



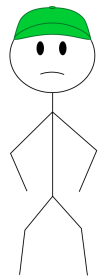
FARMOBILE

Farmobile LLC
5250 W 116th PI
Suite 200
Leawood, KS 66211
www.farmobile.com

Jason Tatge
CEO & Founder
913 449 3372
jason@farmobile.com

We talk to farmers. We listen.

**Problem...data collection is confusing and complicated.
...data is currently NOT controlled by Farmers.**

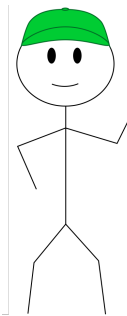


Farmer Frank

Where is my data?
Who owns and controls my data?
Why do so many corporations want my data?
Isn't my data worth more than a hat or yield map?

**Solution...simplify data collection and create portability.
...allow farmers to manage their entire fleet in real time.**

- I own and control all of my data.
- Farmobile “**Protects**” my data.
- Farmobile delivers real-time data for my mixed fleet of equipment.
- My trusted advisors have access to my data via an API.



Farmer Frank

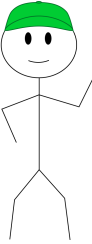
Farmobile is creating a **data exchange** to determine my data's value and splitting the revenue with me 50/50 for all data I choose to sell.

We talk to Farmers. We Listen.



Delivering a great product takes a ton of testing. We test! We covered thousands of miles, plugged into hundreds of machines, and covered all costs. It was the right thing to do.

Farmobile's Execution Team



Farmer Frank

The Hardest Working
Folks in Agriculture



Jason Tatge

Chief Executive Officer
Co-Founder



Kenny Conklin

Chief Operating Officer



Randy Nuss

Director of Engineering
Co-Founder



Heath Gerlock

Director of Marketing
Co-Founder



Eric Blake

Director of Software
Development



Daniel Mola

Database Administrator



Jessi Kingsbury

Controller



Brian O'Banion

Director of Sales



Brad Sweet

Sr. Software Developer



Eric "EG" Gach

Web Developer



Ozzy Benn

Web Developer



Meng Yee

Mobile Developer



Julie Nguyen

Database Developer

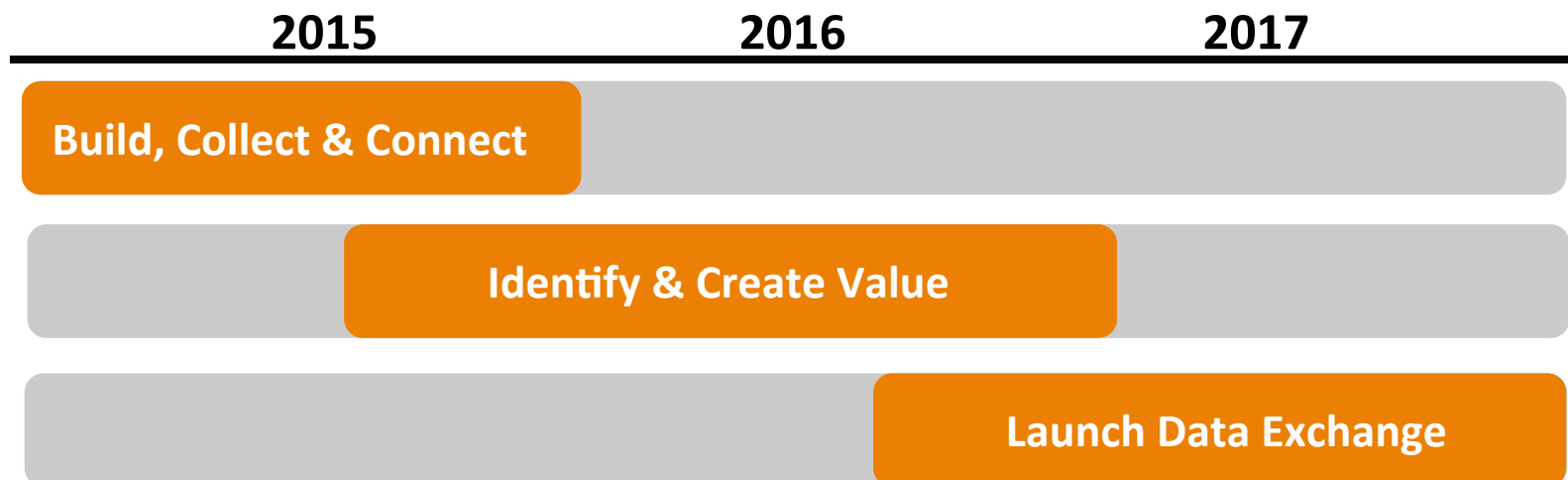


Team's Diverse Experience

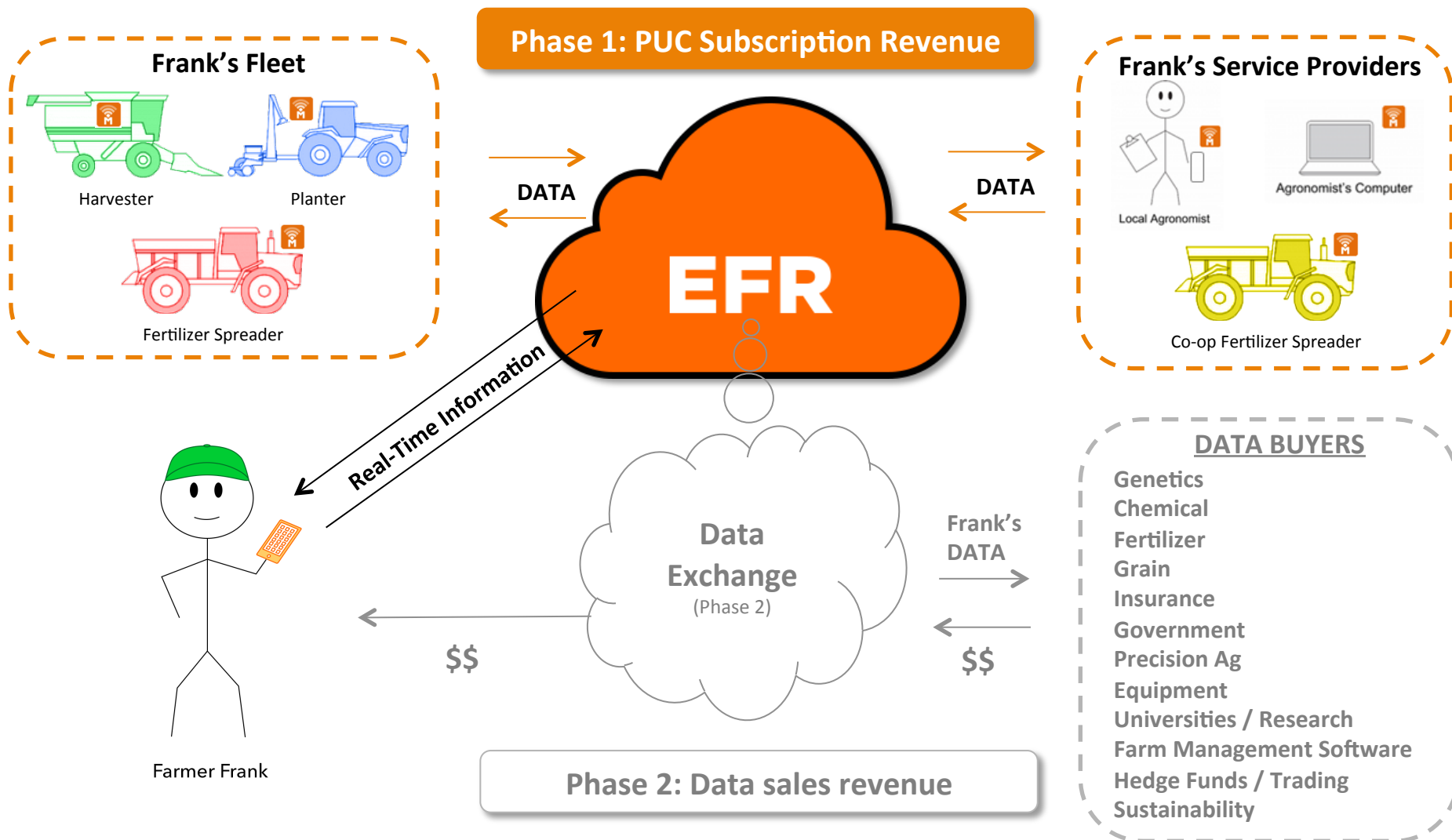
Purpose

#FARMERPOWER

Distribution of Data Value

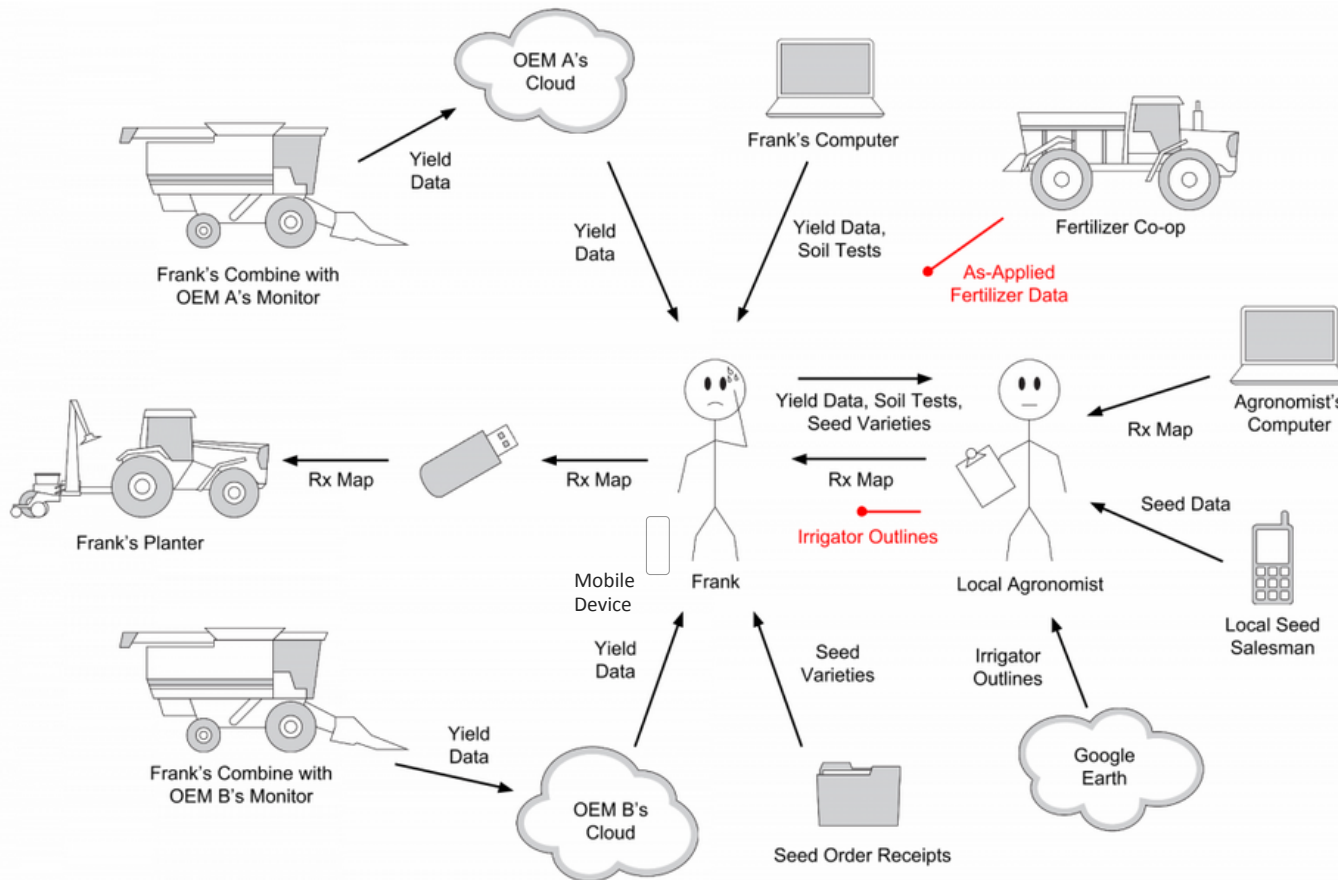


Subscription Model



Problem: Farmer Data

Figure 1: Current state of the Ag data industry from a farmer's point of view.
Note that some important data (in red) never makes it back to the farmer.



PROBLEM TODAY:

Farmer data...

...is **locked in proprietary databases** NOT controlled by the farmer.

...**collection** is difficult, time consuming and complicated.

...is **stored in different formats** and locations.

...has **misaligned legal protections** for control, access and use.

...generates **no renewable revenue** to the farmer.

*Image and Figure 1 text is from the Open Ag Data Alliance website: <http://openag.io/about-us/principals-use-cases/>. Farmobile believes the OADA has done a fantastic job at describing today's data problem. Well done. However, the farmer problem won't be solved by not-for-profits or big ag. Neither have an interest in returning value and control back to the farmer. #FARMERPOWER

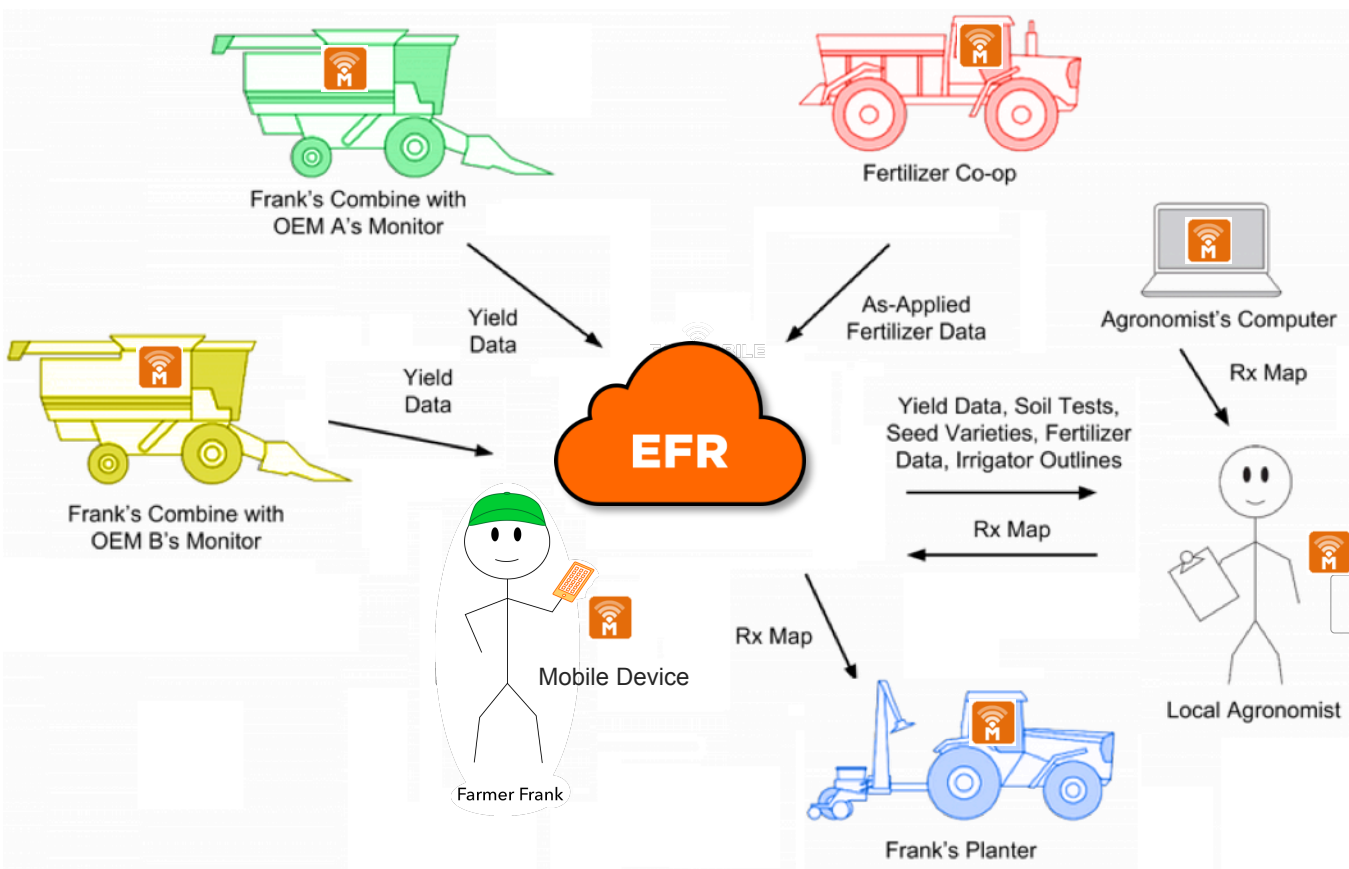
Solution: Simplify Farmer Data

SOLUTION:

**Electronic Farm Record
powered by PUC devices.**

Farmer EFR data is...

- 100% **farmer owned** and controlled.
- **Protected** by industry leading legal agreements.
- Stored in a **standard format** and location.
- **Portable and accessible** via web, mobile device and API.
- **Real-time.**
- **Renewable value** for Farmers & service providers.



*Image was modified from the Open Ag Data Alliance website: <http://openag.io/about-us/principals-use-cases/>.

Solution: PUC device & EFR cloud



PUC Device



**Electronic Farm Record
Cloud**

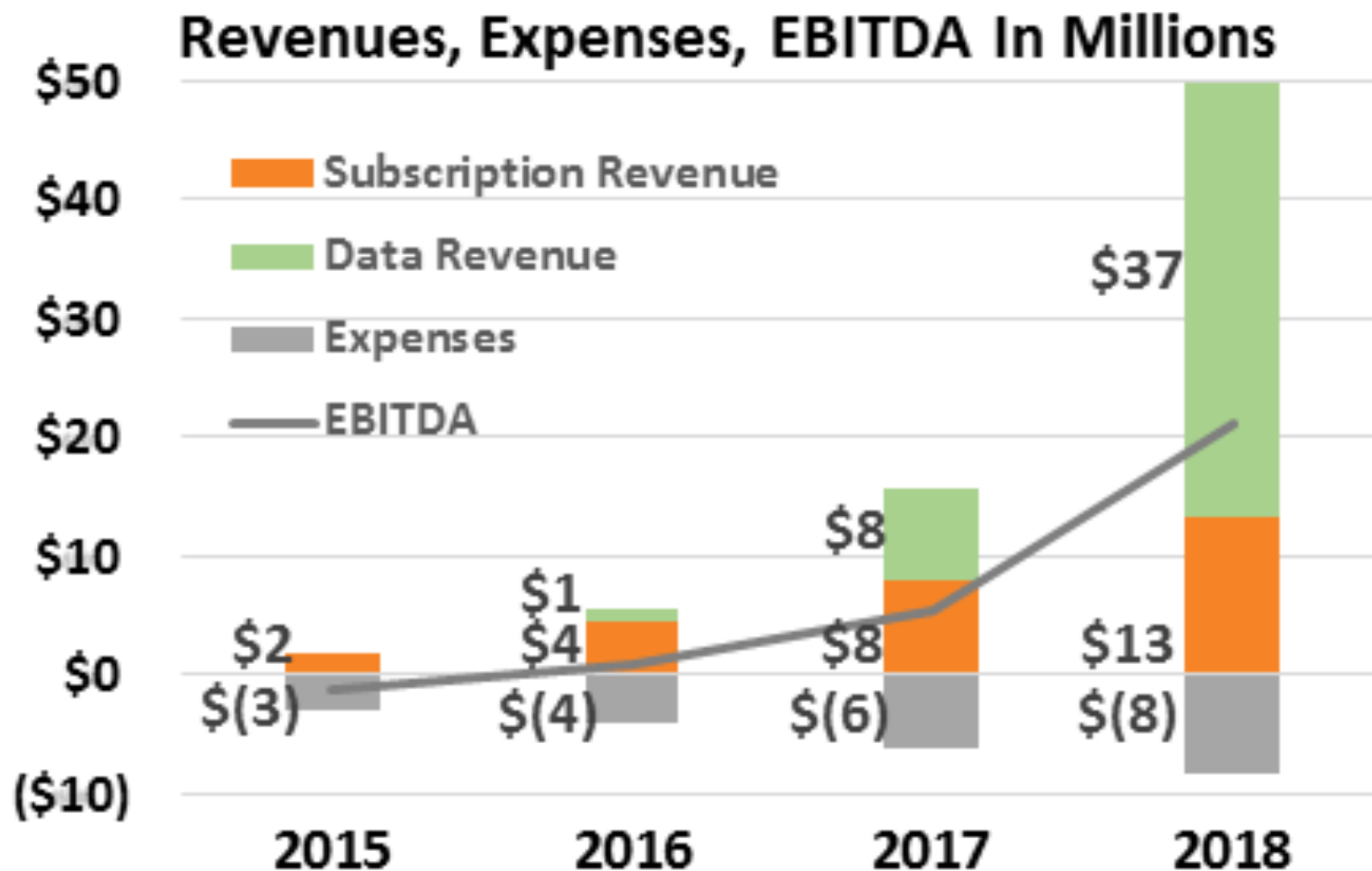


Real-time data

Subscription Benefits

- Seamless data collection
- Plug & play device (PUC)
- Data Access - API, web, mobile
- Real-time Fleet management
- Real-time Operational information
- Data Protection
- File Transfer in the field
- Simple pricing (\$1,250/yr/PUC)
- Data in one place (EFR cloud)
- Data Reporting (Insurance, etc.)
- Data Monetization (Exchange)

Financial Projections



The Market

Market

- Target Market - 300,000 farms in United States
- Secondary Markets - Canadian & UK Farms (Successful Betas)
- Global Utility and Scalability

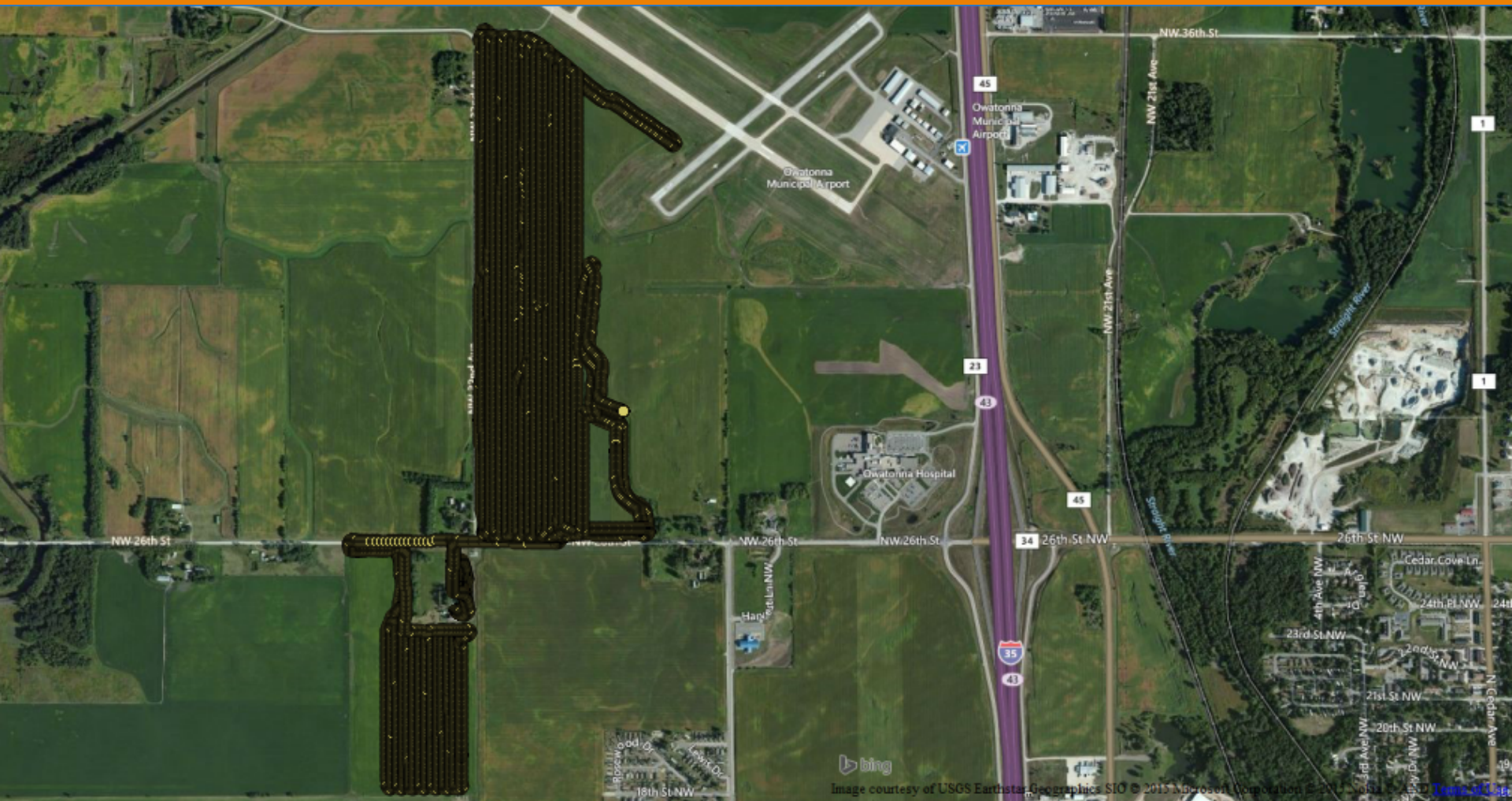


Down Ampney, Gloucestershire, England

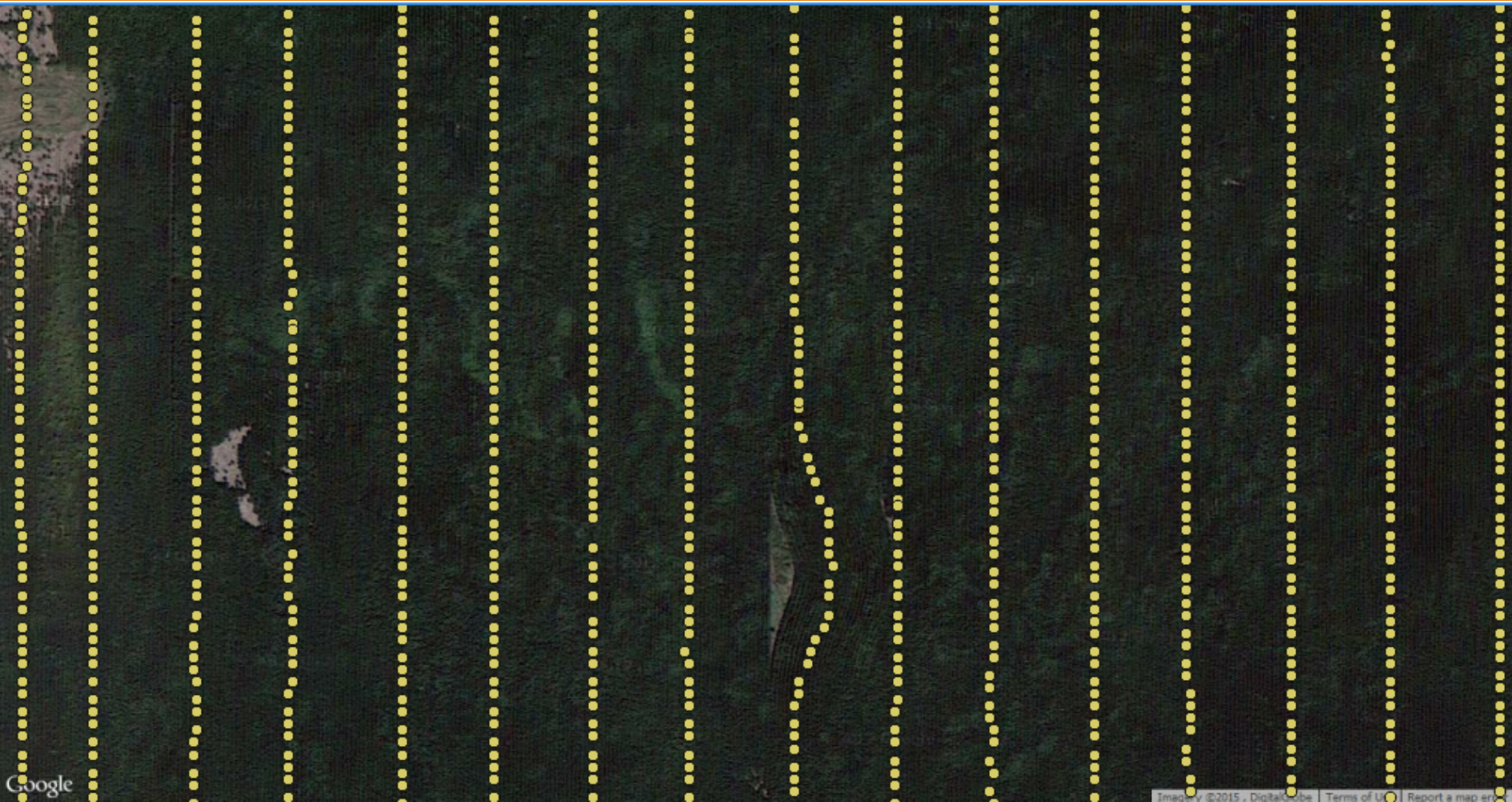


Langenburg, Saskatchewan, Canada

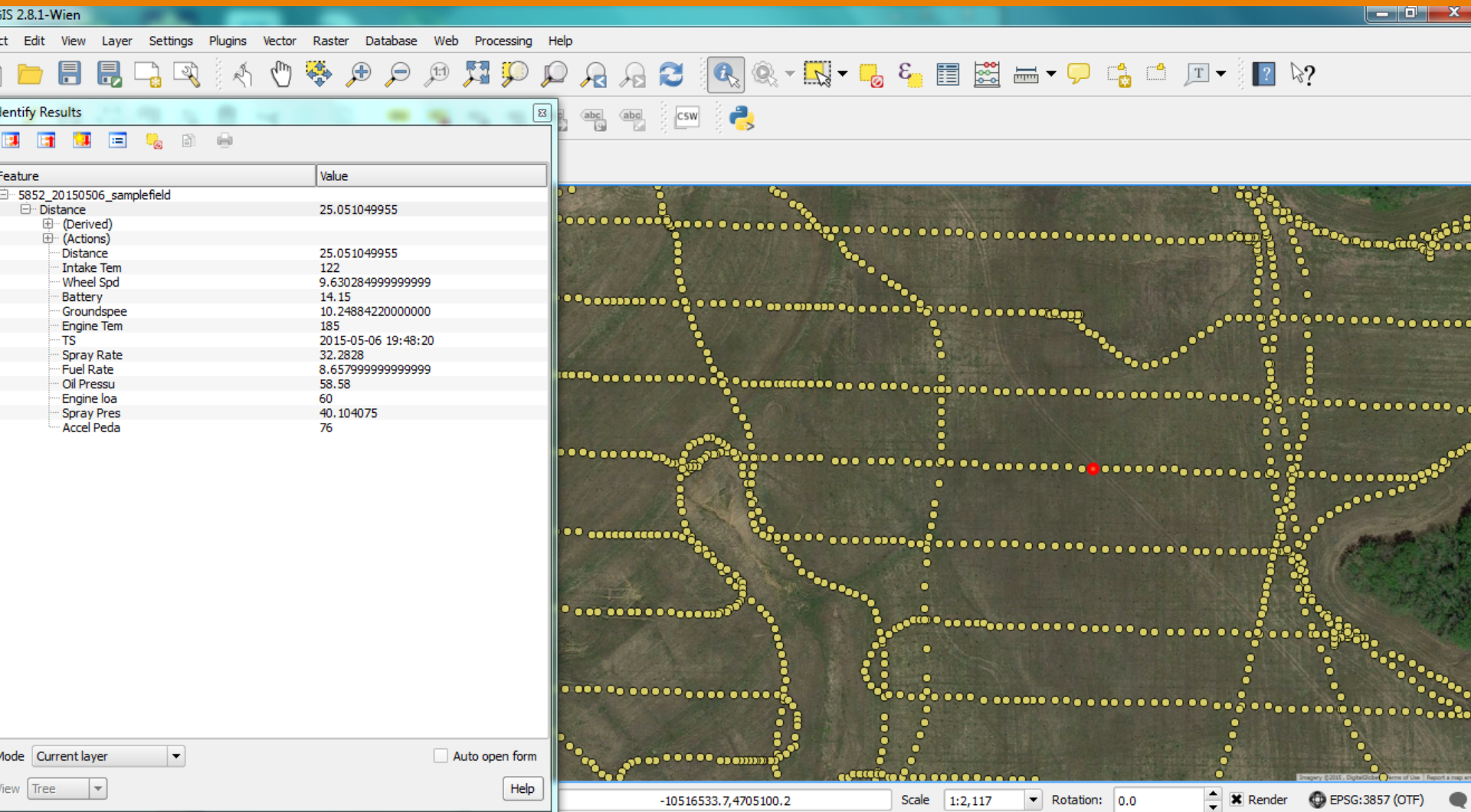
What does the collected data look like?



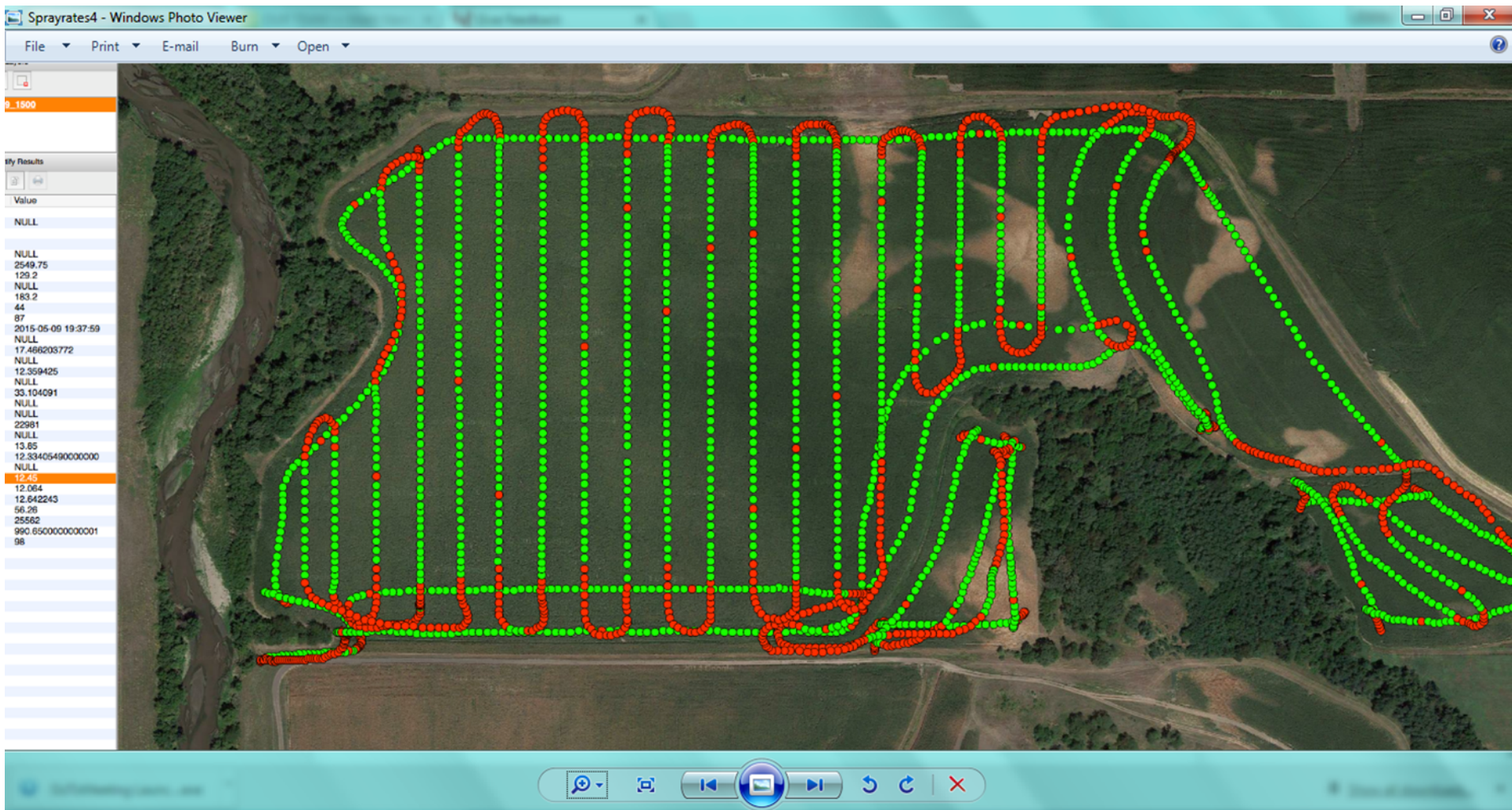
Every second a new data packet is created populated with 30-500+ messages of raw point of creation machine data



Collected Spraying Data



Spray Flow Data



Thank you.



Thank you for learning
about a company that is
Farmer aligned – and
the future of Ag.

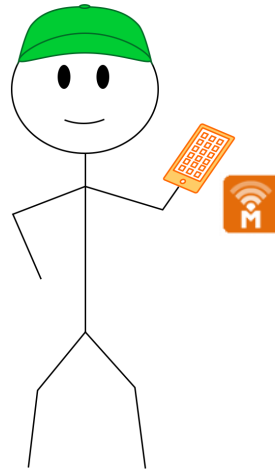
#FARMERPOWER



@FarmobileLLC
@JasonTatge



/FarmobileLLC



Farmer Frank



Contact: Jason Tatge, CEO & Founder
913 449 3372
jason@farmobile.com

