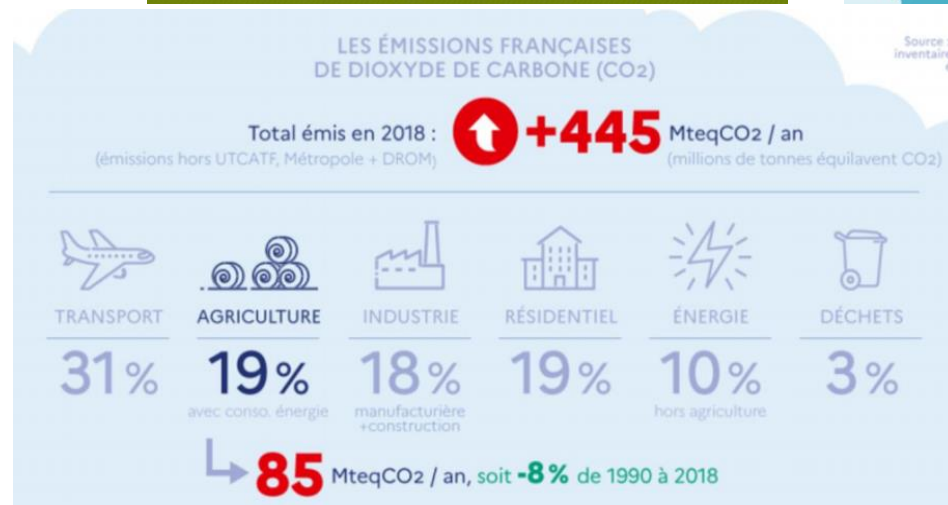
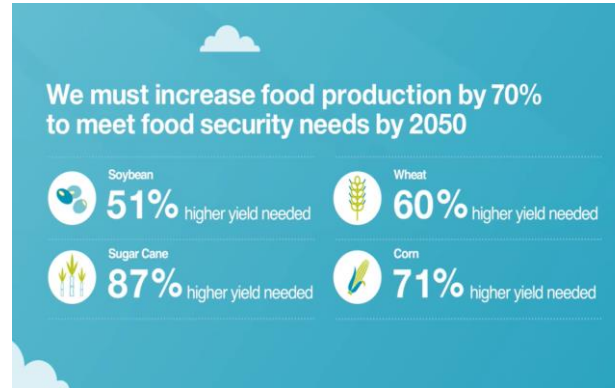




MyEasy
Farm
AgTech

Agri / Food ecological transition

Agriculture Challenges in 2022



- Feeding the Planet: Increasing Yields
- Reducing the environmental footprint
 - Agriculture 20% of total GhG emissions but also a huge natural Carbon sink
 - Phyto-products usage

NPK

Traceability

Reducing inputs

Changing practices

36.2
°C

Humidity

pH



MyEasy
Farm



Offers a unique and collaborative platform
to aggregate multi-source siloed AgData,
exchange and analyse them

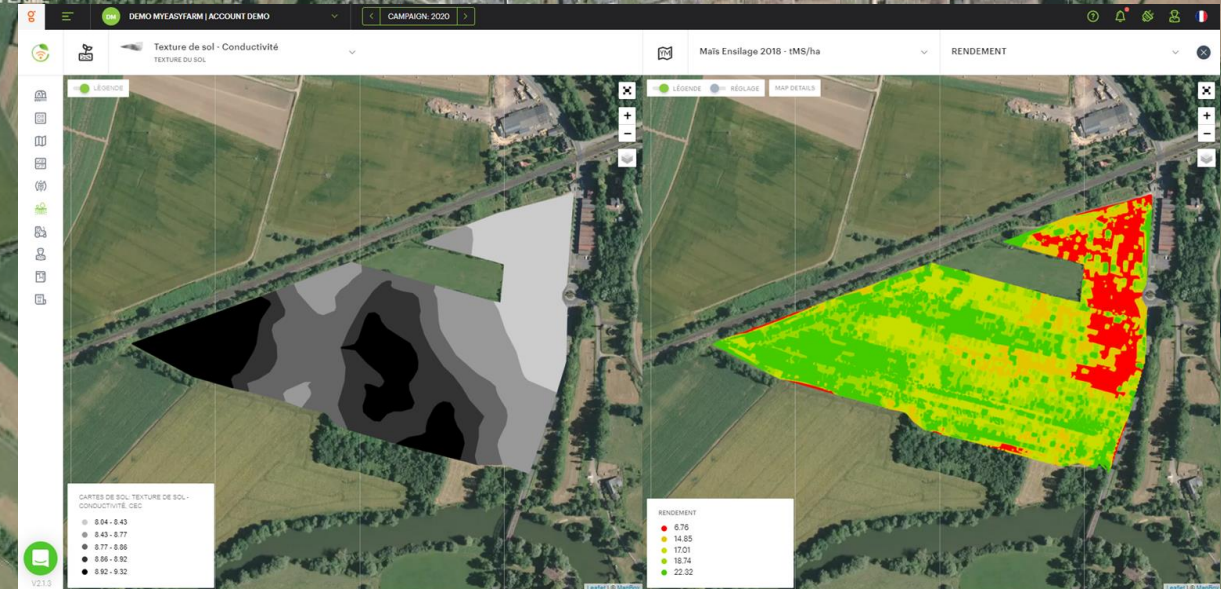
Fields, Ag machines, employees management

Tasks management

Precision Farming : the right amount of products at the right place and the right moment

Real-time tracking

Ag Data analysis





Innovation : Precision Farming data applied to Carbon Farming

For Soil Carbon sequestration & CO2 emissions

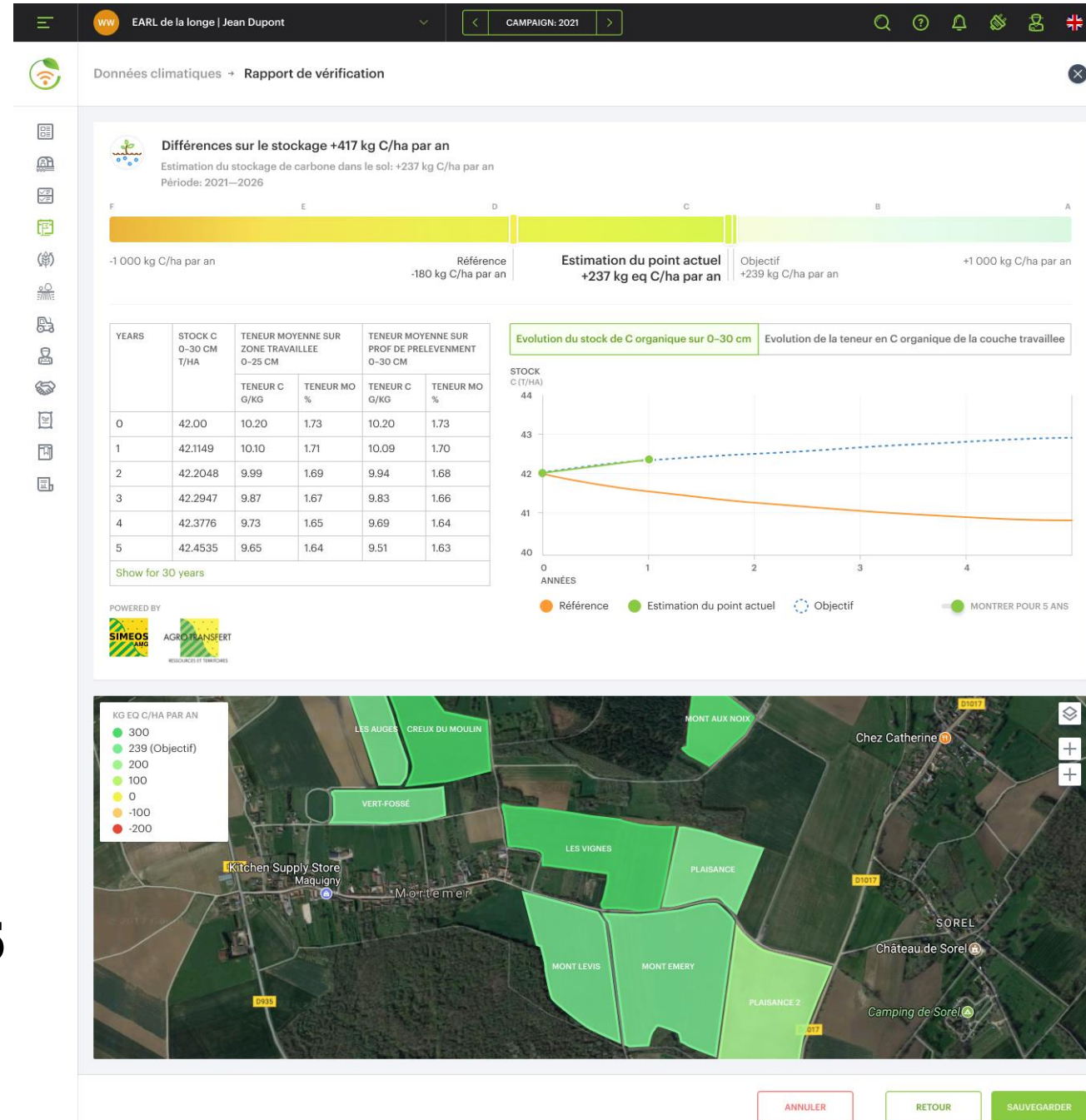
Diagnostics / Calculate / Monitor / Sell Carbon Credits

1st **LABEL BAS CARBONE** certified solution

Objective : save 1 MTCO₂eq by 2025

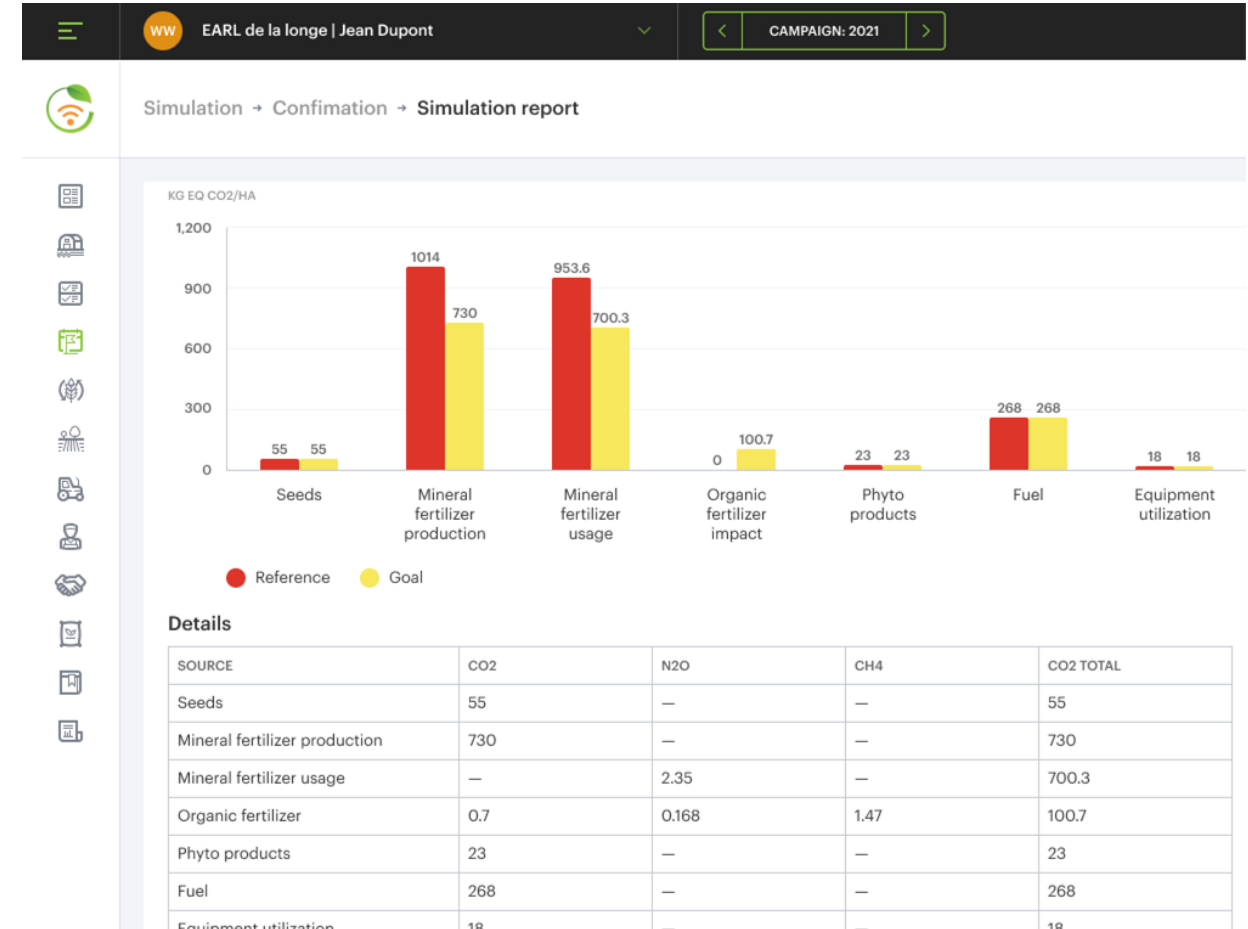


BUREAU VERITAS



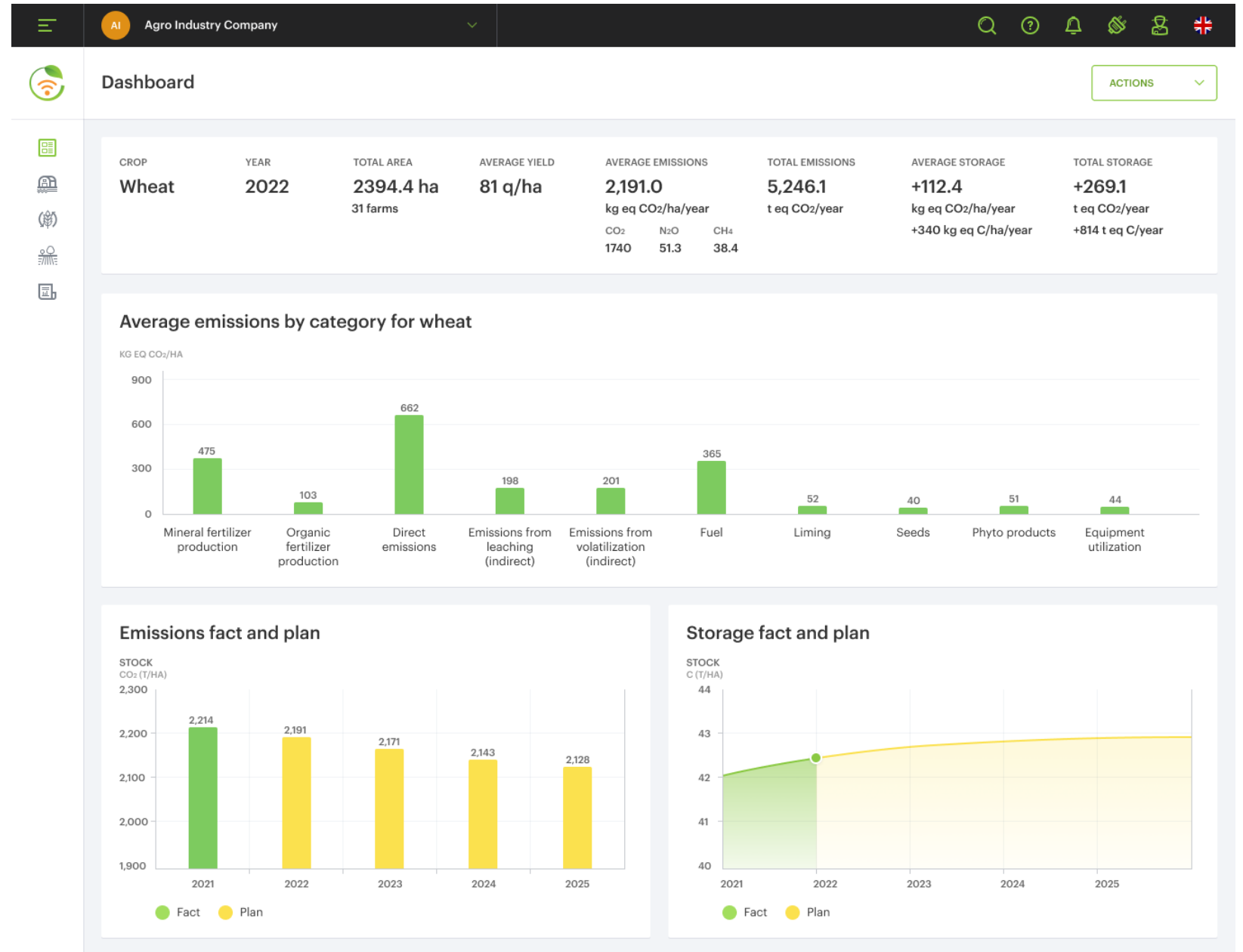


- A perfect tool to monitor Scope 3 of Agrofood industrial Carbon reports
- Sell Carbon credits
- 2023 European Low Carbon Label perspective





- A perfect tool to monitor Scope 3 of Agrofood industrial Carbon reports



KPI and Traction

2022 YTD Key figures



195 k€
2021 Revenue



> 22 k€
MRR



7
Covered Countries



15
Connected
Data Sources



> 1 000 users
Annual subscriptions
(+600 in 2021)



500 €
Average
basket value



14
Distributors
(+8 in 2021)



> 200 000
Hectares
(+90 000 in 2021)

MyEasyFarm Key people

Additional Business, Agriculture and IT Experiences



Francois THIERART
CEO
Engineer Arts and
Metiers - Master
Business (IAE
Paris)
> 30 years in IT,
including
Databases,
BigData and
Industry 4.0,
> SME
Management



Ivan KOLOMIETS
CTO
Master ICT Siberian
Aerospace

> Research and
Development
Coordination
> 10 years of IT
project
development
experience



Adeline de VRIENDT
CMO
Master Toulouse
Business School

> 10 years in Agro-
industries
> also a farmer at
part time



Christophe ZOLLNER
CRO
Master Agri Food
Business

> 15 years in Agro-
industries

23 employees
> 9 Sales Support Marketing
> 5 Developers

France
Italy
Brazil



Committed to Sustainability

« Entreprise à mission » status



Certified



Corporation

Working to get in 2023

Fundraising



We raised 1 M€ in 2022 to execute our commercial and technical roadmap, looking for 3 M€ in 2023

- **Commercial acceleration in Europe (55%), including Carbon credit transactions**
- **Boost visibility (15%)**
- **Enhance technical developments for MyEasyFarm and MyEasyCarbon (30%)**



JOJ CAPITAL

More information ?

Francois Thierart
CEO and Co-founder
fthierart@myeasyfarm.com
+33 6 67 14 11 22





Appendixes



Snapshot

- AgTech Startup created in 2017, 18 people, Turnover 2022 300K€
- Offices in Reims (France), Milan (Italy) and Piracicaba (Brazil)
- Precision Farming : The Right Dose in the Right Place at the Right Time (over 1 000 farmers in Western Europe)
- Carbon Farming : reduce CO2 emissions in agriculture with 
- Platform for farmers, cooperatives and agrifood companies
- Our objective: reducing inputs, automated traceability, changing crop practices, for a more sustainable agriculture
- B2B2C SaaS model
- Prestigious clients    
- Great technological and institutional partners



Precision / Carbon Farming : a booming Market



- France : 100,000 farms > 100 ha
- Annual european market valued at 300 M€



- France annual market : 18 MTCO₂eq, ie 900 M€
- Europe : 98 Million hectares ie 4,5 B€

Competition



Lack of independence (owned by Bayer)

NEXXT Farming

Lack of independence (owned by BayWa)
Mainly German market

indigo

regrow

Agreena

SOILCAPITAL

agrosolutions

Rize

eAgronom



Our strengths

- Intra-Field Data Management
- Expertise on data exchange Materials
- Interoperability / Manufacturer Independence
- Modern platform

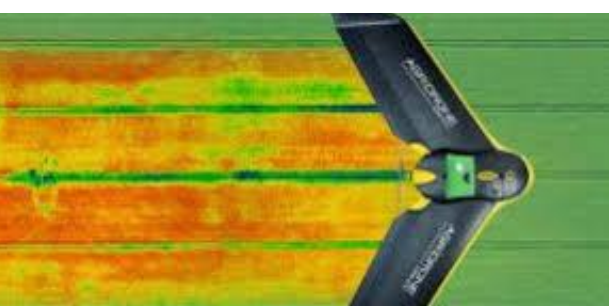
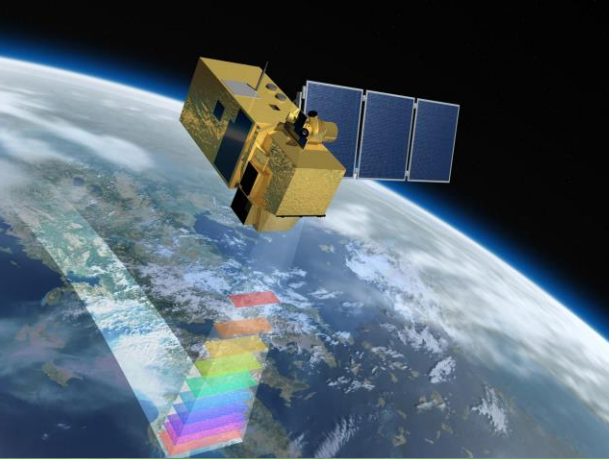


Our strengths

- Precision Farming data applied to Carbon Farming
- 1st French Label Bas Carbon application
- Reliable and verifiable Carbon Credits
- Open to other Carbon specifications

Financial projections

Financial projections in €	2020	2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	2022	2023	2024	2025	Cumulated
New customers											
New customers Total number	149	596	166	117	151	270	704	2 220	5 460	9 210	18 339
New subscriptions Total amount	135 055	472 468	110 667	74 569	87 785	150 750	423 770	1 197 000	2 664 000	4 209 000	
Carbon Credits Total					625	8 750	9 375	75 000	270 000	581 250	935 625
Sales Revenues							240 000				
Subscriptions	27 449	130 924	51 063	58 968	67 039	83 531	260 601	645 679	1 659 206	3 728 763	
Licenses	9 594	9 594	2 547	2 250	2 547	2 250	9 594	141 000	285 000	360 000	
Services / Devpts	112 698	53 362	21 544	27 000		45 000	93 544	200 000	300 000	370 000	
Carbon Credit transactions								1 046 875	4 312 500	15 468 750	
Total Revenue	147 161	193 880	75 154	88 218	69 586	130 781	363 739	2 033 554	6 556 706	19 927 513	
Operating expenses											
Carbon Credit transaction costs								942 188	3 924 375	14 231 250	
External R&D	222 687	270 633	88 278	52 741	64 937	60 000	265 956	108 000	72 000	72 000	
Salaries and social charges total	167 785	291 808	70 974	104 836	162 558	225 200	563 568	1 151 000	1 449 700	1 818 800	
Total external costs	89 781	150 639	48 267	91 986	100 794	46 440	287 487	201 960	220 560	258 600	
Financial costs	4 216	2 360	522	1 259	897	1 200	3 878	12 000	18 000	24 066	
Taxes		777				2 000	2 000	-6 000	123 000	123 000	
Total Operating costs	484 469	716 218	208 042	250 822	329 185	334 840	1 122 889	2 409 148	5 807 635	16 527 716	
	84 693	43 241					155 252	2 106 594	6 679 946	20 054 113	
Operating income	-83 092	-249 344	-132 887	-162 604	-259 599	-204 059	-759 150	-375 593	749 071	3 399 797	

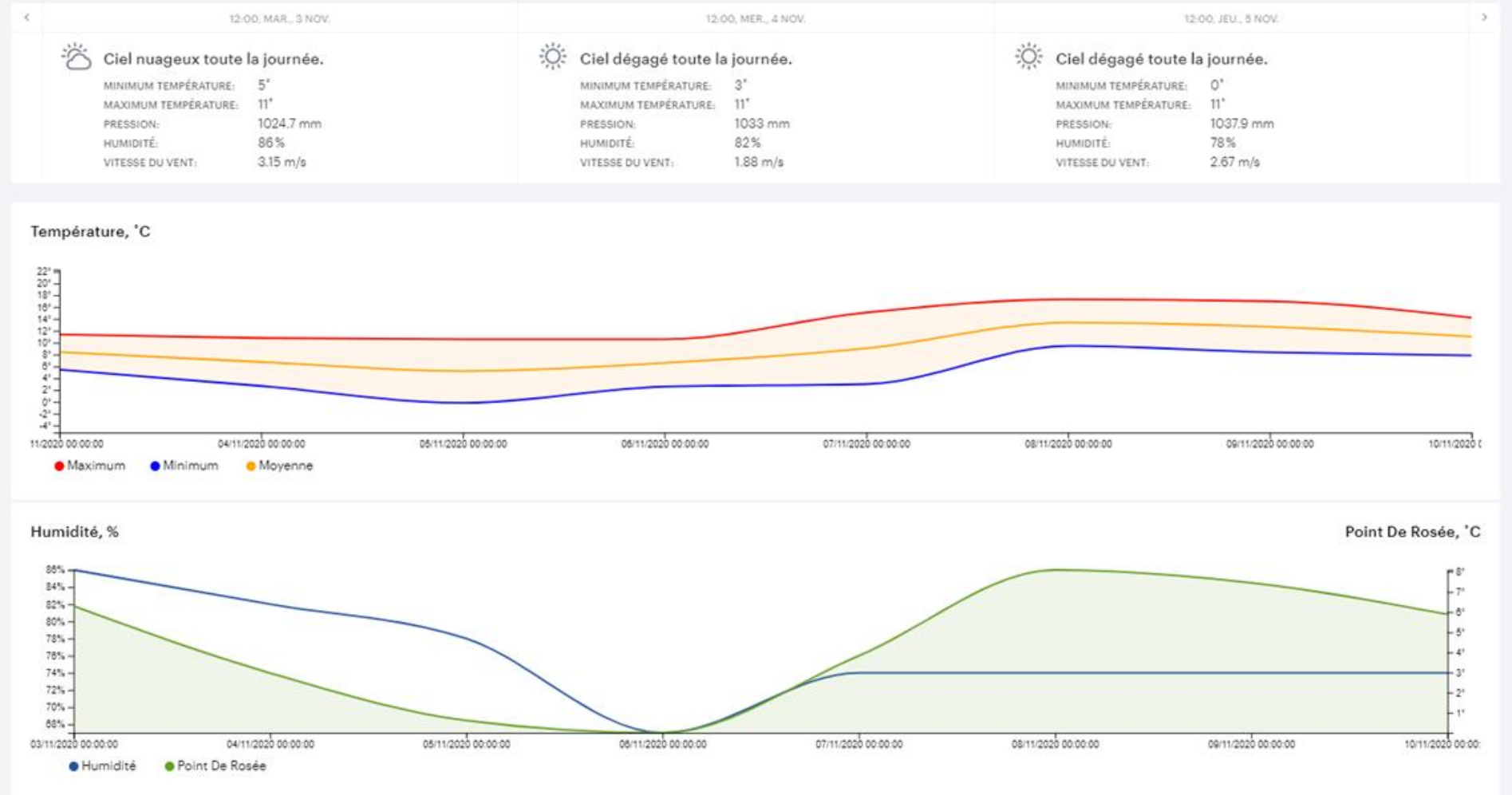


Multi-source agricultural data, but in silos

MyEasyFarm APIs, open platform



Weather data management



Satellite data management



Product modulation map management



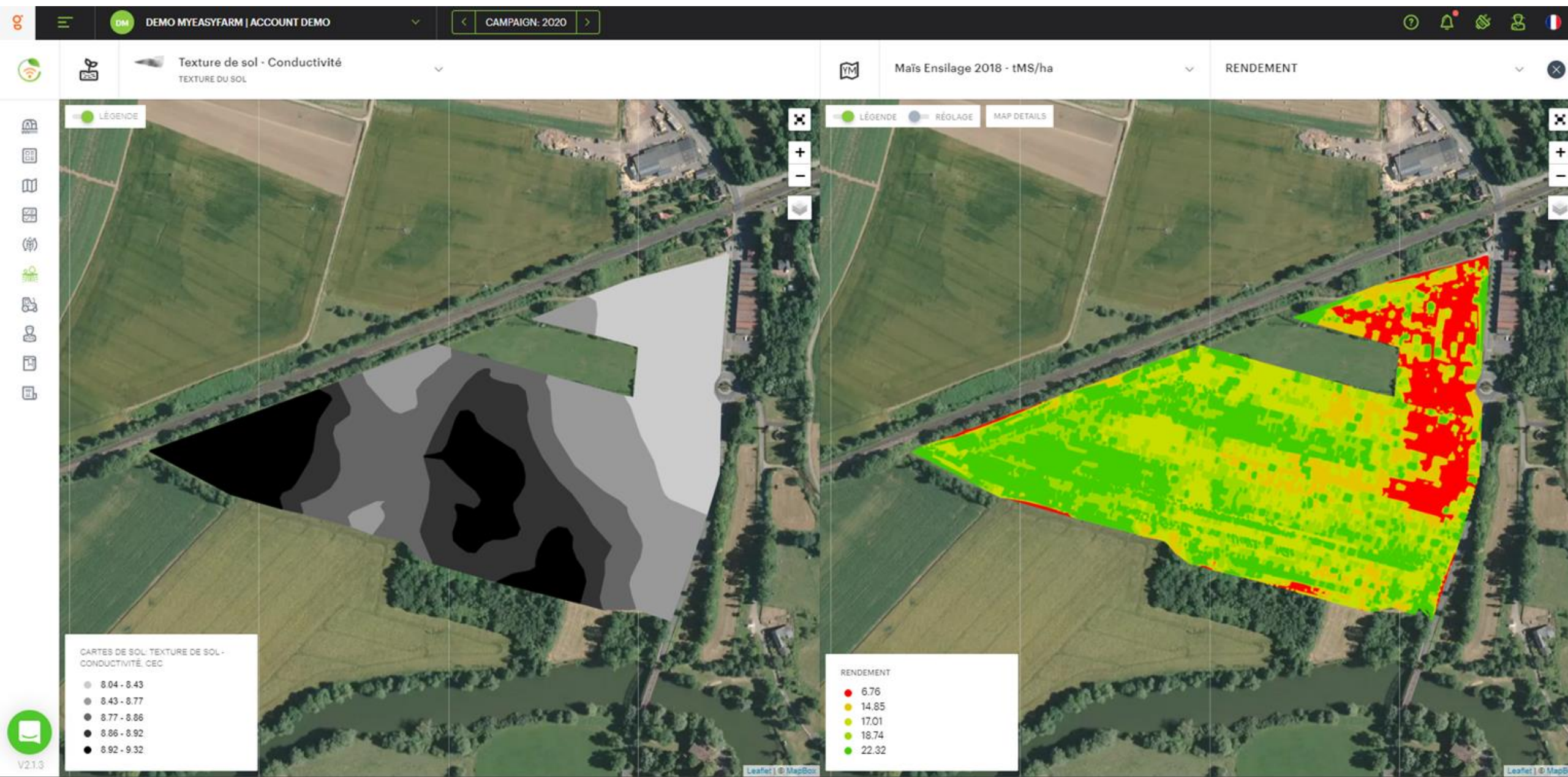
Automatic data transfers to Ag machines



Product as-applied map management



Field data analysis



What added value?



- **Organization**
- **Economic (between 50 and 100 euros per hectare/year)**
- **Environmental**
- **Quality of collected data**
- **Time**




- **Environmental (-1 TeqCO₂/hectare/year)**
- **Additional revenue (1 carbon Credit = 30 to 50 €)**
- **Reliable and Verifiable Carbon Credits**

Business model

- **B2B2C SaaS Enabled MarketPlace**
- **Annual subscriptions to Farmers and Agrifood actors**
- **Margin on Carbon Credit sales**

GoToMarket



- Indirect (40% )
 - Coopératives/Traders
 - Ag Manufacturer dealers
- Direct (60%)

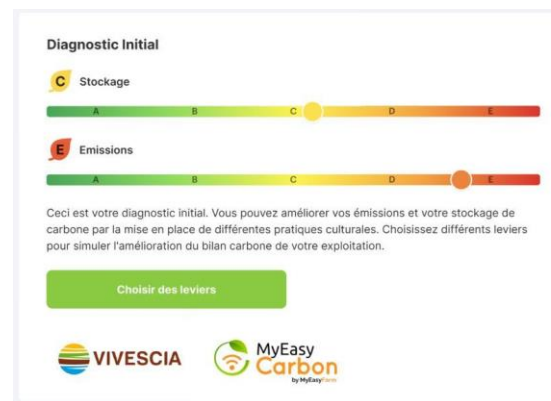


Paglia Lino S.r.l.
concessionario



Focus on VIVESCIA

- Largest French-East cooperative (8000 farmers)
-  MyEasy Farm distribution
-  MyEasy Carbon pre-diagnostics
- Specific developments



Potential exits and reasons

- Manufacturers / OEMs: technology purchase



- Cooperatives: purchasing a data acquisition platform



- Agro-chemists: purchasing data acquisition and product distribution platforms



- Software editors : agricultural hardware exchange / European presence



Institutional partners



Microsoft
for Startups



CAISSE D'ÉPARGNE
GRAND EST EUROPE

