



Adama Recognized with Prestigious Agrow Award for its Global Rebranding

Amsterdam, November 5 2014 – ADAMA Agricultural Solutions Ltd. (formerly Makhteshim Agan Industries) was recognized this week for its global brand launch, winning the prestigious Agrow Award for Best Marketing Campaign.

This year, Adama launched a new name for the Company and its subsidiaries across the world, and a uniform global brand for all of their products: “Adama,” the Hebrew word for “earth”, signifying the Company's commitment to agriculture, farmers and the land. The global rebranding reflects Adama's strategy to develop and implement a new brand that is compelling, differentiating and unifying to customers, as well as employees and shareholders. In connection with the rebranding, Adama is implementing a new brand architecture that simplifies hundreds of brand and product names by migrating to two distinct product umbrellas, Advanced and Essentials, which will be further characterized and differentiated through innovative and unique packaging, enhancing the recognition of Adama's brand.

“We are thrilled to be recognized by the industry and peers for this most significant milestone in the evolution of our Company,” said Jean-Marc Dardier, VP Marketing of Adama. “We believe that our brand strategy will reinforce our differentiated portfolio of crop protection products and services, strengthening our growth platform, and fulfil our promise to farmers across the world to create simplicity in agriculture.”

In 2012, Adama won the Agrow award for best collaboration for its partnership with ChemChina. This year, Adama was also a finalist in the Best Formulation Innovation category, for its formulation Banjo Forte, a unique solution for use against potato late blight (*Phytophthora infestans*). The product contains a mixture of two active ingredients, ensuring a combination of different modes of action, with the result that Banjo Forte is active in multiple stages in the disease cycle and is better for resistance management strategies.

The Agrow awards, presented by Agrow World Crop Protection News, a leading global source for news and business intelligence about crop protection, provide the industry with the opportunity to showcase its new and innovative solutions. The awards feature 12 categories, plus a lifetime achievement award, with entries being judged by an independent panel of industry experts.

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ADAMA

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About ADAMA Agricultural Solutions

ADAMA Agricultural Solutions Ltd., is the leading off-patent crop protection solutions company in the world. The Company's comprehensive range of high-quality, differentiated and effective herbicides, insecticides and fungicides, help farmers worldwide to increase yields by preventing or controlling weeds, insects and disease that harm their crops. With one of the worlds most extensive and diversified off-patent product portfolios, ADAMA sells its products in more than 120 countries, with revenues of over \$3 billion in 2013. ADAMA's purpose is "Creating Simplicity in Agriculture" – striving to provide farmers accessible, easy-to-use solutions that simplify their lives and improve their crop yields. For more information, visit us at www.adama.com

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