

Digital agtech firm CropX expands to Australia by acquiring Green Brain

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digital precision agriculture



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CropX Technologies, a global leader in digital agtech solutions, including the CropX agronomic farm management system, has acquired **Green Brain**, a prominent digital irrigation management solutions provider based in Adelaide, Australia. The acquisition significantly expands CropX's reach in Australia and strengthens its position as a global leader in digital precision agriculture.

Green Brain has a strong presence in Australia and has built a reputation for its technical expertise, knowledge of the local market, and outstanding customer support over its almost 40-year existence, particularly in the realm of irrigation optimization powered by data from soil sensors, weather stations, and IoT devices. Green Brain's stable and loyal customer base will now have access to the CropX agronomic farm management system, which, in addition to irrigation optimization, also provides advice on fungal diseases, soil and crop health, nitrogen leaching, salinity, and more. Australian animal operations can also benefit from CropX's unique effluent management capability for storage ponds and effluent irrigation fields, developed in New Zealand.

This acquisition accelerates CropX's growth in the Australian precision ag market. The recurring droughts and the high cost of irrigation water in Australia make the continent a natural fit for precision agriculture technologies. The CropX system supports farm resilience under these challenging conditions and both CropX and Green Brain have helped farms across Australia reduce irrigation water usage while protecting and boosting crop yields.

"We enthusiastically welcome Green Brain into the CropX family," said Tomer Tzach, CEO of CropX. "Green Brain's expertise in irrigation optimization is a perfect fit with our company's DNA. Its prominence in the Australian market will allow CropX to reach a broader customer base and allow us to help Australian farms succeed."

"This is an exciting new chapter for Green Brain as we join CropX's global team of farm-focused innovators. We are energized by the expertise that CropX brings to accelerating Green Brain's development roadmap, opportunities to improve customer

support, and to grow our impact in Australia and beyond," said Dominic Skinner, Green Brain's General Manager. "The Green Brain brand is well-recognized in Australia and will become even more prominent as we bring CropX solutions to our customers."

"Green Brain's experienced and skilled team will accelerate CropX growth in Australia and New Zealand, building a synergy that will greatly benefit Australian farmers," said Eitan Dan, Managing Director of CropX Australasia. "We are happy to welcome them to the CropX family."

CropX is pursuing a buy-and-build strategy focused on precision and sustainable agricultural technology, combining a vigorous research and development program with the acquisition of companies with complementary technologies, expertise, and geographies. This is CropX's first acquisition in Australia as it continues to consolidate a fragmented digital agronomy sector. CropX completed a \$30 million Series C financing round in early 2023.