



Science | Agronomy | Technology

ASX Announcement

New Zealand | Australia | USA

ASX Code
CLI

ARBN
619 330 648

Registered Office
L1, 11 Deans Avenue
Addington
Christchurch 8011
New Zealand

Email
info@croplogic.com

Website
croplogic.com

15 January 2018

Seasoned COO set to expand CropLogic's global footprint

Christchurch, 15 January: CropLogic Limited (ASX:CLI) is pleased to announce the appointment of its new Chief Operating Officer, Mr David de Cuevas.

David joins CropLogic from his most recent role as General Manager Business Sales Performance for 2degrees New Zealand. A technology professional, David has extensive experience within the financial services, manufacturing, telecommunication, and technology sectors. David's career has included many senior service delivery roles, perhaps most notably as Chief Operating Officer at Snap - a three time winner of New Zealand's Internet Service Provider of the Year Award. Raised in Queensland, David has established an impressive professional portfolio that also includes roles at General Cable, PayGlobal, Truescape, Qantas, National Australia Bank (NAB), and NM Rothschild & Sons, and highlights experience in both the Australian and New Zealand markets.

Announcing the appointment, Managing Director Mr Jamie Cairns said that David is an outstanding individual to lead company operations in its upcoming deployment of up to 1,000 new probes into the United States.

"David has a long and extensive track record in operational leadership and strategic development. He has played a major role in implementing organisational processes, measurement systems, and overseeing the development of the necessary infrastructure to maximise business growth," said Mr Cairns. "David's background and expertise will be an invaluable asset in delivering the service levels that our customers demand and in supporting anticipated growth".

"Having such significant experience in the telecommunications industry, particularly in the logistics surrounding the mass-deployment and management of internet-connected devices, means that David will be able to hit the ground running in this role. This is incredibly important in the context of our upcoming rollout into the US market".



Science | Agronomy | Technology

Of his appointment, Mr de Cuevas said: "I am very excited to join the team at CropLogic. I have an important role in the expansion of operations within the Group and in meeting the challenges of exceeding customer service expectations in what is a very complex industry. With the Company strategy based upon acquisition, I am also excited by the prospect of my involvement in pipeline development for further targets and then overseeing the swift integration of acquired companies with Group operations".

Mr de Cuevas will commence his role with CropLogic on 19 February 2018 and will replace Mr Matthew Journee, who will be focussing upon proving specific new early-stage technology applicable to CropLogic's service offering. "On behalf of the Board and our staff in both Australasia and the United States, I would like to welcome David to CropLogic and look forward to working with him in delivering services across our expanding global footprint", said Jamie Cairns. "Equally, I would like to thank Matthew Journee for his contribution to the Chief Operating Officer role through a period of significant change within the Company. The ongoing development of early-stage technology really is a strength and passion of Matthew and I would like to reiterate our support for his current project and our anticipation of its outcome".

About CropLogic

CropLogic is a New Zealand agronomy services company listed on the Australian Securities Exchange (ASX) and currently servicing approximately 60,000 acres or 30% of the potato market in Washington State, USA.

CropLogic offers large scale crop growers with agronomic expertise based upon scientific research and delivered with cutting edge technology – science, agronomy and technology interwoven into an expert system for decision support.

CropLogic builds upon 30 years of scientific research by The New Zealand Institute of Plant and Food Research, an internationally-recognised Crown Research Institute. The CropLogic analytical platform gathers crop data via in-field sensors coupled with satellite communications, before processing this with proprietary scientific models to predict outcomes and optimise field productivity. Skilled agronomists help present this information to the grower and assist them in their critical decision-making process.

The CropLogic system has been developed with the benefit of over 500 field trials throughout Australia, China, New Zealand, and the United States of America. In 2017 the system was commercially launched into Washington State, USA.



Science | Agronomy | Technology

For more information please visit: <http://www.croplogic.com/>

For further information please contact:

Jamie Cairns
Managing Director
CropLogic Limited

T: +64 21 645 445

E: jamie.cairns@croplogic.com

James Cooper-Jones
CFO/Company Secretary
CropLogic Limited

T: +61 419 978 062

E: james.cooper-jones@croplogic.com

Rod North
Managing Director
Bourse Communications Pty Ltd

T: +61 408 670 706

E: rod@boursecommunications.com