



Adama and Phytech team up for commercial collaboration

Bringing the best of Israeli agro-technological innovation to the benefit of farmers worldwide

TEL AVIV, ISRAEL, June 22, 2015 – ADAMA Agricultural Solutions Ltd. (“Adama”), the leading global off-patent provider of crop protection solutions, and Phytech, an Israeli agricultural technology company, have entered into a commercial collaboration that establishes Adama as the preferred business partner for the global commercialization of Phytech's PlantBeat™ System.

Phytech's PlantBeat™ System is a simplified, alert-driven mobile platform which combines predictive algorithms and data analysis that integrates continuous crop health data and supportive environmental data (for example, relating to climate and soil) and distills all into real-time recommendations, primarily for irrigation – one of the most important parts of the growing process. The analyzed data is transmitted in real-time via mobile, helping growers in their day-to-day decisions that impact both the quality and yield of their crops.

As part of this collaboration between the two companies, pilot projects have already commenced in the US and Brazil, with more expected to follow in the coming months.

Dani Harari, SVP Strategy and Resources of Adama, said, "Adama's core purpose is to simplify farmers' lives and improve their yields by "Creating Simplicity in Agriculture". This collaboration with an innovative company like Phytech is a powerful example of how Adama, with its global, farmer-centric commercialization platform, is uniquely positioned to bring simplicity and the best of Israeli innovation to farmers around the world."

Sarig Duek, CEO of Phytech, commented, "We are proud and excited to partner with Adama, a global leader in crop protection solutions, in providing growers in key crops and markets with the most advanced precision agriculture, variable-rate technology, helping them to increase yields by optimizing irrigation practices. We believe that Adama's grower-focused approach will ensure the successful implementation of the technology for the benefit of the growers worldwide."

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About Adama

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 world's most extensive and diversified off-patent product portfolios, Adama sells its products in more than 120 countries, with revenues of over \$3.2 billion in 2014. 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 www.adama.com.

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About Phytech

Phytech is a leading Precision Ag technology company, focused on helping farmers to increase yield by transforming real-time plant data into actionable, yield-enhancing recommendations. Phytechs' proprietary PlantBeat™ platform combines continuous plant monitoring hardware, spatial imaging, hyper-local climate information, agronomic modeling, data analysis and web and mobile software applications that help farmers improve profitability by making better informed in-season operating decisions.

For more information, visit www.phytech.com.

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