

## PRESS RELEASE

### **Floridienne announces an investment of 10 million CA\$ through its subsidiary Biobest Group SA in the Canadian company Ecoation Innovative Solutions Inc. active in the field of artificial intelligence**

The Floridienne Group announces that, its subsidiary, BIOBEST GROUP, a global leader in biocontrol and pollination, and ECOATION, a pioneer in robotics and artificial intelligence technologies for horticulture, decided to step-up their commercial collaboration agreement concluded earlier this year.

This further development of their commercial collaboration agreement translates into a 10 million CA\$ investment of BIOBEST in ECOATION, the representation of BIOBEST on the Board of Directors of ECOATION and the parties joining forces to develop new IPM related technologies and going global with their commercial alliance.

The BIOBEST investment follows on the heels of 10 million CA\$ in public funding from the Canadian government and an earlier infusion of 2.5 million CA\$ from existing investors through a round led by Pallasite Ventures. This infusion of 22.5 million CA\$ will support a successful commercial roll-out of ECOATION's cutting-edge dynamic data harvesting platform based on a combination of deep biology, computer vision, sensor technology, AI and robotics.

The ability to supplement BIOBEST's expertise in integrated pest management with the data available digitally via the ECOATION service will further enhance the effectiveness of biocontrol programmes.

“The Floridienne Group fully supports BIOBEST in its ambitious development plans in the field of artificial intelligence as BIOBEST is ideally positioned to benefit from the immense potential for further data-driven advances in biological control and integrated pest management. BIOBEST continues on its strategy of substantial organic growth and targeted acquisitions.” said Gaëtan Waucquez, CEO of the Floridienne Group.

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**FLORIDIENNE** is a Belgian industrial group listed on the Euronext Brussels stock market that ranks among the European or world leaders in market niches or niche markets. Its activities focus on three sectors: Gourmet Food, Life Sciences and Chemicals.