

11 April 2019

Washington State Season Rollout Underway

Highlights

- **CropLogic targets USD2.8 billion Apple and Hops Industry**
- **50% increase in orders over 2018 season**
- **Two new Sales Zones to be established**

CropLogic Limited (ASX: CLI) (CropLogic or Company), the award-winning global agricultural technology company providing cutting-edge technology to growers for decision support, advises that Washington State (USA) operations are underway this season with the first CropLogic realTime¹ site set up and providing real-time data.

Current realTime orders represent a 50% increase over 2018 in Washington State.

Two new sales zones will be established to target apple and hops growers.

CropLogic's Washington State operations are located in the midst of the highly productive Columbia Basin, Washington State. Washington State has some of the most productive growers in the USA with yields double the national average in some crops and the largest producing state of other crops such as apples and hops¹. Take up by these growers of CropLogic realTime is a huge endorsement of CropLogic's agritech solutions.

CropLogic realTime was launched in Washington State in 2017 in collaboration with a leading local agronomy services company which subsequently joined the CropLogic group of companies. This agronomy services company brought extensive scientific knowledge of the Columbia Basin, where they had been working since 1987.

James Cooper-Jones, CropLogic CEO, said, "Orders for CropLogic realTime have exceeded management's expectations and represent a 50% increase on orders in the 2018 season.

¹ **CropLogic realTime** – The hardware technology monitors and tracks key crop metrics, such as soil moisture and irrigation, and converts observations into data 24/7. This information is then collated in a concise and accurate format, providing actionable insights for users to make cost-saving decisions. Users can view this data in a user-friendly application called CropLogic GrowerView, which can be accessed via desktop, as well as on both Android and Apple iOS. CropLogic has developed this tool with the expertise of leading agronomists, leveraging over 30 years of research.

“CropLogic will also open two new sales zones, one to the North and one to the West to gain market share in other key crops in Washington State, including apples and hops, in addition to row crop (potato, onion, carrots) industry in this region, in line with CropLogic’s growth strategy.”

CropLogic realTime was trialed with apple and hop growers in the 2018 season after providing agronomy services for a period of time. The systems were found to be robust and responsive, and growers response was positive – a testament to the science and ground truthing depth of CropLogic realTime.

On the back of the trial, CropLogic increased its marketing to the apple and hop market including opening the new sales zones to the west and north of the current area of operations.

The opening of these two zones presents a total addressable market to CropLogic’s Washington State operations of between AUD 9.3 million and AUD 18.6 million.

Washington State (USA) Apple and Hops Snapshot

Apples

- Washington State is the largest apple producing state in the USA.
- Represents ~66% of national apple crops.ⁱⁱ
- USD\$2.389 billion apple industry in Washington State.

Hops

- Hops industry is a USD\$382 million industry for Washington State.
- Acreage devoted to the growing of hops in Washington State has grown steadily over recent years.
- Particular true in Yakima, which produces approximately 75% of total hops acreage in the USA.ⁱⁱⁱ
- Yakima supplanted Germany as the world’s leading hops producer.
- CropLogic to target hop growers through the establishment of new sales zones.

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About CropLogic

CropLogic is an award-winning global agricultural technology company listed on the Australian Securities Exchange (ASX). After launching its product into Washington State, USA in 2017, CropLogic is currently servicing a significant portion of horticultural growers in this region, with a market share as high as 30% in some crops. Following significant growth (2017-2018) in Washington State and Northern Oregon, in 2018, CropLogic expanded into the Idaho market. CropLogic offers growers of irrigated crops with digital agricultural technology expertise based upon scientific research and delivered with cutting edge technology – science, agronomy and technology interwoven into an expert system for decision support. For more information, please visit: <http://www.croplogic.com>

Forward Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties. Indications of, and guidelines or outlook on, future earnings, distributions or financial position or performance and targets, estimates and assumptions in respect of production, prices, operating costs, results, capital expenditures, reserves and resources are also forward-looking statements. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions and estimates regarding future events and actions that, while considered reasonable as at the date of this announcement and are expected to take place, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the directors and management. We cannot and do not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this announcement will actually occur and readers are cautioned not to place undue reliance on these forward-looking statements. These forward-looking statements are subject to various risk factors that could cause actual events or results to differ materially from the events or results estimated, expressed or anticipated in these statements.

i <http://www.wagrown.com/our-top-crops/>

ii <https://agr.wa.gov/AgInWa/docs/641-WSDAAGInfographic-WEB.pdf>

iii https://www.capitalpress.com/ag_sectors/orchards_nuts_vines/hops-supplier-looks-to-bright-future/article_5a4780c4-6d5a-5bfc-b041-fbe9d257879e.html