



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

23 May 2018

## **CropLogic to Focus on Maximising Returns & Strategic Partnerships Terminates Ag Logic Acquisition**

**CropLogic Limited (ASX: CLI) (CropLogic)** wishes to inform shareholders that to strengthen the Company's focus on maximising returns from existing technologies and products, CropLogic and Ag Logic Pty Ltd (**Ag Logic**), by mutual consent, have agreed to terminate the acquisition agreement announced on [3 April 2018](#).

As announced on [30 April 2018](#), CropLogic has revisited and refocused its Commercialisation Strategy and Research and Development (R&D) Strategy in order to take greater advantage of direct sales and partnerships, and to maximise shareholder benefit via CropLogic's professional networks and R&D grants and rebates.

This strategic focus will use CropLogic's existing foundations to direct its future R&D objectives to improve on current strengths, which will help improve the overall competitiveness of the CropLogic brands and will likely improve the return from research and business development investment into non-core technologies and product areas.

Ag Logic's revenue comes from a wide range of product types, utilising expertise both in soil moisture management through monitoring and irrigation, and in precision agriculture, such as drainage planning and variable rate input advice. Unfortunately, Ag Logic's broad product offering does not complement CropLogic's revised Commercialisation and R&D Strategies.

The parties will investigate alternative arrangements that allows CropLogic and Ag Logic to work together where their respective strengths more closely align.



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

### **About CropLogic**

CropLogic is an award winning 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.

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



Science | Agronomy | Technology



For further information please contact:

**James Cooper-Jones**  
**CEO**  
**CropLogic Limited**  
**T: +61 419 978 062**  
**E: [james.cooper-  
jones@croplogic.com](mailto:james.cooper-jones@croplogic.com)**

**Rod North**  
**Managing Director**  
**Bourse Communications Pty Ltd**  
**T: +61 408 670 706**  
**E: [rod@boursecommunications.com](mailto:rod@boursecommunications.com)**