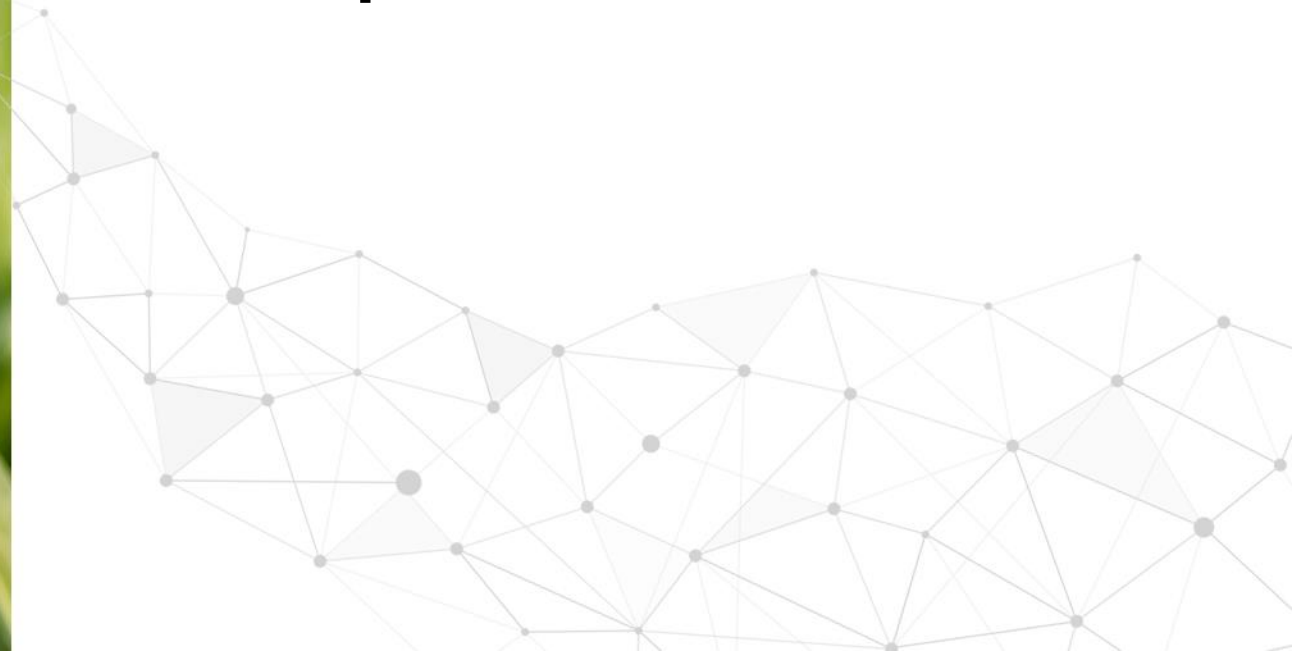


AI ADVISORY PLATFORM

White Label AI Agent Platform
for **Input Manufacturers**



1

Company Introduction



Mission

We empower agri-food industry with digital agriculture solutions to produce healthy, safe and nutritious food in a sustainable and profitable way.





**CLIENTS IN
50+ countries**



Driscoll's
Only the Finest Berries™

Beam **SUNTORY**



Neumann Kaffee Gruppe



Global Partnerships

With Leading Organizations Across The Eco-System



European
Innovation
Council

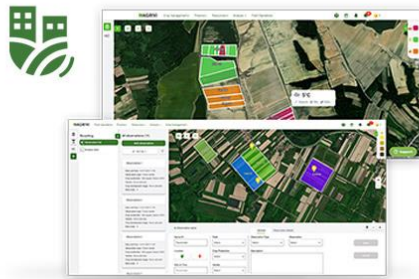


Awards & Recognitions



AGRIVI Product Family

Digital Solutions For Agri-Food Value Chain



AGRIVI 360 FMS

Farm Management



AGRIVI AI Engage

Knowledge & Advice



AGRIVI Food Traceability

Food Safety & Transparency

GOVERNMENT

Compliance & Advisory

INPUT & EQUIPMENT

Sales & Marketing

FARMS

Crop Production

FOOD & BEVERAGE

Sourcing, Sustainability and Marketing

RETAIL

Empower Your Business With Your Own **AI Advisors**

Bringing you a **special blend of agronomy, sales and marketing skills** to foster relationship with farmers.



2

AGRIVI AI Engage

Customer Cases & Industry examples



AGRIVI AI Engage

Fostering relationship
with farmers through
knowledge and advice!



USE CASE 1

KWS – Leading Seed Producer

AI-Driven Platform for KWS, leveraging AGRIVI Engage platform to enhance customer engagement and support across 5 (Five) countries in the CEE region.

Project initiative & solution internal:

- ✓ Internal tool for education and empowering the sales team
- ✓ Internal tool for accessing & sharing key information

Project initiative & solution external:

- ✓ Optimize product recommendations
- ✓ Generating Sales Leads & Opportunities
- ✓ Streamline Communication with Farmers
- ✓ Provide Digital Technology and support

KWS MAIA



USE CASE 2

Ministry of Agriculture and Food Security BARBADOS

Partnering with the Barbados Ministry is a national initiative to empower farmers, providing them essential insights into subsidies, best practices, market prices, and government support, driving sustainable development across the nation.

Project initiative & solution:

- ✓ Subsidy information and administrative support
- ✓ Guidance on Best Practices
- ✓ Securing national food supplies
- ✓ Simplified communication
- ✓ Market insights and planning
- ✓ Continuous Farmers' support and education



FARMER DAVE



**Ministry of Agriculture and Food Security
BARBADOS**

USE CASE 3

Van Iperen – Fertilizer Manufacturer

Empowering Sales and Marketing efforts through central Digital Assistant.

Project initiative & solution external:

- ✓ Education and knowledge sharing
- ✓ Marketing insights
- ✓ Push notifications
- ✓ Product recommendations
- ✓ Generating Sales Leads & Opportunities
- ✓ Streamline Communication with Farmers
- ✓ Provide Digital Technology and support

VAN IPEREN



USE CASE 4

CITY ADVISOR

The City Advisor project, designed to support local farmers in boosting productivity, sustainability, and overall Farmer growth. This initiative enables growers to access tailored agricultural insights, information about local subsidies, and available resources, fostering the growth of local food systems.

Project initiative & solution:

- ✓ Personalized Farming Insights
- ✓ Access to Local Subsidies and Grants
- ✓ Community building
- ✓ Direct communication with local growers

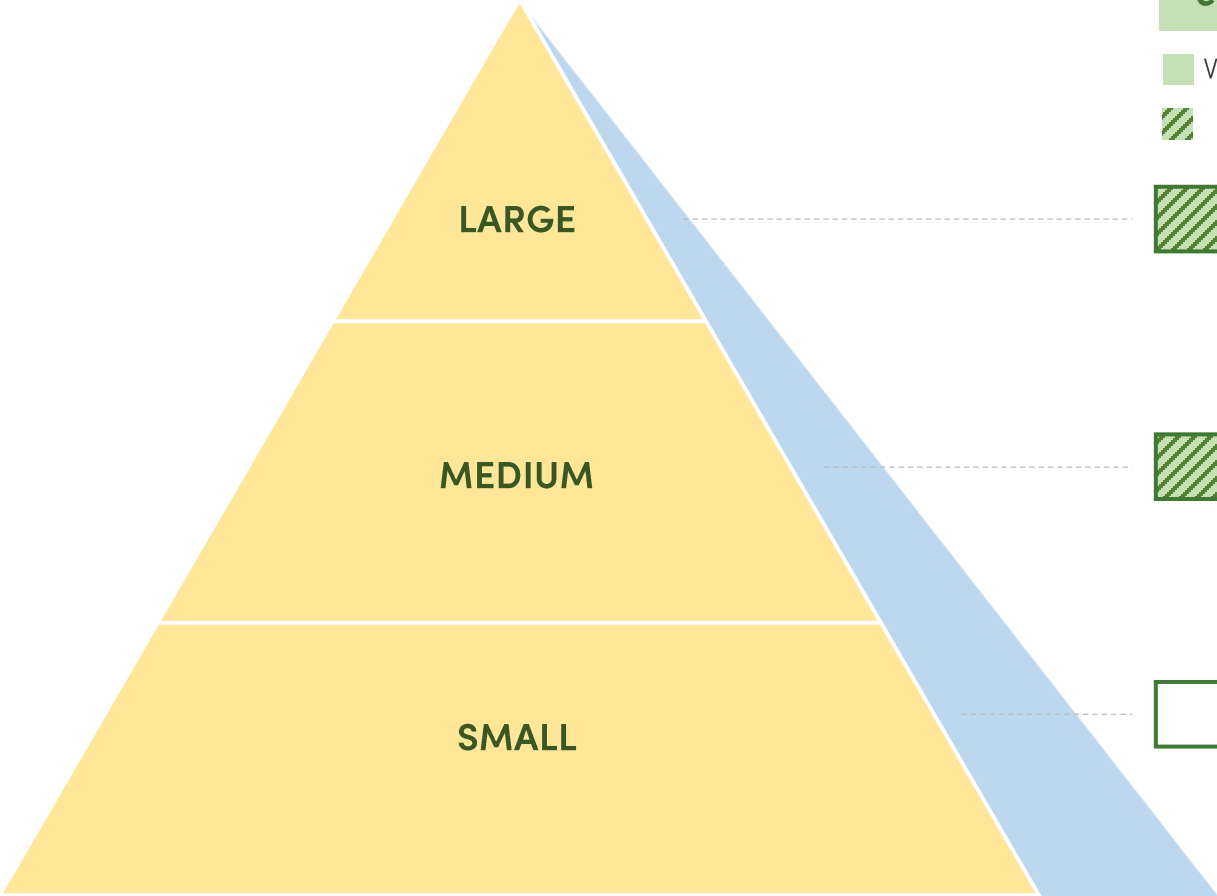
City Advisor



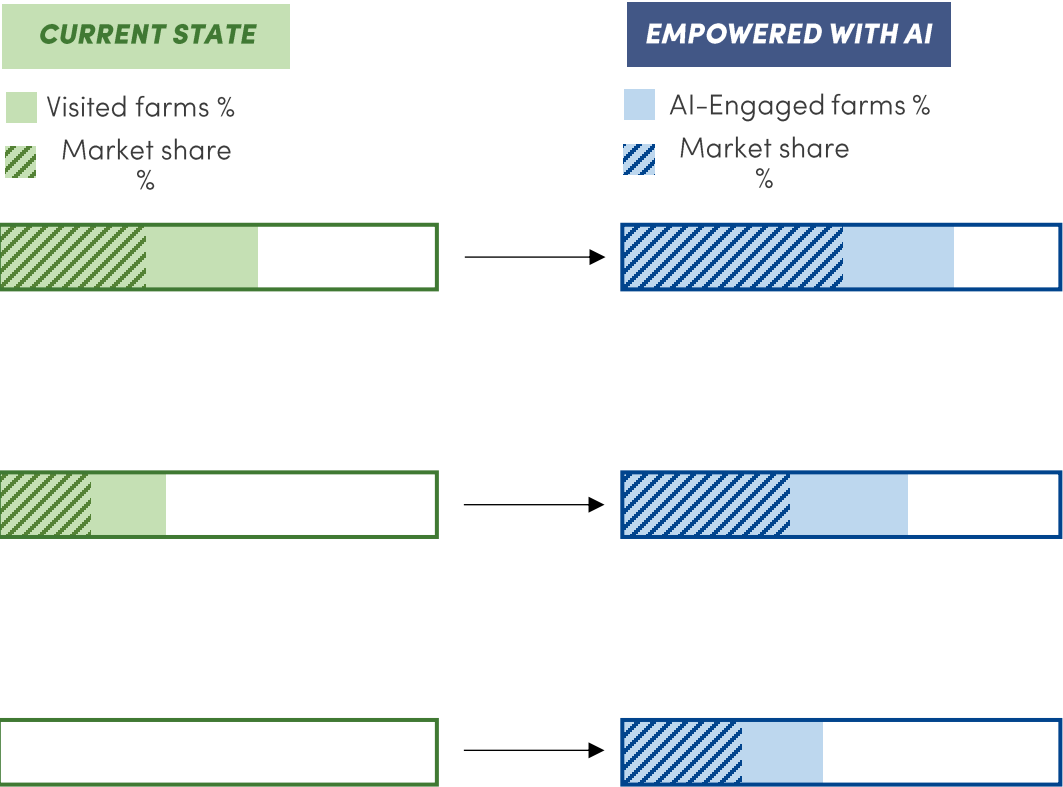
Extend Your Reach, Improve Your Market Share



Farm market segments



AI Advisor provides you with **capacity to reach and interact with large number of farms efficiently** to drive actionable leads to sales channels.



New Customers.
Improved Loyalty.
More Sales.

AI Advisor Capabilities



White-Labeled Solution



Your Identity, Your Brand.

Fully white-labeled solution available through WhatsApp, Viber and other channels.

**Under
Your Brand**

Give Your Advisor a unique name and customize it in accordance with your company's brand identity guidelines.



Available in
More than
50 Languages



Ola!

Hello!

Ciao!

Buna Ziua!



Knowledge & Skills

Trained with **100% verified knowledge**
& connected to trusted sources



BUILT-IN

AGRIVI General Agriculture Knowledge Base

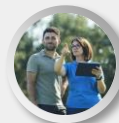
YOUR PROPRIETARY KNOWLEDGE BASE (illustrative)



Product
portfolio



Corporate & key
public information



Sales representatives
& retail locations



Alternative
products



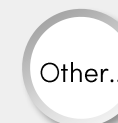
Compliance
& standards



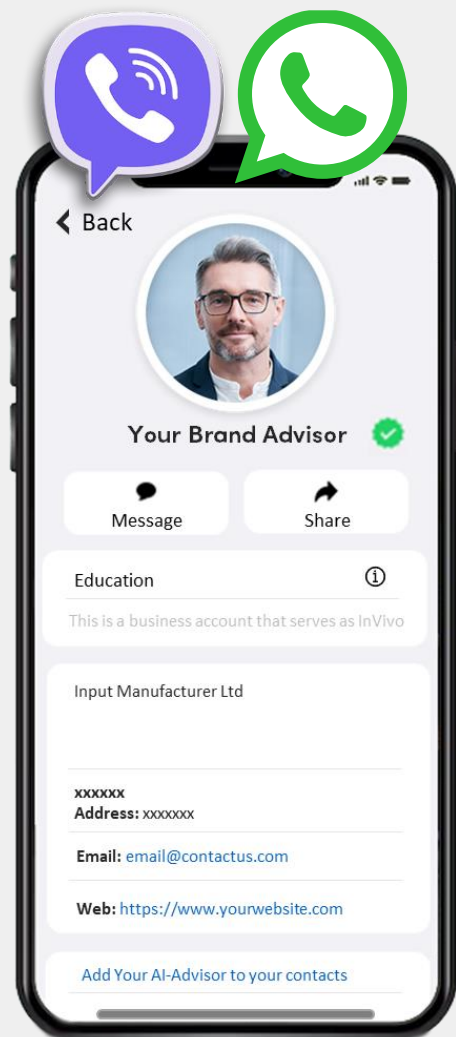
Onboard to
Digital Farming



Transactional knowledge
(FMS, CRM, ERP, etc.)



Any other
knowledge



Trained to Align with **Your Brand** & Communication Strategy

Define and modify on-demand the personality and characteristics of your AI-Advisor:

- ✓ Professional advisor providing agronomic advice
- ✓ Proactive sales agent generating leads
- ✓ Marketing researcher conducting surveys
- ✓ Proactive or reactive
- ✓ Formal and professional style
- ✓ Friendly and more familiar approach

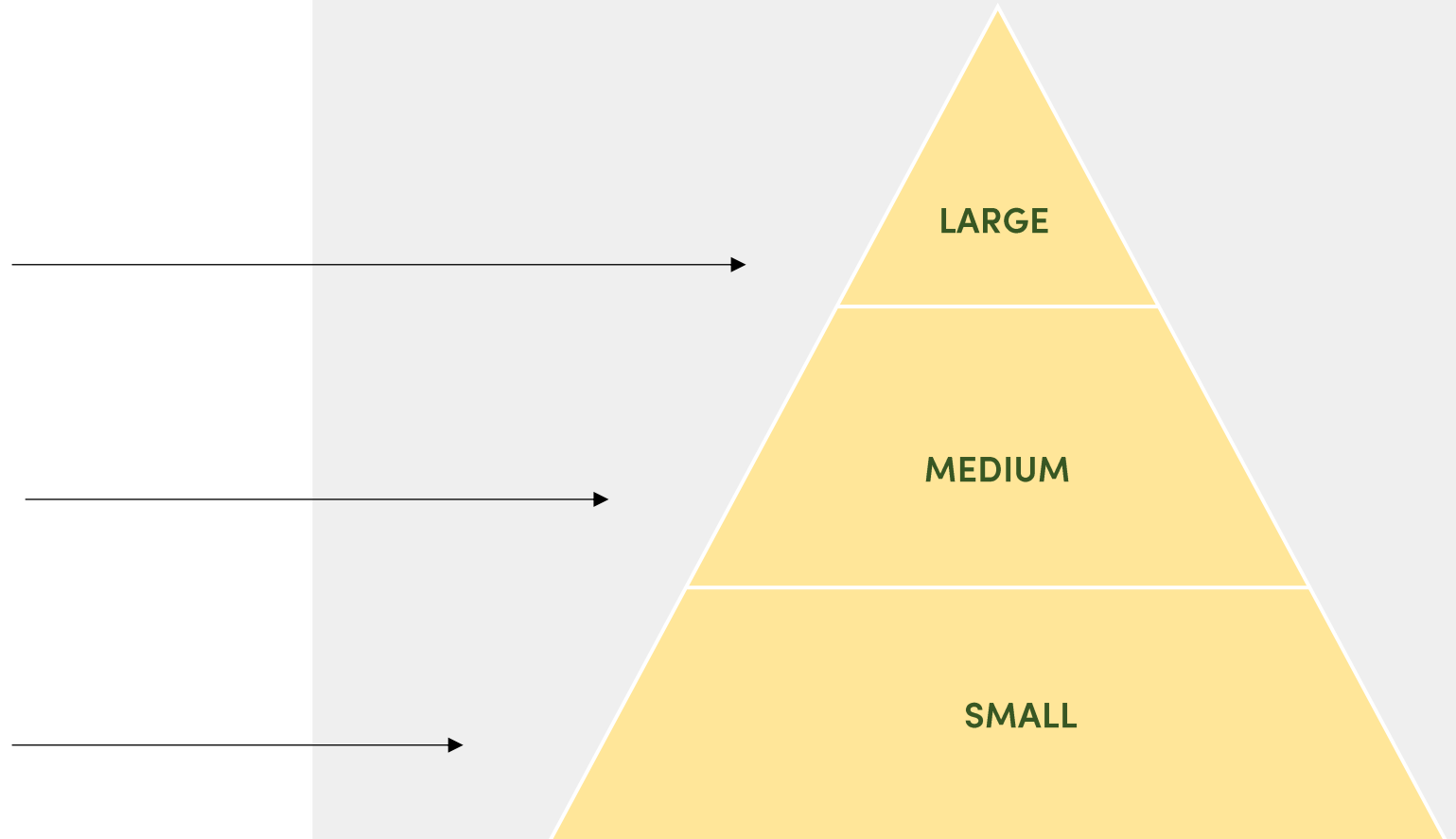
Route Generated Leads To Sales Channels

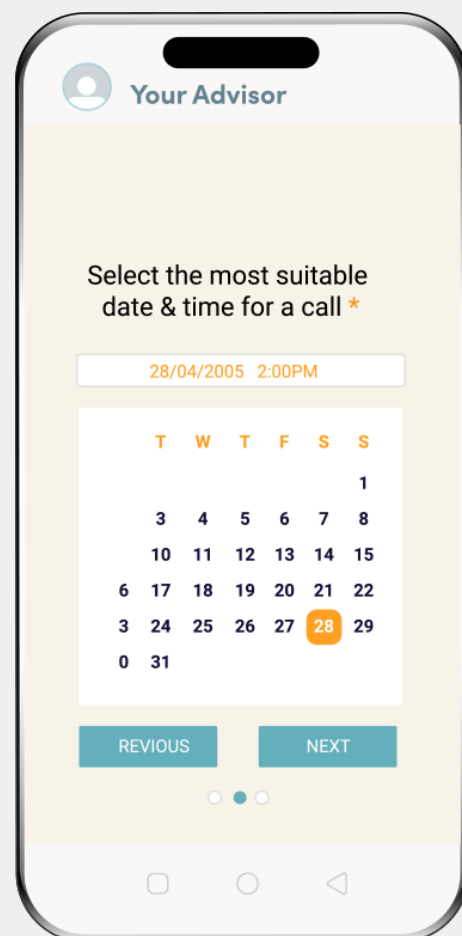
✓ Generate lead to sales reps


✓ Generate lead to sales reps or ag retail

✓ Route to buy online through e-commerce

Seamlessly route interested farms as sales leads to different sales channels based on farm size, geography, inquiry type and other factors.





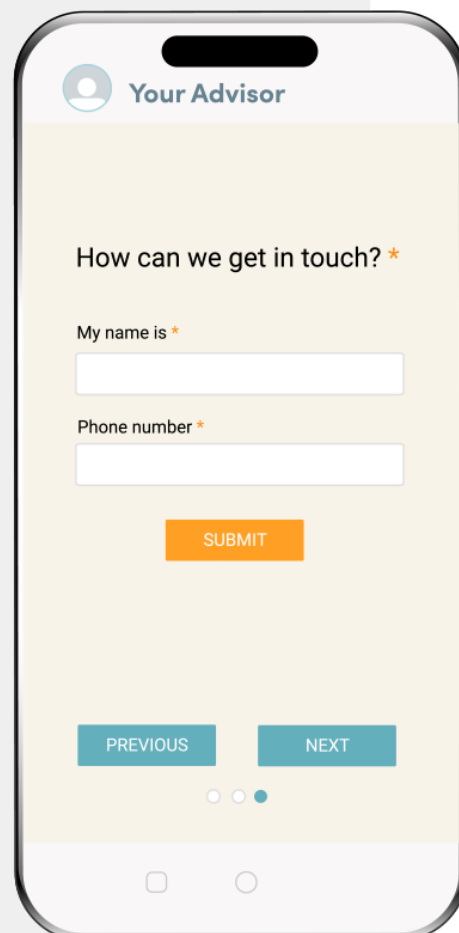
 Your Advisor


Select the most suitable date & time for a call *

28/04/2005 2:00PM

T	W	T	F	S	S
					1
3	4	5	6	7	8
10	11	12	13	14	15
6	17	18	19	20	21
3	24	25	26	27	28
0	31				

REVIUOS NEXT



 Your Advisor

How can we get in touch? *

My name is *

Phone number *

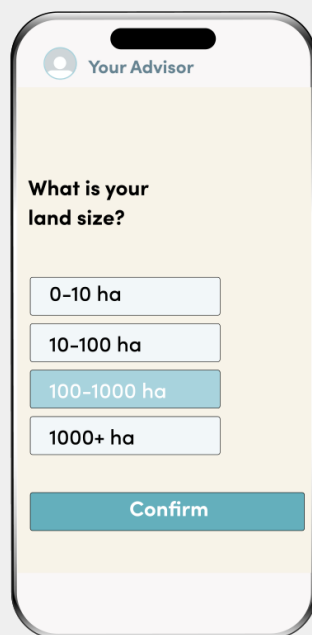
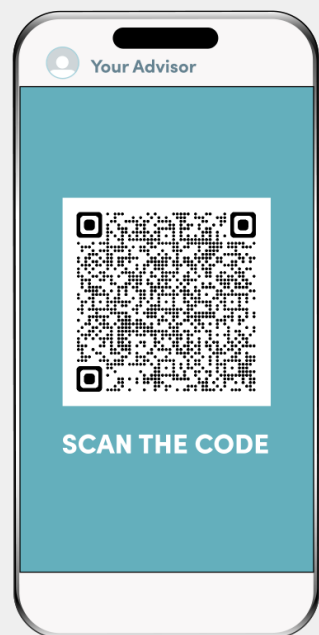
SUBMIT

PREVIOUS NEXT

Book a Meeting With Agronomist

Improve your Customer Experience (CX) by simplifying the way they interact with your team. Let AI Advisor schedule a meeting with agronomists for customers eligible to in-person meetings.

- ✓ Receive a scheduled meeting via Email or integrate AI Engage with CRM



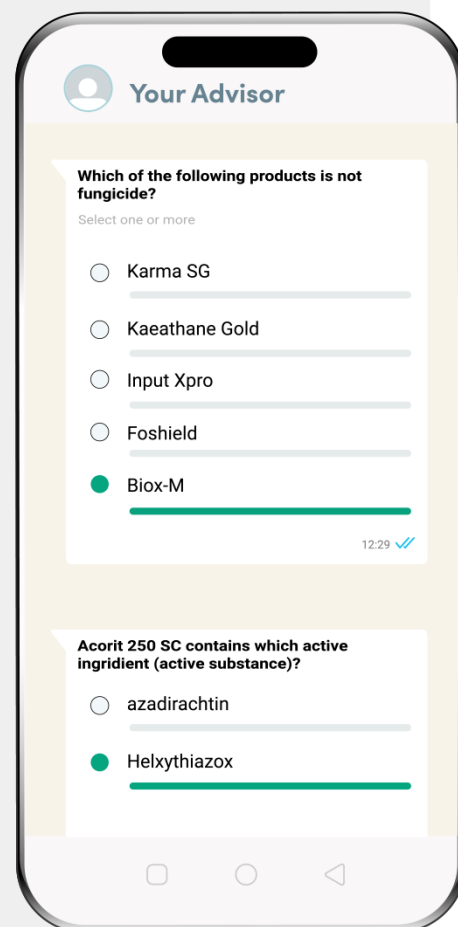
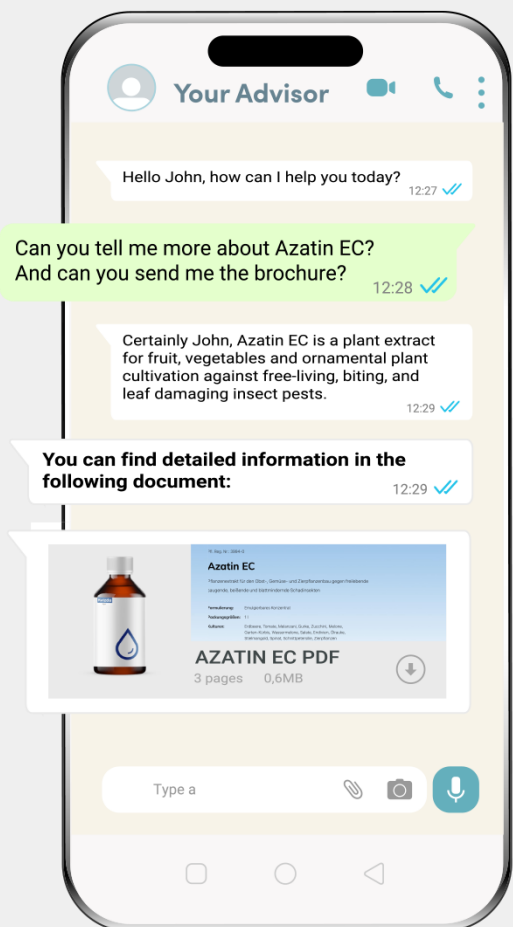
Understand Your User Base

Understand who do you interact with, adjust communication and drive targeted campaigns to specific farm segments.

Example segmentations:

- ✓ Existing or new customer
- ✓ Farm size
- ✓ Crop types
- ✓ Region
- ✓ Other segmentations

User Segmentation Through Simple Farm Profiling



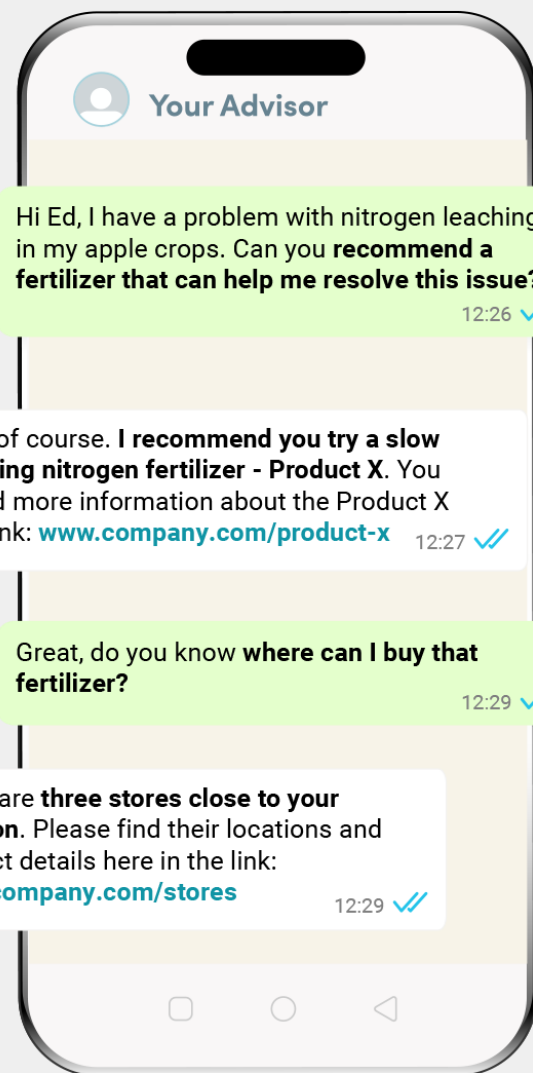
Smart Engagement by a Trusted Advisor

Position the AI Advisor as the go-to place for knowledge and advice by creating a habit of seamless and knowledgable interactions.

Proactive outreach to farms with:

- ✓ Personalized best practices
- ✓ Sharing key seasonal insights
- ✓ Gamification with prizes
- ✓ Personalized invitations to events
- ✓ Other informative content

Strengthen Engagement. Improve Brand Loyalty.



Alternative Product Recommendations

AI Advisor smoothly handles questions about competitors and their products, by incorporating placement of your alternative products.

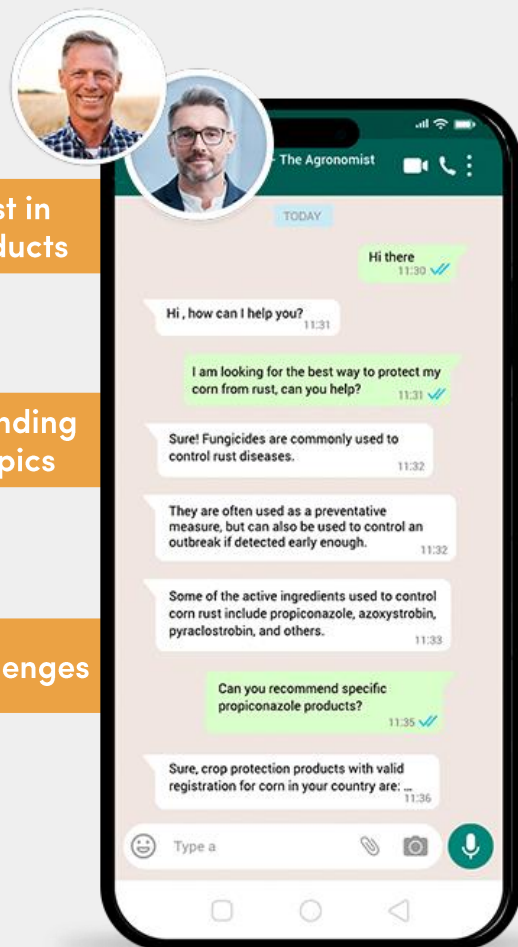
- ✓ Providing tailored advice based on farmers' profiles and specific needs, ensuring they find the best possible solution for their requirements.

Generating Awareness and Interest in Your Products.

Secure First-Hand Market Insights & Trends

Get a period report on latest trends and insights **based on user conversation.**

Drive your sales and marketing decisions based **on first-hand insights from the AI Advisor.**



Interest in
Your Products

Trending
Topics

Key Challenges

Interest in Competitors
and Their Products

Generated Leads

Farmer Feedback

AI Advisor Use Cases for Sales and Marketing



Powered by **AGRIVI AI** Engage

INTERNAL | Onboarding and support

EXTERNAL USE CASES | Support throughout the customer journey

Sales Reps

Sales Channel

Awareness

Engagement

Sales

Service & Loyalty

- ✓ Sales coach
- ✓ New product introduction
- ✓ New insights (use cases, trials)
- ✓ Onboarding new team members
- ✓ Onboarding partners and distributors
- ✓ Improving quality of advice
- ✓ Improving likelihood of your product recommendations

- ✓ Reaching existing and new farms
- ✓ Building product awareness
- ✓ Branding as a Trusted advisor
- ✓ Capturing real-time market insights
- ✓ Farmer profiling

- ✓ Tailored communication based on the farmers' profile and interests
- ✓ Proactive outreach with knowledge
- ✓ Driving product interest
- ✓ Positioning versus competitive products
- ✓ Gamification & farm engagement
- ✓ Invitation to events & exhibitions
- ✓ Surveying farms for market insights

- ✓ Recognizing buy intent
- ✓ Lead generation
- ✓ Navigating farms to the right sales channel
 - Sales representatives
 - Ag retail / distributors
 - eCommerce
 - Other
- ✓ Book a meeting with sales representative
- ✓ Generate a voucher / product list for ag retail
- ✓ Increase share of wallet at existing customers
- ✓ Grow market share through sales to new farms

- ✓ Customer care
- ✓ Product applications
- ✓ Best practices
- ✓ Integrate with digital platforms for direct insights
- ✓ Engagement & gamifications
- ✓ Customer satisfaction surveys
- ✓ Nurturing relationships and brand loyalty
- ✓ Loyalty programs
- ✓ Improve market share
- ✓ Effortless management of a farmer network

Sales use cases

Marketing use cases

Post-sales use cases



AGRIVI AI Engage

GENERAL	Whitelabeled to your brand	✓
	Simple activation by QR code	✓
	GDPR & Privacy Policy compliance	✓
	Introductory farmer onboarding and profiling	✓
	Reactive communication with farmers (24/7 availability for advice)	✓
	Proactive communication with farmers	✓
	Unlimited number of farmers	✓
	Central management of all users	✓
	Multiple communication channels (WhatsApp, Viber, etc.)	✓
	Multilanguage support	✓
KNOWLEDGE	Tailored communication based on 100% verified data and farmer profile	✓
	General agriculture knowledge base (proprietary by AGRIVI)	✓
	AI-advisor training for your brand's proprietary knowledge bases	✓
	Integration with 3rd-party systems (your digital platforms, ERP, CRM, etc.)	✓
	Human in the loop (HITL)	✓
MARKETING & SALES	Raising awareness about your company and products	✓
	Engagement with farmers to drive product interest	✓
	Alternative product recommendation	✓
	Buy intent recognition	✓
	Lead generation (routing interest to the right sales channel)	✓
	Booking a meeting with sales representatives	✓
	Gamification and education capabilities (quizzes, multimedia sharing, etc.)	✓
	Market research (surveys)	✓
	Event invitations and RSVP	✓





Fully Managed Service

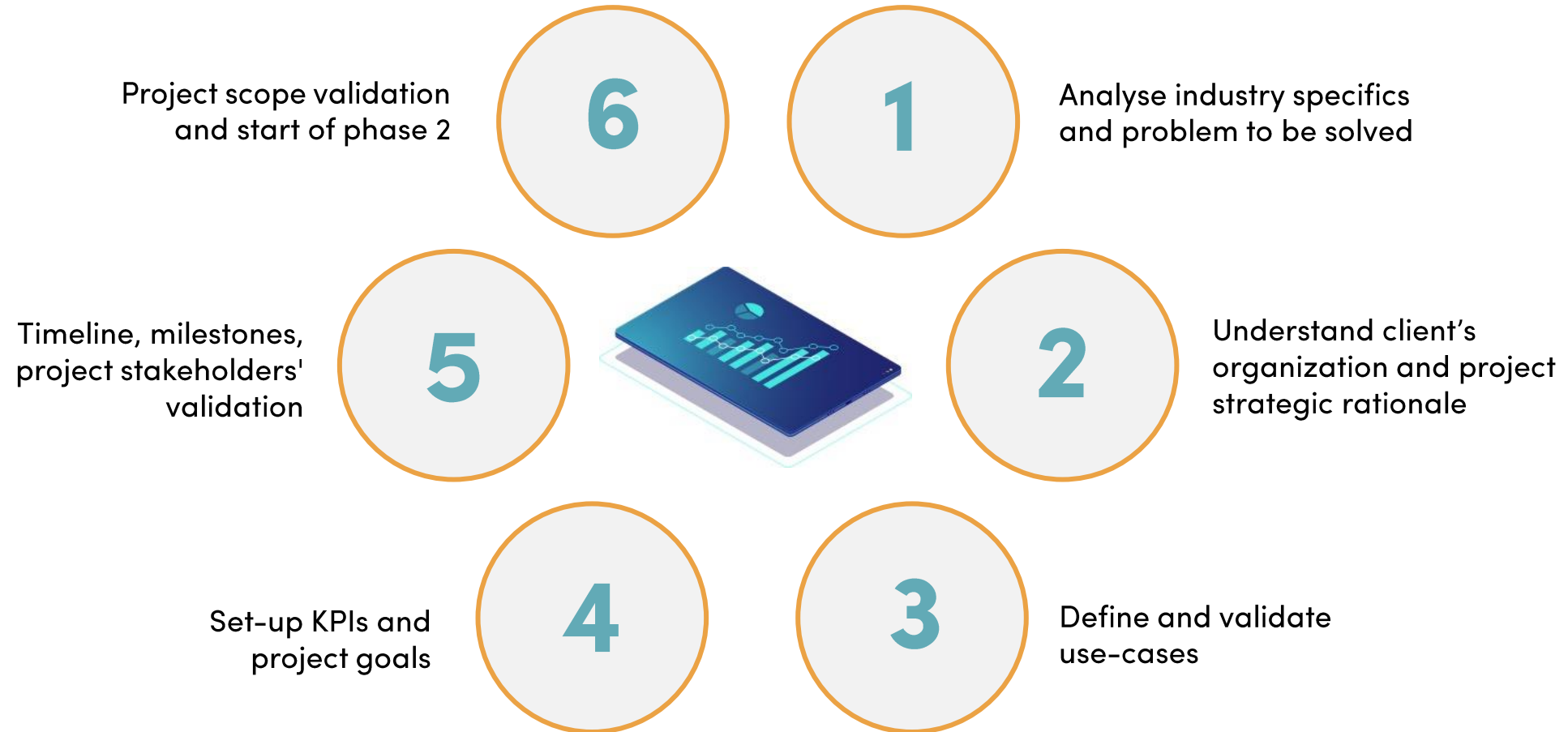
Start building a competitive advantage today.

A **fully managed service** approach provides customers with capacity and skillset to launch AI projects now.

AGRIVI takes care over all aspects of the AI platform **from discovery, to implementation, market launch and post-launch support.**



INITIAL PHASE – define project goals, set KPIs, timeline and milestones



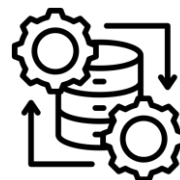
1. Data collection



ETL phase turns various data sources into several structured data bases to be processed by the AI platform.

2. Data processing and models tuning

Processing and structuring data inputs to build the knowledge base is a key step necessary to reach the expected level of quality and accuracy from the advisor and mitigate risks of misinterpretations or wrong reasoning.



Choosing and combining the right LLM models, as well as defining the right parameters for the Advisor persona are key prerequisites for data base testing.



3. Advisor testing and uses cases polishing

Building up intense simulations of conversational models with the AI advisor until the expected level of answers accuracy as well as the expected personality are reached.



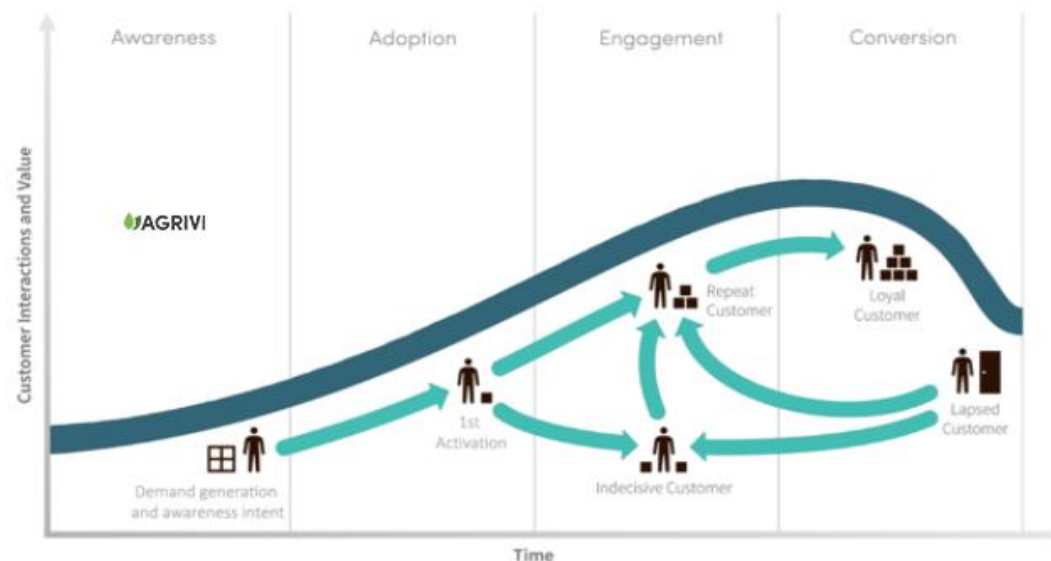
AGRIVI provides support and consultancy all along users' acquisition process and offer insights and dedicated tools

1. Awareness

- GDPR compliance forms
- User Consent embedded flows
- QR code activation on marketing materials
- Workshops with internal teams

2. Adoption

- User segmentation
- Pro-active messaging
- Knowledge sharing
- Feedback loops embedded flows



4. Conversion

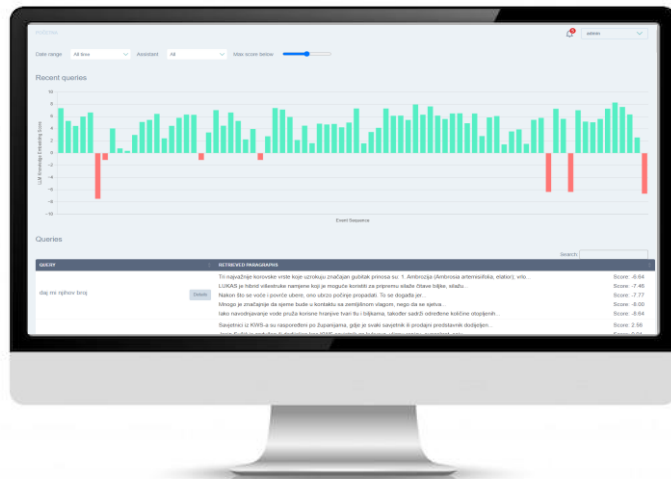
- Product recommendations
- Link to ecommerce
- Data collection validation
- Meeting scheduled and booked

3. Engagement

- Dedicated engagement tools (detailed later)
- Synergies with running marketing campaigns
- Data collection through gamification strategies

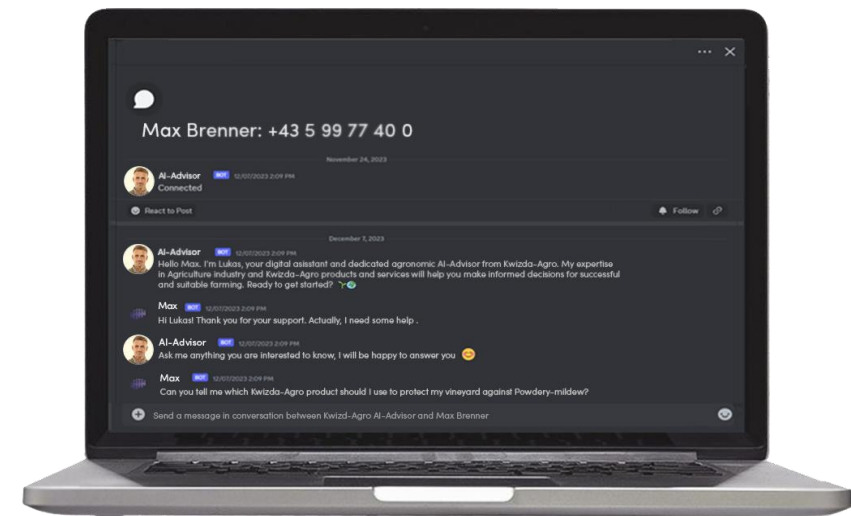
A controlled environment monitored by experts

- Continuous **daily/weekly/monthly** platform monitoring, analysis, and insights
- Providing **complete** insights about the platform usage, securing the highest level of service quality.



Continuous insights into communication trends and users' feedback

- Identify current interests and single user's issues
- Segment, analyze and customize your conversation towards certain users' groups
- Activate the **human in the loop** feature to interact directly with strategic users any time you need





Integration Into Your Marketing Campagins



Online:

- ✓ Marketing campaigns
- ✓ Website button
- ✓ Google Ads
- ✓ Social media (LinkedIn,...)
- ✓ Video materials
-Many more

Offline:

- ✓ Workshops
- ✓ Events
- ✓ Billboards
- ✓ Catalogues
- ✓ Product labels with QR Codes
-Many more

Reaching New & Existing Customers

Scan & Chat Now.



**Your Personal
AI Advisor**

**ALL THE KNOWLEDGE
YOU NEED**



Farmer Activation Through Brochures

FUMIGATOR

THE SAFE APPLICATION AGAINST ALL PERSISTENT INDOOR INSECTS



COMPOSITION

- Cyphenothrin: 72 g/kg
(CAS No. 39515-40-7)

FORMULATION

- FU (hydro-reactive fumigant)

BIOCIDE PRODUCT

- Insecticide PT 18

ONSET OF BIOCIDAL EFFECT

- Immediate knockdown-effect

RESIDUAL EFFECT

- No residual effect

PRODUCT BENEFITS

- **BPR submitted formulation:**
Secured sales until – at least – 2027
- **Control of more than 25 species:**
Specific control in residential and commercial areas, farms and industries. Effective against all persistent indoor insects, the last answer for thorough pest control
- **RTU easy indoor treatment:**
Hydro-reactive fumigator with no fire or manpower needed, 2-4 hours for a complete killing, results immediately visible
- **Safe use for the PCO:**
Delayed action leaves time to exit the room. No need of propellant gas or wick and no risk of explosion
- **Flush out effect and total mortality:**
The exothermic reaction diffuses a dry fog which contains the active ingredient to penetrate every crack and crevice. Eradicates insects wherever they harbour



TARGETS

- **Flying insects:** Yellow fever mosquito (*Aedes aegypti*), Asian tiger mosquito (*Aedes albopictus*), Mosquito (*Culex quinquefasciatus*), House fly (*Musca domestica*), Stable fly (*Stomoxys calcitrans*), Clothes moth (*Tineola bisselliella*), Wasp (*Vespula germanica*)
- **Crawling Insects:** Bed bug (*Cimex lectularius*), Oriental cockroach (*Blatta orientalis*), German cockroach (*Blattella germanica*), American cockroach (*Periplaneta americana*), Black ant (*Iasius niger*), Pharaoh ant (*Monomorium pharaonis*), Silverfish (*Lepisma saccharinum*), Carpet beetle (*Anthrenus flavipes*), Cat flea (*Ctenocephalides felis*), Skin/hide beetle (*Dermestes maculatus*), House spider (*Pholcus phalangioides*)

mites and insects: Mediterranean flour moth (*Ephestia kuehniella*), Flour moth (*Interpunctella*), Dark litter beetle (*Alphitobius diaperinus*), Poultry red mite (*Tyssus gallinae*), American house dust mite (*Dermatophagoides farinae*), an house dust mite (*Dermatophagoides pteronyssinus*), Yellow mealworm beetle (*Tenebrio molitor*)

USE

- In commercial, institutional, residential, hotel, industrial and waste storage areas. Curative treatment



AMP 1 RB

A READY TO USE INSECTICIDAL GEL FOR ANT CONTROL



COMPOSITION

- Acetamiprid: 1 g/kg
(n°CAS 135410-20-7)
Contains a bittering agent
(denatonium benzoate)

FORMULATION

- RB (ready bait gel)

RESIDUAL EFFECT

- Protection up to 4 weeks

BIOCIDE PRODUCT

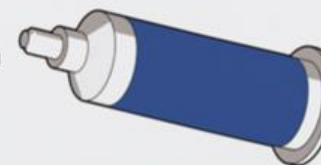
- Insecticide PT 18

ONSET OF BIOCIDAL EFFECT

- Lethal effect appears in the following hours after the ingestion. The insects will not die immediately: they eat the gel, go back to the nest, and contaminate the rest of the population during food sharing

PRODUCT BENEFITS

- **BPR submitted formulation:**
Secured sales until – at least – 2027
- **Full infestation control:**
Kills the entire colony incl. queen, larvae and workers of all common household ants
- **Excellent palatability:**
Combination of natural food sources (fructose and water based gel) is highly appealing for ants
- **Effective chain effect:**
Slow killing properties of active allow ants to spread the bait throughout entire colony (mouth-to-mouth-feeding via "social stomach")
- **Top customers in Europe:**
Trusting our formulation since 15 years



TARGETS

- Black ant (*Iasius niger*), Argentine ant (*Linepithema humile*), coespitum), Erratic ant (*Tapinoma erraticum*)



SCAN
THE
CODE

KNOWLEDGE YOU NEED



Agro Ai Advisor
online



AI-driven
Technology



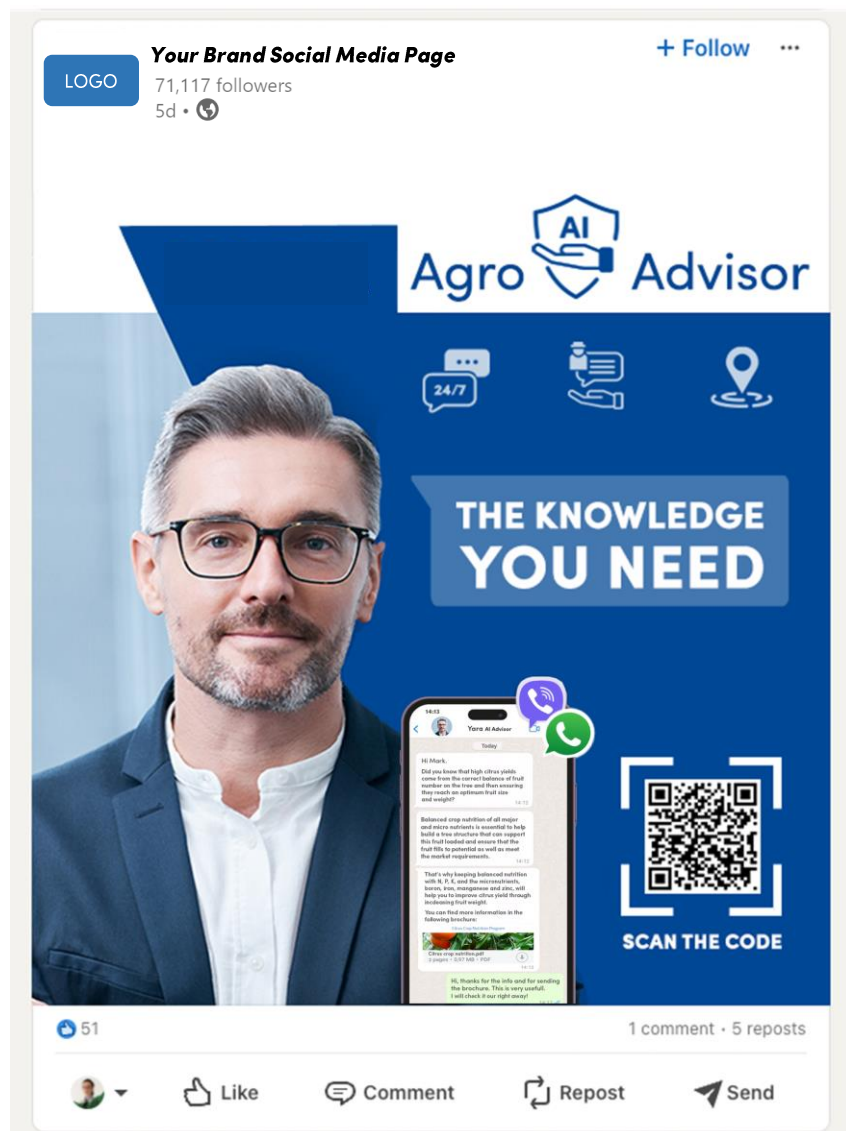
Unlimited Access
and 24/7 Availability



Localized on a
Per-Country Basis

Farmer Activation Through Promotion on Products





Online activation of
new and **existing** farms



AGRIVI AI Engage

In a Nutshell



AGRIVI AI Engage

Fostering relationship
with **farmers** through
knowledge and advice!





Why to **#Engage**
with **AGRIVI**?



INTERNAL KNOWLEDGE SOURCE TOOL ACTING AS A "GO-TO"

Easy to access! Centralized information! Ensures your internal team is always equipped with the latest insights and information.

Tool that acts as a "Go-To", while enabling your team to make informed decisions, improve their product knowledge, and enhance their selling strategies.



PERSONALIZED ADVISOR FOR FARMERS

No two farmers are the same, and neither are their needs. Personalized Digital Advisor that is tailored to meet the requirements of each farmer! Unique platform that contains extensive knowledge about your Product portfolio making 24/7 recommendations directly to farmers.



SALES LEAD GENERATION TOOL

Serves as a dynamic lead generation tool that helps your Sales team to find new prospects effortlessly, with spot-on information about clients' interests. Through real-time data, we identify potential customers who are actively seeking your products.



Why to **#Engage**
with **AGRIVI**?



REAL-TIME MARKET INSIGHT REPORT

The Agricultural Landscape is ever-evolving, and to stay competitive, you need access to real-market insights. Our tool provides you with the latest market trends based on real-time Farmers' interests and demands.



TRUSTED PARTNER & INDUSTRY EXPERT

Getting a committed Partner to your success, by understanding your unique goals, to tailor a solution that perfectly aligns with your business strategy and objectives.

Our team of experts and agronomists supports the project with their industry knowledge, to inform you about the latest industry trends



INTEGRATION AND SUPPORT

Known and simple solution available through WhatsApp and Viber!

Ability to support other 3rd party systems (CRM,...)



Hi, how can I
help you today'



Get your AI Advisor with

AGRIVI Engage



And enable your customers a
simple, smart, intelligent, and
immediate interactions.

ENGAGE YOUR FARMERS TODAY



Building a **Sustainable
Future of Food** Together.

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