



YB AgTech Ecosystem



MYFARM STORE

The Marketplace To Network, Buy, Sell And Lease
From Agricultural Inputs To Fresh Produce And Machinery



The Problem



Weaknesses in the supply chain lead to waste and economic losses



Around 30% of the food for human consumption is lost or wasted ¹



Several intermediaries in the supply chain leads to big disparity between farmer and consumer prices



High logistic costs and high carbon footprint



Compromised quality and shelf life



Investment intensive mechanisation

1. Food and Agriculture Organization. 2011. Global food losses and food waste—Extent, causes and prevention. Rome, Italy: Food and Agriculture Organization.

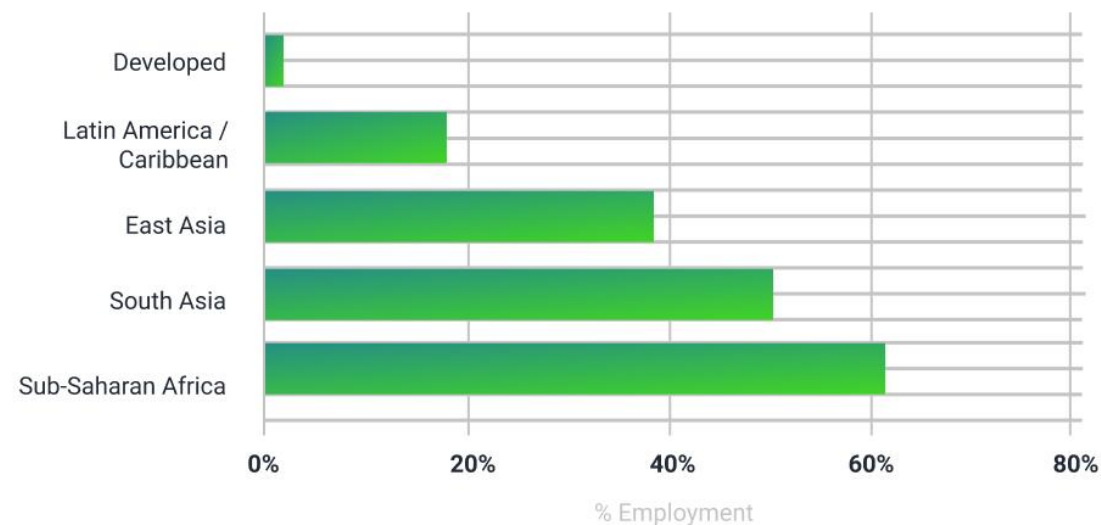
Agriculture Market

- Agriculture and related industries contributed \$1.109 trillion to the U.S. GDP, a 5.2% share ¹
- Agricultural inputs of all types are sold globally



The global agricultural market is valued at
\$2.4 TRILLION ²

In underdeveloped countries, agriculture employs more people than any other industry ²



1. <https://www.ers.usda.gov/data-products/chart-gallery/gallery/chart-detail/?chartId=58270>

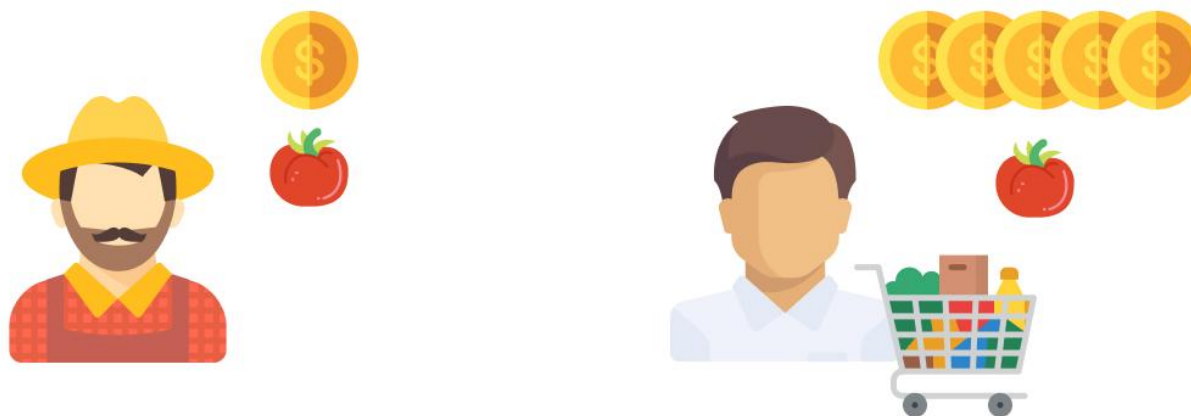
2. FAO, World Bank, American Economic Association





The Opportunity

- Currently, only up to 20% of the final price of fruit and vegetables goes to the farmer¹



- Only large-scale producers have access to the major distribution channels. **MyFarmStore (MFS)** empowers and provides a marketplace platform for all producers
- **50-70%** smallholder farmers are not able to switch from subsistence and non-profitable to commercial farming²

1. https://www.ers.usda.gov/webdocs/publications/45598/15790_err24a_1_.pdf?v=0

2. <https://www.sourcetrace.com/blog/smallholder-farmers-market-access/>



The Solution



**MYFARM
STORE**

Provide diversified selling
channels to the grower

Food miles reduction

Access to a
global network



Farmer

Alternative
market for
sellers, buyers
and leasers

Access to a
global network
of producers



Consumer

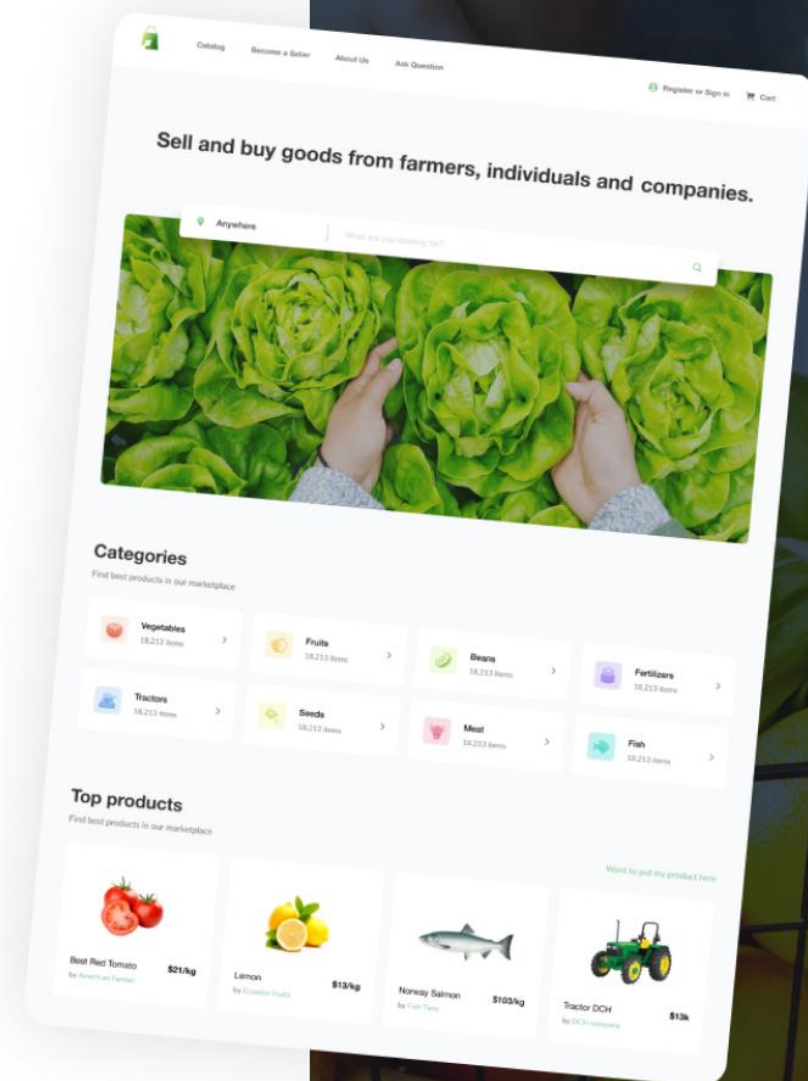
Cheaper and
fresher
products

Direct sales and/or leases

Direct sales



How It Works



Go-To-Market Strategy

- Target market: all **farmers, growers, wholesale buyers** and **consumers**
- A **web-based platform** – subscription and commission-based
- Use the partners and collaborators of **YB AgTech** to launch initial structure and introduce the offering to their network
- Use social media traction gained by **YB AgTech** companies to advertise and introduce to users

- Use existing client network in over **70+ countries** and **5 continents**





Confidence In Traction In The Agricultural Sector

- Support from a pioneering company in the agtech industry
- Supported by a network of companies under the **YB AgTech** umbrella with a combined history of over 50 years in the agricultural industry
- Developed in-house by a software team with experience in the agtech sector
- EU market for ag equipment and inputs has an annual revenue of around €138 billion - 24% expected to be online¹



¹ <https://www.mckinsey.com/industries/agriculture/our-insights/unlocking-the-online-retail-opportunity-with-european-farmers#>

Collaborators



Wholesale buyers and
growers



Agricultural input
companies



YB AgTech Ecosystem





The Team



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Executive Chairman & CEO



Johan van Zyl
Chief Operational Officer



Carlos Flores, Ph.D.
Plant Scientist



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Agronomist



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