. (TSE: RCI.B) and prior to that was the CEO of Call Net Enterprises.



**Roger Dent**

Mr. Dent graduated from Queen's University with a B. Comm. in 1983 and an MBA from the Harvard Business School in 1987. Mr. Dent currently is Chief Executive Officer of Quinsam Capital Corporation and is a director of a number of corporations. Since graduation, Mr. Dent has been active in corporate finance, debt syndication and research as well as in funds management with CIBC, Yorkton and Matrix Asset Management Inc.



**Chris Irwin**

Mr. Irwin is a graduate of Bishop's University (B.A., 1990), the University of New Brunswick (Bachelor of Laws, 1994) and Osgoode Hall Law School (Masters of Laws, 2009). He was called to the Bar of Ontario in 1996. Mr. Irwin represents several public companies, is an officer and/or director of several public companies and serves or has served on the audit committee of several public companies.



**Jim Pirie**

In the past Dr. Pirie occupied the position of President for Gold Summit Mines Ltd., Independent Director at Seafeld Resources Ltd., Vice President of Platinova An and Vice President-Exploration for Platinova Resources Ltd. (a subsidiary of Platinova A), Exploration Manager at Granduc Mining Corp., Exploration Manager at Esso Minerals Canada Ltd., Exploration Manager at Homestake Canada, Inc. and Exploration Manager at Breakwater Resources Ltd. Dr. Pirie received a doctorate from Queen's University.



# 2020 Financial Info

Acres Under Management  
**600,000**

## Revenue Growth YoY

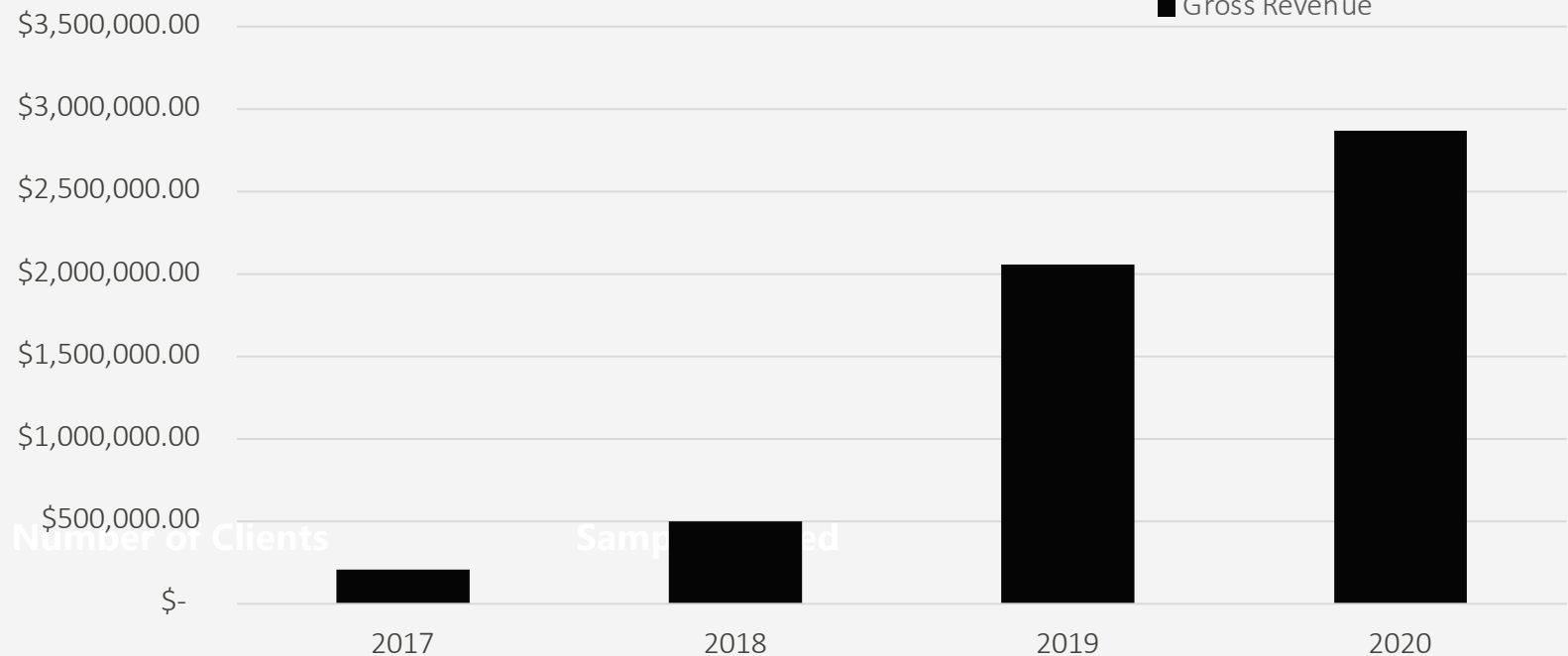
**139%**

Compounded Annual Revenue Growth

**310%**

2019 Revenue Growth

## Revenue YoY



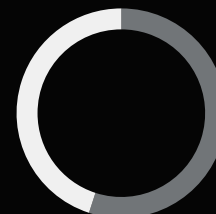
**40%**

2020 Revenue Growth

**139%**

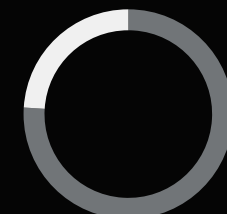
2018 Revenue Growth

## Revenue Split



■ Data Collection ■ Data Insights

## Revenue By Country

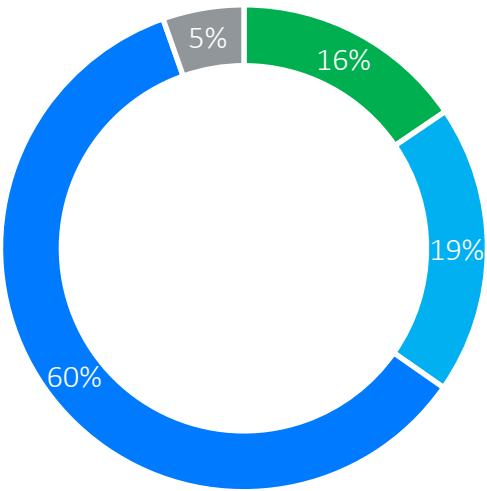


■ Canada ■ United States

CURRENT SHARE STRUCTURE

Common Shares Outstanding		68.23M
	Options	5.53M
	Warrants	<u>15.32M</u>
Total Options & Warrants		<u>20.85M</u>
Total Fully Diluted		89.08M

Share Breakdown



CAPITALIZATION TABLE

WARRANTS			
Exercise Price	# of Warrants	Exercised Value	Expiry Date
\$0.20	3,275,000	\$655,000	07-Oct-21
\$0.20	3,500,000	\$700,000	17-Oct-21
\$0.20	420,000	\$84,000	17-Oct-21
\$0.45	8,264,611	\$3,719,075	23-Dec-22
OPTIONS			
\$0.30	575,000	\$172,500	24-Mar-22
\$0.30	1,000,000	\$300,000	01-Jul-22
\$0.365	2,200,000	\$803,000	22-Nov-22
\$0.30	500,000	\$150,000	22-Nov-22
\$.045	1,255,000	\$564,750	15-Jan-24
* Total value if all options & warrants are exercised \$7,148,325			

- Retail Investors
- Greencastle (TSX-V: VGN)
- South West Agromart
- Mgmt, Director and Strategic



# Thank You For Listening

For More Information Feel Free To Contact Us



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