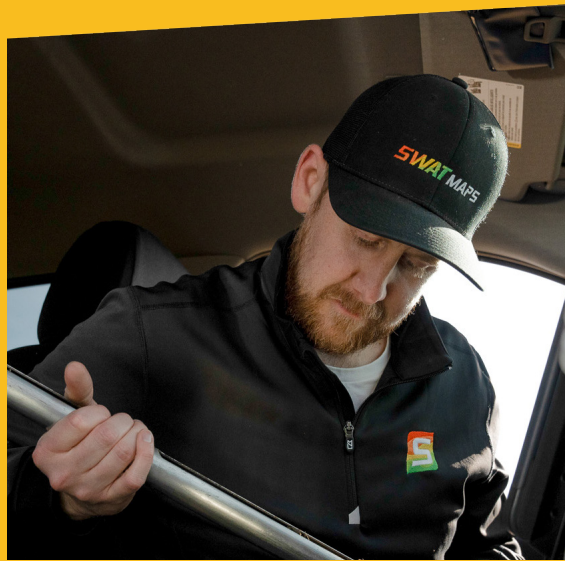


# CHARTING OUR PATH FORWARD ↗



## **SUSTAINABILITY REPORT**

CROPTIMISTIC TECHNOLOGY INC. | 2025

## A MESSAGE FROM OUR FOUNDER & CEO

Croptimistic reached an important inflection point in our precision agriculture journey in 2025. From both an economic and environmental perspective, we arrived at a defining milestone that reflects the strength of our strategy and execution.

Our core values became deeply embedded across the organization, shaping how we operate, make decisions, and deliver for our customers. These values are now evident in our team culture, our technology commercialization efforts, and the scientific rigor behind our work. A clear example of this alignment is the successful development of our white paper by our team of scientists, reinforcing that our approach to regenerative agriculture and sustainability is grounded in real agronomic science and the practical application of best management practices already deployed in the field.

In 2025, the board and management team made a deliberate shift away from a traditional startup model focused on raising capital and securing grants, toward a disciplined focus on commercialization and profitability. We reduced long-term R&D expenditures and reallocated time, capital, and talent toward scaling revenue and operational efficiency. Our cost structure is budgeted to remain flat for the third consecutive year, demonstrating strong scalability as the business continues to grow. This shift did not come at the expense of our sustainability commitments. Economic and environmental performance remain aligned, as evidenced by continued reductions in our Scope 1 and 2 greenhouse gas emissions.

A key milestone in 2025 was the launch of SWAT LABS, which significantly enhanced our research and operational capabilities. The lab has improved the speed and accuracy of soil analysis, reduced reliance on external laboratories, and accelerated innovation initiatives such as SWAT PROBE validation. Looking ahead, many of

the advancements we have invested in through R&D are positioned for commercialization in 2026, enabling us to scale sustainably while continuing to lead with science, technology, and a commitment to delivering real value to farmers.

Croptimistic reached critical milestones in 2025 that position us strongly for the future as we continue executing on our vision to be the global leader in premium precision agriculture services.



Cory Wilness  
Founder and CEO



## A MESSAGE FROM OUR SUSTAINABILITY DIRECTOR

A theme of change defined 2025 for Croptimistic. Externally, shifts in political landscapes influenced how agricultural and food companies approached sustainability. Internally, we experienced meaningful change through the integration of new business units, including the Data Science Team and SWAT LABS. Throughout this period, our mission, vision, and values, together with our sustainability strategy, provided clear direction. They guided decision-making and proved resilient as circumstances evolved. To ensure our focus remained aligned with what matters most, we re-surveyed staff on our material topics in 2025. While minor shifts emerged, the results reaffirmed that our sustainability strategy continues to reflect stakeholder priorities.

Our mission, vision, and values also guided our corporate culture in 2025. We focused on embedding these values into day-to-day work through practical initiatives, including the introduction of a weekly Core Value Shout Out, where team members recognize colleagues for demonstrating our values. This has strengthened connection and recognition across the organization. Looking ahead to 2026, we will also celebrate the innovative nature of our work. With teams spanning hardware and software development, agronomy, and data science, we see value in creating more opportunities to share how individual contributions come together to deliver technology-driven solutions for our clients. By celebrating both how we work and what we create, we aim to reinforce a culture that supports collaboration and innovation.

Our sustainability strategy continued to provide direction in 2025 through its focus on two core pillars: **Optimizing Sustainability in Agriculture**, and **Opportunities for Employees and our Rural and Agricultural Communities**. These pillars help us prioritize resources where we are uniquely positioned to make an impact. Throughout the year, we continued to innovate our products and services to support farmers in producing food more sustainably. This included enhancements to existing offerings, integrations with

partners such as FCC and AgExpert, and investments in future capabilities through research and development, including our new soil lab. We also reinforced our commitment to knowledge sharing through the publication of a white paper exploring regenerative agriculture through a precision agriculture lens.

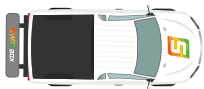
Supporting our employees and the rural and agricultural communities in which they live and work remains central to our strategy. Through ongoing dialogue with employees and clients, we learned that access to rural childcare is an emerging and persistent need. This insight informed our plan to develop a targeted social impact campaign focused on supporting rural daycares for staff in 2026. By responding directly to identified needs, we aim to support employee well-being and strengthen the communities that are foundational to our work.

If 2025 was a year of change, I look ahead to 2026 as a year of growth. As we continue to grow into our sustainability strategy, we are strengthening our focus on regenerative agriculture through a precision agriculture lens—an area where our technology, expertise, and values come together. I am excited to see how the team builds on this momentum in the year ahead.



*Bonnie Dobchuk*

Bonnie Dobchuk  
Sustainability Director



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## TRAILBLAZING THE FUTURE OF SUSTAINABLE AGRICULTURE

When Croptimistic began operating in 2018, the precision agriculture industry lacked a foundational strategy for mapping soil variability, and we set out to change that. Over two decades of developing and commercializing variable-rate technology, SWAT MAPS has become the map farmers around the world rely on. Our ecosystem of knowledge, tools, and technology is guiding farmers toward a more sustainable and profitable future with precision and clarity.

Soil, Water, and Topography (SWAT) MAPS continues to gain focused attention from the modern farmer: a foundation for precision applications of fertilizer, seed, soil amendments, pesticides, herbicides, and irrigation. We built the SWAT ECOSYSTEM – a suite of software, hardware, and precision agriculture tools – so farmers could confidently navigate a complex environment of agricultural technology. These products and services are carried out by our global network of agronomy partners, who leverage SWAT MAPS to deliver data-driven solutions to their farmers. As of December 2025, SWAT MAPS is used on 4 million acres worldwide, guiding the future of sustainable agriculture through our commitment to innovation, premium service offerings, and boots-on-the-ground support.

Our global team of experts spans across disciplines such as agronomy, soil science, water management, geographic information systems, electronic sensor systems, software development, artificial intelligence, sustainability, and more.

With business headquarters in Saskatoon, Saskatchewan, offices across Canada, subsidiaries in Australia and USA, and remote offices worldwide, our team collaborates to develop solutions and provide premium services to solve precision agriculture's greatest challenges worldwide. As the precision agriculture industry rapidly evolves, we remain committed to navigating new opportunities for farmers, agronomists, and the environment – trailblazing the future of sustainable agriculture.



Figure 1. Croptimistic office locations worldwide.



## OUR MISSION, VISION & VALUES

At Cromptimistic, we don't view sustainability as a convenient by-product of farming more precisely – it's our compass for minimizing our environmental footprint and maximizing resource efficiency, aligned with our goals, values, and company culture. Our mission to empower the modern farm with an ecosystem of technology, tools, and knowledge to optimize profitability and sustainability is our guide for our everyday tasks. Our vision to be the global leader in premium precision agriculture services helps us keep our eyes on the horizon as we advance. Our values of maintaining a grassroots operation, acting with integrity, being pioneers of innovation, and serving our communities continues to chart our path forward, and in 2025 we have further added actionable insights to each of our core values.

Empowering the modern farm with an ecosystem of technology, tools, and knowledge to optimize profitability and sustainability.

### MISSION

To be the global leader in premium precision agriculture services.

### VISION

**MAPS**  
Maintain a grassroots operation.  
Act with integrity.  
Pioneers of innovation.  
Serve our communities.

### VALUES

Figure 2. Cromptimistic mission, vision & values.



As we chart our path toward a more sustainable future for precision agriculture, our governance, mission, vision, and values continue to keep us aligned and grounded in our work endeavours.

“I've seen SWAT MAPS help drive my business forward. As the tech world around SWAT MAPS evolves, my business offerings will evolve too and I'll have more service offerings.”

- MAURY MICKLICH, SERVICE PROVIDER  
PROGO AGRICULTURE



Image: SWAT MAPS agronomist and farmer.

# OUR CORE VALUES

In 2023, we established our core values as the foundation for how we work together. Today, those values continue to guide our everyday work. Strong core values help align our team and provide clarity in how we make decisions.

Our culture is shaped by the people who live those values each day. Every employee at Croptimistic plays a role in who we are as a company. Each week, we highlight a team member who exemplifies one of our core values through their work.

## **M** **MAINTAIN A GRASSROOTS OPERATION**

**Behaviour:**  
Lead by doing:  
Be resourceful  
and willing to pitch  
in at every level of  
work, no matter role  
or title.



Matthew Hoffart, GIS Analyst

## **A** **ACT WITH INTEGRITY**

**Behaviour:**  
Do what's right, always:  
Make ethical decisions  
even when it's hard  
or inconvenient.



Amber Knaggs, Regional Manager, MB

## **P** **PIONEERS OF INNOVATION**

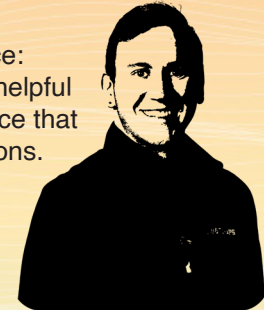
**Behaviour:**  
Be forward-thinking:  
Approach challenges  
with flexibility and a  
constructive,  
problem-solving  
mindset.



Hana Shackleton, Regional Manager, East Central SK

## **S** **SERVE OUR COMMUNITIES**

**Behaviour:**  
Deliver excellence:  
Provide responsive, helpful  
and high-quality service that  
exceeds expectations.



Peter Ehry, DevOps



## CROPTIMISTIC VALUE CHAIN

### RESOURCES WE USE

- **Technology:** Web-hosting, cellular service, computers, cellphones, sensors, software & SaaS
- **Transportation:** Vehicles, maintenance, fuel, car washes
- **Travel:** Hotels, restaurants
- **Materials:** Hardware, packaging, office supplies, lab supplies, lab equipment
- **Services:** Professional services (legal and accounting), shipping, insurance, banking
- **Facilities:** Office leases and buildings
- **People:** Employees, communities

### WHAT WE OFFER

- Field Mapping
- Soil Sampling
- Variable Rate Prescriptions
- Agronomic Recommendations
- Plant Stand Counts
- Yield Potential
- Software Support & Training
- Hardware for Field Data Collection
- Soil Testing

### WHO WE IMPACT

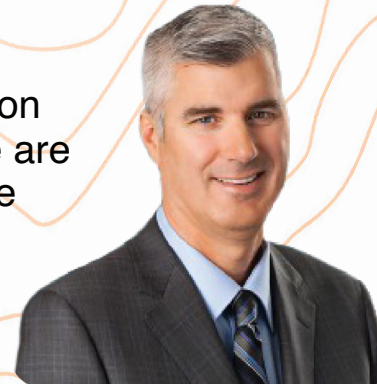
- Farmers & Agronomy Partners
- Employees
- Crop Input Providers
- Equipment Manufacturers
- Research Institutions
- Industry Associations
- Non-Governmental Organizations (NGOs)
- Communities
- Government and Regulatory Authorities

### GOVERNANCE

We are governed by a formal board of directors, consisting of both internal and external directors. Our internal management structure consists of a CEO, CTO, and senior management team. Sustainability accountability resides with the CEO with responsibility for day-to-day management delegated to the Sustainability Director.

“Our 2025 performance reflects disciplined execution and a clear commitment to sustainable growth. We are building technology that strengthens farm resilience today while protecting tomorrow’s resources.”

- GREG STEWART, CHAIR OF THE BOARD



## OUR IMPACTS

### KEY IMPACTS FROM BUSINESS STRATEGY

As we seek to steer precision agriculture toward a more sustainable future, we recognize various sectors we impact including economic, environmental, and social affairs. The key impacts that result from our business strategy are to:

- Empower sustainable agriculture by pioneering technological innovation in food production that can meet the needs of future generations.
- Serve the people and communities who are either directly or indirectly impacted by our company by providing the means for economic prosperity and social equality.
- Promote the environmental benefits of sustainable agriculture while minimizing the negative impacts from our own corporate activities and those of our clients.

### STAKEHOLDER ENGAGEMENT & MATERIALITY

We have determined our material sustainability topics through the guidance of the Global Reporting Initiative's (GRI) impact materiality (i.e., double materiality) process and through feedback from our key stakeholders. Our process:

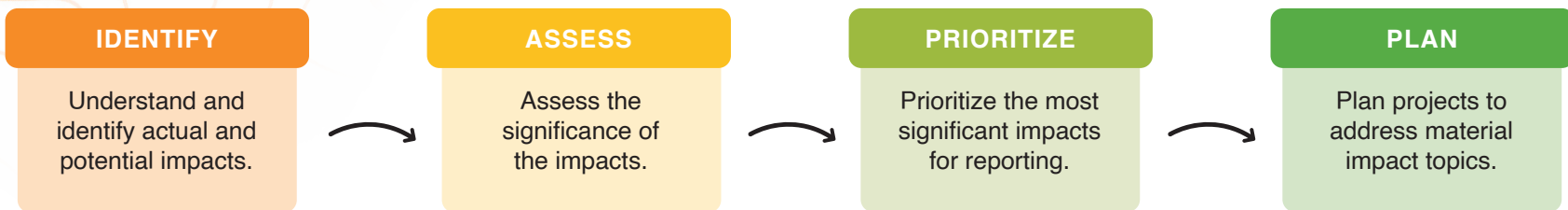
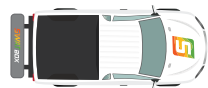


Figure 3. Croptimistic materiality assessment (adapted from Global Reporting Initiative, 2021).



Croptimistic's impacts are advancements toward the following Sustainable Development Goals (SDGs):



#### SDG 2 - Zero Hunger

Our mission is to empower modern food production to ensure that there is abundant, healthy food for current and future generations.



#### SDG 3 - Good Health and Well-being

We serve our people and work hard to ensure their well-being, both at work and at home.



#### SDG 8 - Decent Work and Economic Growth

We believe that rural livelihoods are vital and that choosing a rural livelihood should allow for decent work and the economic growth of rural communities.



#### SDG 15 - Life on Land

We are passionate about ensuring the vitality of life on land, balancing the needs of humans and wildlife to ensure a sustainable future.

## KEY STAKEHOLDERS

Our operations at Croptimistic influence and are influenced by key stakeholders. We engage stakeholders through surveys, face-to-face interaction, collaboration on research projects, our partner network, or industry events. Their priorities help shape the direction of our sustainability efforts and greater business endeavours.



Figure 4. Croptimistic stakeholder map.

## OUR SUSTAINABILITY STRATEGY

Establishing direction for our sustainability efforts comes from alignment with our core values, and our focus has landed on two pillars, addressing four SDGs:

1. Optimizing sustainability in agriculture: SDG 2 and SDG 15
2. Providing opportunities for our employees and our rural/agricultural communities: SDG 3 and SDG 8.

Our strategy drives our impact activities, outlined in Table 1:


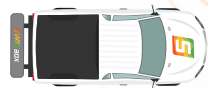
	Optimizing Sustainability in Agriculture	Opportunities for Employees & our Rural/ Agricultural Communities
Sustainable Development Goals	 	 
Key Impact Concepts from Croptimistic Mission, Vision & Values	Empower sustainable agriculture by pioneering innovation in food production that can meet the needs of future generations.	Serving the people and communities who are both directly or indirectly impacted by our company by providing the means for economic prosperity and social equality.
Impact Activity Types	<ul style="list-style-type: none"> <li>Our products and services.</li> <li>Contributions to knowledge through publications, participation on roundtable discussions, and contributions to formal research and development.</li> <li>Monetary contributions to causes benefitting zero hunger or life on land initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Our operations provide valuable rural employment opportunities.</li> <li>Contributions (monetary and volunteer time) that enhance our employees' causes or causes that enhance our rural communities.</li> </ul>

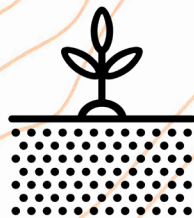
Table 1. Croptimistic's Sustainability Strategy.



## OUR PRODUCTS & SERVICES

### THE SWAT MAPS APPROACH TO SUSTAINABLE AGRICULTURE

Every journey to variable-rate success starts with a map – but not just any map. Soil, Water, and Topography (SWAT) MAPS delineate stable soil properties with similar fertilizer response characteristics for more accurate field management. Our patented zone maps are built from multiple layers of data that tell the story of the spatial variability within a field, which drives profitability, nutrient response, and environmental impact.



SOIL



WATER



TOPOGRAPHY

### SWAT MAPS: WHAT WE DO

SWAT MAPS are the foundation of sustainable precision agriculture. By delineating how soil, water, and topography factors interact across a field, SWAT MAPS guides farmers to apply fertilizer only where it will be productive. This reduces over-application, minimizes nutrient losses to run-off or denitrification, and improves long-term soil health. With clearer visibility into soil variability, farmers can navigate input decisions with confidence and accuracy. Improved management with SWAT MAPS leads to a host of benefits, including profitability and environmental impact.



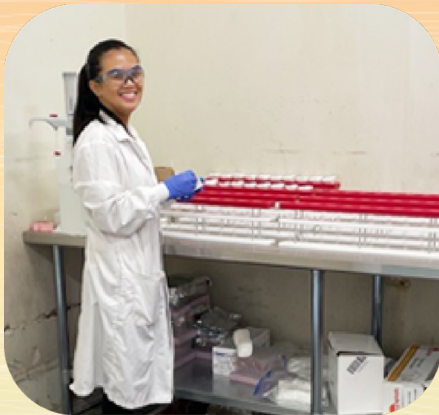
Image: Croptimistic staff member viewing a VR prescription.



# SWATLABS

In fall 2025, Croptimistic launched the beginning of SWAT LABS, a new in-house soil testing facility designed to tightly integrate soil sampling, laboratory analysis, and digital records within the company's SWAT ECOSYSTEM. The new lab represents a strategic investment in data quality, operational efficiency, and automated soil sampling systems.

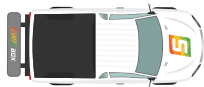
Located at Croptimistic's new corporate headquarters in Saskatoon, SWAT LABS processed the majority of Croptimistic soil samples collected during fall 2025 season and is scheduled to open to select partners across Western Canada in spring 2026.



*Images: Inside SWAT LABS at Croptimistic's Saskatoon headquarters.*

“Working at Croptimistic has been quite rewarding. A couple of things that stand out to me are the collaborative culture – great ideas can come from anyone, and everyone is willing to pitch in regardless of the task. I also appreciate the way the company gives back through volunteer work and initiatives. It is a true reflection of the grassroots organization that we are.”

- SHARON HANKEY, SENIOR LAB TECHNICIAN



**SWAT ECOSYSTEM: HOW WE DO IT**

If SWAT MAPS is the map, then the SWAT ECOSYSTEM is the navigation system that tells you how to navigate the landscape efficiently, profitably, and sustainably. The SWAT ECOSYSTEM is a suite of hardware, software, and precision agriculture tools, built on two decades worth of agronomic research and technological innovation, and grounded in experience working face-to-face with farmers worldwide.

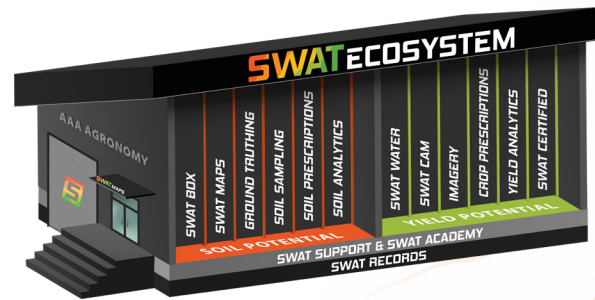


Figure 5. The SWAT ECOSYSTEM: Cromptimistic's 12-step process.

The foundation is made up of our SWAT RECORDS agronomic software, SWAT ACADEMY online training platform, and SWAT SUPPORT portal. The 6-step Soil Potential process consists of high quality soil data collection, ground truthing, soil sampling, soil prescription development, and soil analytics. The 6-step Yield Potential process is designed to help farmers navigate in-crop decision making. It comprises SWAT WATER, SWAT CAM, in-season imagery and crop prescriptions, yield analytics, and our SWAT CERTIFIED sustainability designation. As a whole, the SWAT ECOSYSTEM is backed by AI, executed by patented and proprietary tools, and delivered by trained agronomy experts globally.



Figure 6. Commercialization stage of Cromptimistic products.

### SWAT SUSTAINABILITY: WHY WE DO IT

Sustainable agriculture at Croptimistic is the destination. Our SWAT Sustainability strategy provides guidance towards measurable outcomes for agriculture such as improved efficiency, reduced environmental impact, and increased profitability. Measuring our impact shows us the value of every decision, whether we're on course or should adjust our route.

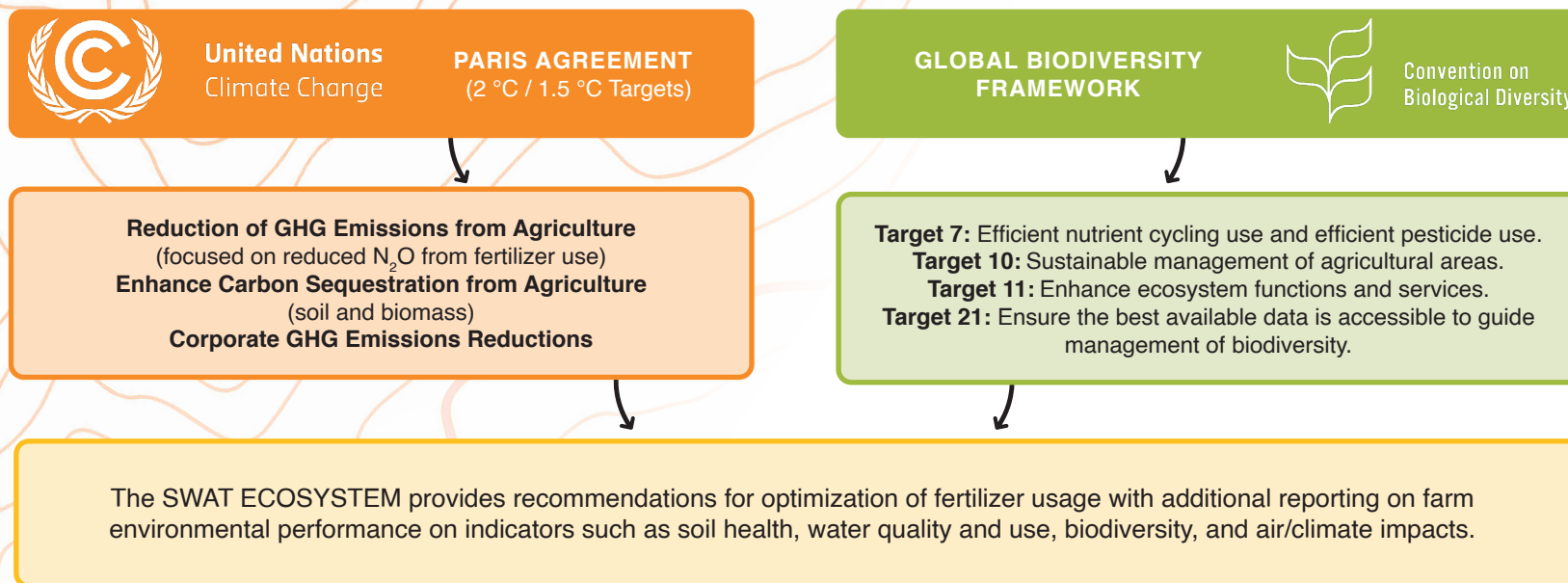


Figure 7. Global frameworks and targets leading to need for agriculture sustainability reporting.



SWAT MAPS offers farmers a variety of tools to assist with reporting on their environmental performance. Given the effects of farming on environmental degradation and climate change, it is our goal to chart the course toward achieving the highest sustainability standards for precision agriculture. Our SWAT CERTIFIED Sustainability Reports recognize farmers demonstrating exemplary land stewardship within their operation. We offer three options for reporting on sustainability performance:



### SWAT 4R NUTRIENT STEWARDSHIP REPORT

This report provides our farmers with verification that a field is being managed using 4R practices. 4R is a globally accepted framework for fertilizer management pertaining to the ‘Right Source, Right Rate, Right Time, Right Place’ (The Fertilizer Institute). Many agricultural sustainability frameworks focus on nutrient management as a critical component for sustainable agriculture.

In 2025, Croptimistic clients were able to use their 4R Nutrient Stewardship Report to meet the requirements of the agri-environmental risk assessment for the Canadian Agri-Invest program, as well as to demonstrate nutrient stewardship for other market-based programs.

### SWAT SUSTAINABILITY REPORT

This report provides our farmers with the data they need to navigate the growing need for agricultural sustainability. This could include access to improved insurance premiums, financial instruments tied to environmental performance, or access to markets linked to environmental performance.

### FCC 4R SUSTAINABILITY INCENTIVE & AG EXPERT INTEGRATION

Croptimistic announced in the fall of 2025 that they had a collaboration agreement with FCC and AgExpert in Canada. This collaboration includes a software integration between SWAT RECORDS and AgExpert that allows sharing of farm and crop information from SWAT RECORDS into AgExpert. Along with this integration, FCC approved SWAT MAPS customers to qualify for their 4R Sustainability Incentive payment, illustrating that by using SWAT MAPS precision agriculture tools, our farmers are considered sustainable.



### Anticipating the Next Move

Governments and regulators are stepping up climate accountability, and agriculture is in the spotlight. New legislation requires major multinational companies to disclose their greenhouse gas emissions, in some cases including those from their entire supply chain. This includes farms. In Canada, banks and insurance providers must now assess and report on their climate risk exposure through their clients.

Since agriculture is a major global emitter and accounts for 10% of Canada's GHG emissions, the pressure to measure and manage environmental impact is only growing. Before long, farmers will likely be expected to track and report their emissions, along with other sustainability metrics. Staying ahead of these expectations will not only ensure compliance but could also create new opportunities in a changing marketplace.

SWAT CERTIFIED Reports place a strong focus on measurable outcomes for soil, water, air, and biodiversity, particularly regarding soil natural capital. Plus, SWAT CERTIFIED reporting helps farmers avoid any current pitfalls in sustainability reporting because they are rigorous, highly detailed, and align with existing programs and frameworks. Having your data ready to go will make it easier to access incentives in the future.



*Image: SWAT MAPS truck mapping a field.*

### OUR COMMITMENT TOWARDS SUSTAINABLE AGRICULTURE

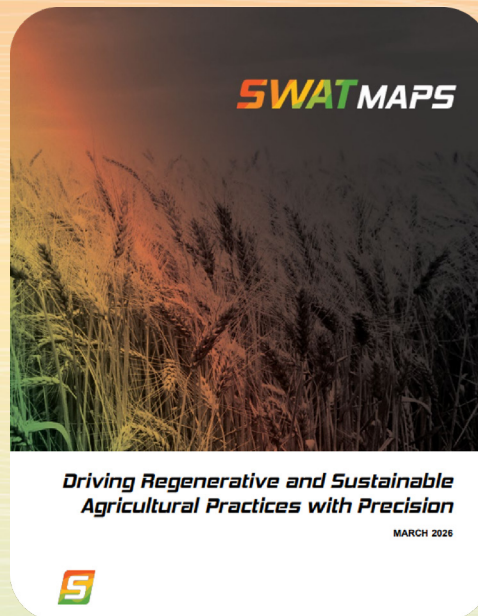
As global food demand reaches unprecedented levels, the need to intensify food production while protecting environmental and economic sustainability has never been more urgent. To address this need, we published a white paper titled *Driving Regenerative and Sustainable Agricultural Practices with Precision*. This white paper outlines Cromptimistic's perspective on regenerative and sustainable agriculture, emphasizing that farming systems are inherently variable and cannot be served by one-size-fits-all approaches. Drawing on more than two decades of agronomic, soil, and hydrological expertise, we demonstrate how precision agriculture technologies now allow us to understand micro-scale variability and design customized, sub-field strategies that strengthen soil health, enhance productivity, and support long-term farm resilience. By integrating advanced analytics with on-the-ground agronomic insight, we present a path toward sustainable food production that works with the land—ensuring both current and future generations can thrive.



## ***CROPTIMISTIC RELEASES WHITE PAPER***

In March 2026, Croptimistic Technology Inc. released a white paper, ***Driving Regenerative and Sustainable Agricultural Practices with Precision***, highlighting how the future of regenerative agriculture is in the hands of precision ag.

Drawing on decades of agronomic, soil, and hydrological expertise, the paper shows how field-scale insights empower farmers to increase productivity, strengthen soil health, and reduce environmental impacts. Unlike frameworks that avoid detailed farm-level data due to cost or difficulty, this framework focuses on high-resolution farm data measured on the ground using today's technology.



*Image: Cover of Croptimistic's 2026 white paper.*

The full white paper can be read online [here](#).



## OUR COMMUNITY IMPACT

### OUR ROUTE STARTS AT HOME

Our mission helps chart our course, but we know our route starts at home.

Our community impact journey is anchored by two pillars, which contribute to our sustainability strategy in the areas of volunteer hours, corporate donations, research and development activities, investment into research projects, and company culture.



Figure 8. Cromptimistic's community impact pillars.



Image: SWAT conference attended by Cromptimistic employees and clients.



### **CORPORATE DONATION STRATEGY**

Our investments in local communities go beyond corporate responsibility – they are a fundamental part of who we are. By investing in the places where we live and work, we are strengthening local economies, fostering community development, and enhancing the quality of life for people living in those areas.

Donation requests are reviewed against our impact strategy to ensure donations align with our goals and priorities.

We allot funds to provide support and consider the following factors when evaluating requests:

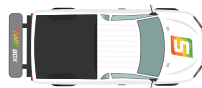
- 1. Will this directly support an employee or their immediate family member, a farmer, a partner, or one of their clients?**
- 2. Will this positively impact one of the rural communities in which we operate?**
- 3. Is this request in alignment with our SDGs of zero hunger, decent work and economic growth, and life on land?**
- 4. Is this request in alignment with our mission, vision, and core values?**

### **VOLUNTEER HOURS**

Investing in the local agricultural communities where our employees live and work is a major focus of our community impact strategy. Community initiatives that we support include recreational facilities and community sports with an emphasis on organizations that our staff, their families, and our farmers and partners are involved in. To advance this effort, we grant each employee eight hours of paid time off each year to volunteer in a way that is meaningful to them.



*Image: Cromptimistic staff volunteering.*



## ***CROPTIMISTIC RURAL DAYCARE CAMPAIGN***

Access to quality childcare is essential for strong, vibrant rural communities. When we discovered that the majority of rural children in the Canadian prairies live in what's called a "daycare desert", we felt the need to step in.

Croptimistic's 2026 Rural Daycare Grant Program is an initiative to help strengthen childcare options in the rural communities where our employees live and work. This effort is in alignment with our sustainability strategy, and is a key part of our commitment to rural vitality and employee support.



*Image: Little Acres Learning Centre in Davidson.*



*Image: Little Acres Learning Centre Team.*



*Image: Kipling Kidcare Co-operative.*

Our Rural Daycare Grant Program gives out three grants to chosen applicants:

- **\$2,500**
- **\$1,500**
- **\$1,000**

Grant selection is made by Croptimistic's Rural Daycare Campaign volunteer committee.



## INVESTING IN RESEARCH

Long-term farm profitability and environmental sustainability are deeply interconnected. Both depend on using resources efficiently and building soil organic matter—an outcome that not only improves soil function but also reduces greenhouse gas emissions. Higher infiltration rates increase plant-available water, mitigate flooding, and reduce the off-farm movement of nutrients and pesticides. These improvements support resilient cropping systems that are better equipped to respond to variable weather and long-term climate change.

In natural ecosystems, similar disturbances can lead to very different outcomes depending on local conditions. Agriculture is no different; it is an ecological system. Yet, we often expect uniform responses to management practices regardless of where they are applied. What is sustainable or profitable in one part of a field may be ineffective—or even counterproductive—in another.

Modern equipment makes site-specific management technically possible by allowing input rates to change metre-by-metre. However, two significant challenges remain:

- **Obtaining measurements at a resolution that matches field variability, and**
- **Turning increasing volumes of data into clear, actionable management plans without overwhelming the user.**

Croptimistic is tackling Research and Development projects to address these challenges:

### Advancing the How and Where of Soil Sampling

A fundamental component of precision agronomy with SWAT MAPS relies on soil sampling and analysis. The cost, labour, and logistical realities of conventional soil sampling limit the ability to efficiently quantify many aspects of soil property variability in space and time. Our ongoing R&D efforts are focused on improving soil sample location optimization to capture as much of the soil's spatial properties with the fewest number of samples and improving the technology available to determine soil properties. These efforts span hardware, software, and data science initiatives, including in situ soil sampling technologies that can efficiently capture fine-scale, three-dimensional data directly in the field.

### Making the SWAT MAP Even Better

A SWAT MAP is already an industry-leading agricultural management zone definition tool. Yet we are working on making the fundamental SWAT MAP even better by fully integrating more detailed soil sampling information with a wider range of data sources, such as environmental monitoring, yield data, and remote sensing. This next-generation framework goes beyond relative zone aggregates to offer a more precise and nuanced depiction of soil properties across a field. This positions SWAT MAPS to leverage advanced sensors and modelling tools, allowing for the capture of fine-scale spatial variability and the precise layering of soil, crop, and environmental data.

### Linking it All Together

We are working toward a future where our advancements in soil sampling technology and techniques are seamlessly integrated with improved SWAT MAPS and robust, science-based models of soil, nutrients, water, and crop production. This will enable farmers and agronomists to gain deeper insights and optimize their agronomic, economic, and environmental outcomes. The SWAT MAPS ecosystem will provide the platform to provide even more detailed farm, field, crop, zone-specific recommendations. Producers will benefit from actionable, data-driven solutions that empower them to maximize productivity, profitability, and stewardship for every field.



## ***DATA SCIENCE DEPARTMENT***

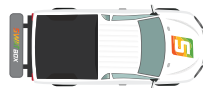
In support of Cromptimistic's commitment to sustainable, data driven agriculture, we established a dedicated Data Science Department. This new department strengthens our internal research and development capabilities by placing advanced analytics, scientific rigor, and data stewardship at the core of innovation.



*Image: Cromptimistic employee in the field.*

Led by Phillip Harder, Vice President of Data Science, the department consists of a focused interdisciplinary team with expertise in data science, machine learning and AI model development, computer vision, remote sensing, and soil science. The team was formed to better leverage the depth and scale of datasets Cromptimistic has developed over its history, recognizing that increasing data value and improved analytical tools require dedicated focus to deliver meaningful, sustainable outcomes.

The Data Science Department supports Cromptimistic's R&D efforts through a sustainability lens by enabling more precise, sub-field level understanding of soils and landscapes. This improved resolution helps inform tools and insights that support precision agronomy, optimize resource use, and reduce environmental impact while maintaining agricultural productivity.



# SERVING OUR PEOPLE

## SUPPORTING OUR PEOPLE ALONG THE WAY

### 1. START

#### Welcoming New Team Members

At Croptimistic, onboarding new team members is a crucial step in helping our employees find their direction, feel connected, and contribute meaningfully. A Welcome Package is provided to the new team members prior to their first day, which includes branded clothing, swag items, and key information about the company. Our Human Resources (HR) software, BambooHR, sends out a company-wide message on their start date so the team can give new members a warm welcome. We schedule welcome meetings with members of key departments, and new team members have an opportunity to introduce themselves during our company-wide staff meetings. Our emphasis on belonging and clear direction from the outset gives new team members an understanding of how their role contributes to the bigger picture and provides the foundation for long-term employee growth and development.



Figure 9. Employee onboarding process.

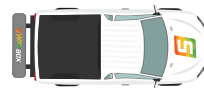
### 2. ALIGN

#### Company Culture & Communication

Following orientation, it is our company culture and communication practices that keep our staff aligned, connected, and all moving in the same direction. Our company core values play an important role in guiding behaviour and decision-making and our new focus on recognizing the demonstration of these values in our employees' work further reinforces the culture we strive to maintain.

Our communication strategy serves as the internal navigation system for our company. Semi-monthly company-wide meetings, department updates and collaboration tools help foster transparency around goals, progress, and priorities. As our workforce is remote and located across multiple countries and time zones, it requires intentional effort to include and engage team members in collaborative contexts. Our shared compass on strong culture and effective communication is our focus and keeps us moving forward together.

In 2025, our Social Committee organized regional recreational activities such as a group barbecue, laser tag, canoeing, lunch gatherings, pickleball, and golf for our staff to participate in. The Committee also planned Christmas parties which included festive meals and comedy shows.



As confirmation that we are on the right course, we are honoured to be recognized for the following awards. This recognition reflects the effectiveness of our culture, leadership, and values in action and reinforces our direction in fostering company culture and communication practices, which promote sustainable growth for our people.



### 3. SUPPORT

#### Work-Life Balance

Our approach to work-life balance focuses on respecting our people, anticipating seasonal demands, and maintaining a sustainable pace. The cyclical nature of agriculture creates peak work seasons in spring and autumn, which requires additional effort from some departments. Balance is achieved by providing bank and flex time work policies and clear expectations around vacation time and designated days off. During peak seasons, we add temporary employees to mitigate burnout risk of full-time staff, balancing the well-being and output of the entire team. Healthy teams guide our company forward, and supporting our staff through these periods ensures consistent, high-quality work and balance in their personal lives.



Figure 10. Coptimistic work-life balance benefits.



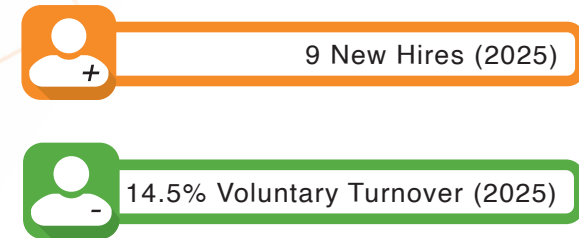
## Employees

### Employee Snapshot



Figure 11. Croptimistic total number of employees.

### New Hire & Turnover



### Gender



Figure 12. Croptimistic employees by gender.

### Age

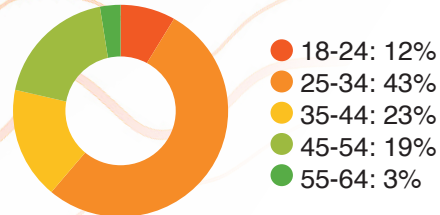


Figure 13. Croptimistic employee age demographics.

### Breakdown by Region

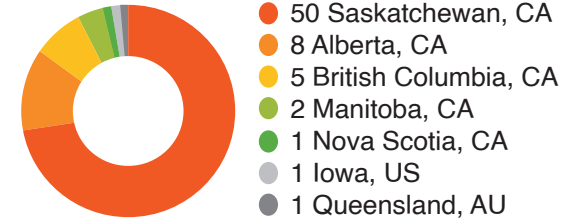


Figure 14. Number of Croptimistic employees by region.

### Remuneration

We conduct salary reviews annually. Through that process, we have a multi-factor approach to analyze our compensation ranges, which includes using internal review based on individuals, positions, and departments, the Canadian Consumer Price Index, and external market research with publicly available data. Our goal is to ensure that our compensation ranges are competitive.

We provide subsidies to our employees in consideration of every individual working remotely. We pay \$200/month for all full-time employees and \$100/month for all part-time employees for internet and phone subsidies. We ensure each employee can work ergonomically and efficiently; upon hire, each permanent employee will receive a \$1000 home office subsidy and another \$500 home office subsidy after 5 years of service.



### Vacation Leave

Our vacation leave entitlements, which exceed provincial standards, are:



Figure 15. Cromptimistic vacation leave entitlements.

### Minimum Wage

The compensation for our employees with the lowest wage is 45% higher than the minimum wage in that province.

### Parental Leave

In addition to federal maternity and parental leave benefits, we have a supplemental top-up program for those on 12-18 month leaves.

### Benefits

We provide a comprehensive group benefit plan for family life insurance, accidental death and dismemberment, critical illness, long-term disability, an employee assistance program, extended health care, dental care, and a health spending account. Our benefit plan consists of modern features such as telemedicine and free access to platforms that support mental health. We assess this coverage annually to ensure we are offering a suite of benefits that meet our employees' needs. Benefits are provided to all full- and part-time employees.

### RRSP Pension Plan

We care about our employees' wellbeing and their futures. We are happy to include an option for them to join our Group Registered Retirement Savings Plan. After one year of employment, we will match their contributions up to 2% of their salary, which we increase to 4% after five years of employment.

## 4. GROW

### Service Milestone Awards

We strive for every employee to know how valued they are, and how each of them contributes to advancing our vision. Every five years an employee is with Cromptimistic, we show our appreciation with a personalized gift.



Image: Cromptimistic Service Milestone Award trophy.



## ***EMPLOYEE RECOGNITION PROGRAM***

In 2024, we implemented employee awards to recognize top performers across departments and skills. The following awards are given out:

- ↗ **Top Innovator**
- ↗ **Top Leader**
- ↗ **Top Builder**
- ↗ **Top Techie**
- ↗ **Top Influencer**
- ↗ **Top Agronomist**
- ↗ **Top Technician**
- ↗ **Prime Performer**

The awards have fostered friendly competition and external motivation for employees to be recognized for their hard work. They also contribute to our team culture of celebrating individual accomplishments for the greater good of the whole company.



*Images: Croptimistic award recipients.*



### Performance Management Program

We are committed to attracting, developing, and retaining talented people who are passionate about achieving our vision of building a great business. The goal of Performance Management is to facilitate discussion about employees' performance, accomplishments, and to discuss growth opportunities within the company. We recognize the importance of having a Performance Management program that is meaningful and generates important conversation and feedback. Our program consists of an annual review and a mid-year follow up.

Twice a year, we conduct employee wellbeing checks. This gives employees an opportunity to submit feedback to the company. After consideration, action items are created based on employee feedback to ensure we continue our journey to be the best employer we can be.

### Training and Development

To ensure our employees have a way of keeping their skills and expertise sharp, we provide a comprehensive internal educational platform called SWAT ACADEMY. This media library houses a collection of modules and courses filled with resources that support our employees' knowledge of our products and processes. Successful completion of the course results in the individual becoming SWAT CERTIFIED. All new hires begin their time at Croptimistic by completing SWAT ACADEMY.

We continue to invest in our employees' professional development by offering \$1,000 to each employee every year. Professional development can involve improving skills and knowledge base or enrolling in training and/or educational courses. Additionally, we cover all professional designation fees for our employees' respective disciplines.

➤ In 2025, Bonnie earned a diploma in Greenhouse Gas Management, Reporting, and Verification (MRV), from the GHG Management Institute. She learned techniques for estimation of GHG emissions and removals, standards for GHG reporting, and skills for GHG validation and verification. These skills support Croptimistic's work with program partners to build our sustainable agriculture reporting capacity.

### Supervisor Leadership Training (NEW)

In 2025, we facilitated 10 leadership training sessions with all supervisors. The topics were chosen based on supervisor feedback so the training was focused on reinforcing the skills that mattered most to the team. The topics covered included: Communication, Accountability, Emotional Intelligence, Corrective Action, Conflict Resolution, Time Management, Effective Meetings, and Effective Leadership & Coaching.

**“We strive to create a culture where employees feel confident to share ideas, empowered to grow, and where their commitment to working with integrity is reflected in their pride for their role.”**

**- HANA SHACKLETON, REGIONAL MANAGER, EAST CENTRAL SK**



*Image: Croptimistic staff at Saskatoon headquarters.*



## 5. PROTECT: Protecting Our People

### Valuing Fair Outcomes

We welcome all individuals at Croptimistic because we know that building a team with different backgrounds strengthens our foundation and accelerates our success. We do not tolerate discrimination. We build our team by attracting, retaining, and promoting individuals based on their attitude, experience, skills, and alignment with our core values.

Every employee is unique, as are their needs to develop and achieve success. For this reason, during our bi-annual performance reviews, supervisors spend time understanding what their employees want and need to develop and grow their career. We believe these discussions, and the plans that ensue, offer fair opportunities for each employee to be successful at Croptimistic.

Within our core value of Serve our Communities, we specify to put people first, which means we ask our employees' opinions in formal ways such as our anonymous suggestion box, employee wellbeing checks, and utilizing their feedback to make company improvements. We encourage participation in departmental meetings and showcase our employees in our staff meetings because we believe we are all worth celebrating.

We strive to create a psychologically safe environment where everyone feels respected and welcome to be themselves. We do this by aligning all we do with our core values, with respectful communication, and by strengthening the sense of our workplace community with social gatherings.

### Health & Safety

Croptimistic is committed to ensuring the health and safety of all our employees. Our safety committee is composed of 2 co-chairs and 6 members that represent all areas of our company. In 2025, we released the first Safety Program Manual which acts as the foundation for our safety program. This is now a part of our onboarding process. Some highlights include:

- **Selected a WHMIS course to promote for our employees**
- **Chose a safety data sheet information system to manage all of our chemical information**
- **Equipped every truck in our fleet with fire extinguishers**
- **Held fire extinguisher training and created an extinguisher maintenance checklist**
- **Released new Field Fire Safety Procedure**
- **Implemented facility inspection checklists**
- **Created an automated process that is triggered for any incident to improve the flow of communication and ensure we are making any necessary improvements to avoid recurrence**

A strong safety protocol acts as guardrails to protect our people along the way. By formalizing procedures and improving communication, we are reinforcing a culture where safety is proactive, continuous, and a shared responsibility.



## **BUSINESS PRACTICES**

### **OPERATING WITH INTEGRITY**

Our employees are committed to upholding an ethical compass of integrity and professionalism in both their work and workplace interactions. Our team demonstrates strong judgement, diplomacy, and courtesy, fostering a culture of respect and integrity. These qualities not only enhance our company's reputation but also contribute to each employee's personal and professional growth. Guided by Croptimistic's Code of Conduct, outlined in our employee handbook, our team is committed to maintaining ethical and responsible business practices.

### **Responsible Business Conduct & Compliance**

Our business conduct is driven by our core value of Act with Integrity. The trust that we build with our clients is paramount, and we place incredibly high value on the trust we build with each and every one of our stakeholders. The following are excerpts from the Code of Conduct and Ethics in our employee handbook:

- 1. Croptimistic governs itself in compliance with all laws and regulations that are applicable to its operations in all areas in which we work.**
- 2. We conduct our business with transparency. In our marketing, publications and speaking engagements, we promote our products and services with honesty.**
- 3. We operate with openness and a genuine dedication to ethical business conduct. Any employee who raises an ethical concern is invited to speak with Croptimistic's Human Resources and may do so without fear of retribution.**
- 4. Croptimistic employees uphold the ethical requirements for their professions, including the ethical requirements for any professional associations.**



*Image: Croptimistic staff member presenting at Lakeland College.*



## Responsible Procurement & Supply Chain

Ensuring our suppliers align with our values and meet ethical and legal obligations is important to us. We have outlined criteria in the vendor section of our Croptimistic Procurement & Spending Guide, which include:

- Ethical criteria (e.g., avoiding child labour and forced labour)
- Environmental criteria (e.g., regulatory compliance and resource conservation)
- Geographical criteria (e.g, local vendor preference)

This guide charts our course for sustainable and responsible procurement. In 2025, we continued adhering to our procurement and spending guidelines while striving to increase compliance with our declaration. All new vendors are selected using the spending guide and we strive to have all our key vendors align with our commitment to ethical sourcing.



*Image: Guests at Croptimistic's Des Moines grand office opening event.*



# DATA PRIVACY, SECURITY & INTEGRITY



Image: Croptimistic employee mapping a field.

## DATA PRIVACY

Croptimistic collects only the data necessary to deliver our services, minimizing the use of Personally Identifiable Information (PII) whenever possible. Strong security measures are in place to protect stored information from unauthorized access, collection, or disclosure. Any system activity used for performance monitoring or metrics is anonymized and never leaves our control. We do not sell, share, or transfer personal information to third parties. Any platforms we integrate with are subject to rigorous security and privacy evaluations before we work with them.

## DATA SECURITY

In 2025, Croptimistic experienced no cybersecurity breaches. Security is integrated into our IT infrastructure through managed devices, regular updates, encryption, antivirus protection, and advanced email filtering. Employees support these efforts by reporting suspicious activity, strengthening threat detection. System access is governed by role-based permissions and monitored through activity logging, encrypted remote access, multi-factor authentication, and anomaly detection. Production and test environments are segregated, and robust offboarding procedures ensure access is promptly revoked when no longer required.

## DATA INTEGRITY

Operating with integrity extends beyond our policies and conduct to how we manage and protect the data we collect. To ensure optimal system performance and safeguard against data loss, we host our core information systems across secure, enterprise-grade cloud platforms and on-premises data center servers. We implement daily backup routines, storing critical operational data across multiple secure, redundant locations for added protection.



## **AG DATA TRANSPARENT**

Trust is built on transparency and accountability. In 2025, Croptimistic was awarded the Ag Data Transparent Seal of Approval, reinforcing our commitment to responsible data practices in agriculture. This means:

- **Farm clients retain ownership of their raw ag data. Their data is never sold.**
- **Any sharing with third parties happens only with clients' explicit consent.**

This certification means we're committed to full transparency around how farm data is collected, owned, used, stored, and shared through our SWAT MAPS platform. Farmers always retain full ownership and control.



“Data access, ownership and interoperability have never been more important, and Ag Data Transparent certification provides an essential trust framework. For FCC AgExpert, it’s a key enabler of our partner strategy and our connected MyFarmConnect ecosystem. Partners like SWAT MAPS who commit to ADT help ensure farmers can confidently share their data and unlock long-term value from connected technologies.”

- BRYAN PRYSTUPA, FCC AGEXPERT



# ENVIRONMENTAL STEWARDSHIP

## MANAGING OUR ENVIRONMENTAL IMPACT

In agriculture, sustainability depends on balancing environmental stewardship with the need to produce healthy, abundant food. Our environmental goals inform our impact strategy and provide a standard to adhere to for ourselves, which trickles down to our stakeholders.

The environmental goals we are committed to are:



### **SDG-12 Responsible Consumption and Production:**

We hold ourselves to the highest standards for ethical and responsible business conduct. We enable farmers to produce food in an environmentally responsible manner.



### **SDG-13 Climate Action:**

Our services reduce the emission footprint of agriculture, which contributes to a third of global GHGs.



### **SDG-15 Life on Land:**

We are passionate about ensuring the vitality of life on land by balancing the needs of humans and wildlife to ensure a sustainable future.



Image: Equipment-mounted SWAT BOX.



## GREENHOUSE GAS EMISSIONS

Croptimistic adhered to the GHG accounting principles outlined in the GHG Protocol Corporate Standard (2004). Our emissions calculations were designed to provide an accurate, transparent, and reliable map of Croptimistic's carbon footprint.

Croptimistic employs the control approach to define its operational boundaries, encompassing only wholly owned operations. We use a centralized method for data consolidation, where each facility or office reports its activity and fuel usage, and emissions are calculated at an aggregate level. Currently, our GHG Inventory covers only Canadian operations.



Figure 16. Croptimistic value chain.



## GHG EMISSIONS SOURCES

With the opening of Cromptimistic’s Soil Lab in late 2025, a change was made to the activities that are included in our operational boundaries. The GHG emissions associated with soil testing were previously categorized as Scope 3 emissions and therefore not calculated in our emissions inventory. With the Soil Lab, a larger component of these emissions are now included in our inventory with the emissions from natural gas heating (Scope 1) and electricity (Scope 2) for the Saskatoon Soil Lab location included. Even with these added emissions, Cromptimistic’s absolute GHG emissions and emissions intensity decreased from the base year.

Cromptimistic Emissions Sources	
Scope 1	Scope 2
<ul style="list-style-type: none"> <li>• Truck fleet</li> <li>• Natural gas furnaces (stationary combustion)</li> <li>• Truck fleet air conditioning, office refrigerators, office air conditioning units</li> </ul>	Electricity purchases for all offices

Table 2. Cromptimistic’s emissions sources.

Cromptimistic GHG Emissions	Total (tonnes CO <sub>2</sub> eq)			Intensity (kg CO <sub>2</sub> eq per serviced acre)		
	2023	2024	2025	2023	2024	2025
Scope 1	505	476	367	0.38	0.29	0.22
Scope 2	46	52	56	0.03	0.03	0.03
<b>Total</b>	<b>551</b>	<b>528</b>	<b>423</b>	<b>0.42</b>	<b>0.33</b>	<b>0.25</b>

Table 3. Cromptimistic’s GHG emissions.

## WATER & WASTE

Cromptimistic is primarily a services company, therefore water use and waste generation are not substantial components of our environmental footprint. The water use and waste generation associated with the Soil Lab add new contributions to our footprint and we are evaluating ways to manage and track these effectively.

Our water use stems from biosecurity washing, vehicle maintenance, office consumption, and lab use. The lab consumes water as a solvent and for sanitization. There is limited opportunity to reduce our biosecurity water use. We must adhere to proper cleaning and disinfection of all Cromptimistic equipment including trucks, quads, probes, etc. to reduce the chance of contaminants between fields. We follow strict washing and biosecurity protocols from farm to farm to limit the spread of soil borne diseases and plant materials.

Primarily acting as a service provider means we do not generate substantial waste. Paper-based products are typically recycled throughout our direct operations. With the lab operations, we reduce waste generation with the use of recycled materials, reuse of materials, and recycling of waste where possible.



## KEY MILESTONES IN OUR JOURNEY

In 2025, we mapped out stronger systems, added clarity to our direction, and expanded our capability to continue charting a responsible path forward. Here are some of our key milestones:

- We reinforced culture and leadership by recognizing actionable behaviours from our core values, adding supervisor leadership training sessions, and continuing employee awards.
- We deepened our data and AI capabilities by the creation of our Data Science department, the development of SWAT LABS, and ongoing research partnerships.
- We expanded sustainability collaborations with the FCC 4R Sustainability Incentive and AgExpert integration, and enhanced our SWAT Sustainability reporting such as with our Nutrient 4R Stewardship Report.
- We strengthened business policies and procedures with our new Safety Program Manual and earned recognition with our Ag Data Transparent Seal of Approval.
- We outlined our perspectives on sustainable and regenerative agriculture in a whitepaper titled: *Driving Regenerative and Sustainable Agricultural Practices with Precision*.

We remain committed to trailblazing the future of precision agriculture where profitability and sustainability move in the same direction.

## REPORTING FRAMEWORKS

This sustainability report was developed with reference to the GRI Index. Financial materiality was determined using the Sustainability Accounting Standards Board topics. Impact materiality was determined using GRI and a gap analysis based on the B-Corp questionnaire. Supplemental information on Croptimistic's Material Topics, GHG Inventory, and GRI Content Index is available on our website, <https://swatmaps.com/>.

Our sustainability activities align with many of the United Nation's Sustainable Development Goals, but we focus our sustainability strategy on SDGs 2, 3, 8 and 15.

