



SUSTAINABILITY REPORT

CROPTIMISTIC TECHNOLOGY INC. | 2024

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A MESSAGE FROM OUR FOUNDER AND CEO

The Croptimistic team, the farmers and the service providers who utilize SWAT MAPS all share a common goal in their precision agriculture vision: optimizing profitability and sustainability. These principles are an established cornerstone of our mission while adapting to the ever-evolving landscape of agricultural sustainability practices. 2024 was a challenging year for farmers as crop prices trended lower and many crop types, such as canola, had lower than average yields due to extreme weather. Yet farmers trusted and stayed committed to SWAT MAPS services, with a consistent 98% year over year retention rate. The long-term value proposition of optimizing crop inputs with SWAT MAPS precision agriculture services is clear. We continue to reduce losses and over-application of nutrients, optimize plant stand counts, and conduct industry-leading yield analytics that identify weaknesses and opportunities in management within fields. Improvements in management lead to higher profitability and reduced environmental risk. They work in harmony. They never conflict. It is abundantly clear that there is a win-win in sustainability for all stakeholders on our path to be the global leader in premium precision agriculture.

Our direct to farm business continued to establish in western Canada as we opened a new office in Brandon, MB. Our international footprint is deepening its roots as new offices opened for our subsidiaries in the United States near Des Moines, IA and in Australia near Brisbane, QLD. SWAT MAPS have been established with thousands of farmers in many geographical regions, proving that our business model and technology is being adopted and is scaling globally.

None of this would happen without our dedicated staff and their belief in unlocking a sustainable future. We thrive on a strong company culture with open communication and transparency that engages everyone to buy into our mission, vision and values. Throughout this report, we have included employee testimonials that highlight exactly that. When the company priorities remain rooted in enhancing sustainability in agriculture while creating opportunities for both our employees and rural communities, staff stay engaged and feel valued. It was wonderful to launch a new awards program in 2024, which acknowledged 7 employees and their contributions from the previous year in areas such as innovation and technology. They were recognized by the company and their peers for their contributions.

As we explore more sustainable options in agriculture, we're rolling out new products and technology that are changing the way precision agriculture gets executed. Our SWAT CAM, a machine-learning camera system, autonomously analyzed over 500,000 acres of crops and weeds while conducting plant stand counts. This was accomplished with zero human interaction. Our data science team is using artificial intelligence in dozens of new ways to reduce time spent on difficult tasks. Our hardware team is prototyping new soil sampling tools to reduce the need for vehicles and labour.

It is a pleasure to work within a company that has staff, farmers and service providers taking part in this journey with us. We are enjoying the reality of making a real, lasting impact in many ways. While many in our industry are redefining their corporate commitments to sustainability, we remain clear and committed to our strategy. Our pace is accelerating, and we are making it our life's work. We have proven that profitability and sustainability in premium precision agriculture are linked so tightly that there are only wins when it is done right.



Cory Willness
Founder and CEO



A MESSAGE FROM OUR SUSTAINABILITY DIRECTOR

2024 was the first full year of operating under our new Cromptimistic Sustainability Strategy. Armed with clarity on our mission, vision and values that we developed in 2023, we knew the importance of putting them into action to demonstrate that they are more than just words on a page. We did this by staying true to our commitment of supporting our employees, uplifting our communities, and making a meaningful impact on sustainable agriculture. Having these efforts rewarded with recognitions in Saskatchewan as a Top Employer and in Canada as a Top Small and Medium Employer served as a powerful endorsement, motivating our future endeavours.

I'm excited by the progress we've made towards our vision of being the global leader in premium precision agriculture services. We only get there by providing exceptional products and services that continue to bring value to our customers. Our efforts to refine our existing services and our extensive investment in research and development enhance our ability to optimize sustainability in agriculture. This is well captured by the research project grant that was awarded to Cromptimistic and our partners by Protein Industries Canada. The project is a \$5.4M multi-year study to assess the use of artificial intelligence to enhance the agri-food value chain. We know the most efficient use of inputs creates crops with low environmental impact and higher profit margins for producers, and artificial intelligence is allowing those efficiencies to be carried all the way through the agri-food value chain. As a result, consumers are better able to choose high-quality, low-impact food.

As we work towards new innovations of the future, we are also hard at work rolling out products to support farmers today. In 2024, we released our first sustainability report for farmers: *SWAT 4R Nutrient Stewardship Report*. This report provides robust documentation of a farmer's 4R practices for every field on their farm. Increasingly, nutrient management is being used as a key indicator of sustainable agriculture practices. We are thrilled to offer this report to our SWAT MAPS customers and look forward to reporting on their exceptional nutrient management practices. We also rolled out a draft of our full *SWAT Sustainability Report* to select customers in 2024. This report goes beyond nutrient management and reports on factors such as natural capital, water quality, soil health, pesticide management, and calculates the carbon footprint and intensity for each crop. For 2025, our plan is to gather feedback on both of our sustainability reports, with a full rollout of the SWAT Sustainability Report in fall of 2025.

Being the Sustainability Director for a company that is not only putting so many resources into the future of sustainable agriculture, but doing so with a clear focus on their culture and core values, is so rewarding.

I am enthusiastic about the path we're on in 2025 as we embark towards finding more keys to a sustainable future in agriculture.



A handwritten signature in black ink that reads "Bonnie Dobchuk". The signature is written in a cursive, flowing style.

Bonnie Dobchuk
Sustainability Director

UNLOCKING THE FUTURE OF SUSTAINABILITY

In 2003, we recognized an untapped opportunity in variable rate agriculture, one that could revolutionize agronomic decision-making. This led to the development of SWAT MAPS, the world's only integrated, high-resolution, turn-key soil foundation map.

Soil, Water, and Topography (SWAT) MAPS are at the core of everything we do. They serve as the foundation for precision applications of fertilizer, seed, soil amendments, pesticides, herbicides, and irrigation. As we look ahead, we know that unlocking a sustainable future requires informed decision-making powered by the right tools, and SWAT MAPS remains one of the most advanced solutions in precision agriculture today.

We continue to innovate and develop the steps in the SWAT ECOSYSTEM, a comprehensive suite of hardware, software, and precision agriculture tools. This system is executed by a global network of agronomy partners, who leverage SWAT MAPS to deliver data-driven solutions to their farmers. As of FY2024, the SWAT ECOSYSTEM supports approximately 4.2 million acres worldwide, helping farmers achieve higher returns per acre, more uniform crops, reduced disease pressure, and improved harvestability—all while lowering environmental impact compared to traditional fixed-rate applications.



Croptimistic was incorporated in 2014 and began operating in 2018, with headquarters in Saskatoon, Saskatchewan, and offices across Canada (Brandon, MB, Naicam, SK, Yorkton, SK, Humboldt, SK, Edmonton, AB and Kelowna, BC). This year, we expanded our global footprint by opening new offices in the United States (Croptimistic Technology USA Inc., Grimes, IA) and Australia (Croptimistic Technology Pty Ltd., Plainland, Qld), strengthening our ability to support partners and farmers worldwide. Our team of global experts spans agronomy, soil science, water management, geographic information systems, electronic sensor systems, software development, sustainability and more—all working together to develop solutions for some of agriculture's biggest challenges.

As the precision agriculture industry rapidly evolves, we remain committed to unlocking new opportunities for farmers, agronomists, and the environment, pioneering innovations that shape the future of sustainable agriculture.

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
- **Services:** Professional services (legal and accounting), shipping, insurance, lab testing, 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

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

Figure 1. Croptimistic Value Chain

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.

UNLOCKING IMPACT: FROM MISSION TO REALITY

It's one thing to stand firm on a mission, and another to make it a reality. Turning a vision into action is what sets true leadership apart. Since defining our priorities and the impact we aim to achieve, our mission of **empowering the modern farm with an ecosystem of technology, tools and knowledge to optimize sustainability and profitability** has become the cornerstone of our daily efforts. With unwavering commitment to our mission, we are confidently advancing toward our vision of being the global leader in premium precision agriculture services.

As we work diligently on our mission, we have a multitude of impacts across 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.

MISSION

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

VISION

To be the global leader in premium precision agriculture services.

VALUES

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

Figure 2. Croptimistic Mission, Vision and Core Values.

“ I've been with the company since 2017, and wow, what changes I've seen! Since the beginning, I've felt inspired working at a company that puts innovation at the forefront, while cultivating a collaborative company culture and making sure employees know they are valued.

— Shelly Samson, Office Manager



Value Through Sustainability

Croptimistic's impacts help drive progress 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.

Stakeholder Engagement & Materiality

To position ourselves for success in sustainability, we needed to pinpoint our material sustainability topics. We have done this through the guidance of the Global Reporting Initiative's (GRI) impact materiality (i.e., double materiality) process as shown in Figure 3, and through feedback from our key stakeholders, as shown in Figure 4.



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

Key Stakeholders

After capturing the feedback and understanding of our owners and employees in 2023, we took our assessment further in 2024 by surveying our customers to better understand what's important to them. This feedback allowed us to structure our sustainability efforts in FY2024 to focus on the most pressing areas.



Figure 4. Croptimistic stakeholder map.

Our Sustainability Strategy

Unlocking a winning strategy comes from zeroing in on our core values and aligning those with a key focus. Here’s what we’ve uncovered as a result:

-  Optimizing sustainability in agriculture (SDG 2 and SDG 15)
-  Providing opportunities for our employees and our rural/agricultural communities (SDG 3 and SDG 8)

Our impacts drive our Sustainability Strategy, which is shown 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 either directly or indirectly impacted by our company by providing the means for economic prosperity and social equality.
Impact Activity Types	• Our products and services. • Contributions to knowledge through publications, participation in roundtable discussions, and contributions to formal research and development. • Monetary contributions to causes benefiting zero hunger or life on land initiatives.	• Our operations: provide valuable rural employment opportunities. • Contributions (monetary and volunteer time) that enhance our employees’ causes or causes that enhance our rural communities.

Table 1. Croptimistic’s Sustainability Strategy

“

The most exciting part of my role is its importance in shaping the future of precision agronomy. Not just for Croptimistic, but as global leaders in the industry, we have meaningful impact far beyond Canadian borders. Over the next few years I am excited to see us integrate more automation and tools in the SWAT MAPS process to make it more efficient and make the most of what may be our most limited resources - time and people.

— Wes Anderson, VP of Agronomy



OUR PRODUCTS AND SERVICES

SWAT MAPS

While we aim to become more strategic with our sustainability, we also aim to help farmers around the globe become more strategic with their soil. Using SWAT MAPS allows the farmer to map, measure, and better manage the variability in their fields, making the best return on crop inputs possible. Not only does SWAT MAPS help ensure profitability and productivity, but it also secures the long-term health of the land.

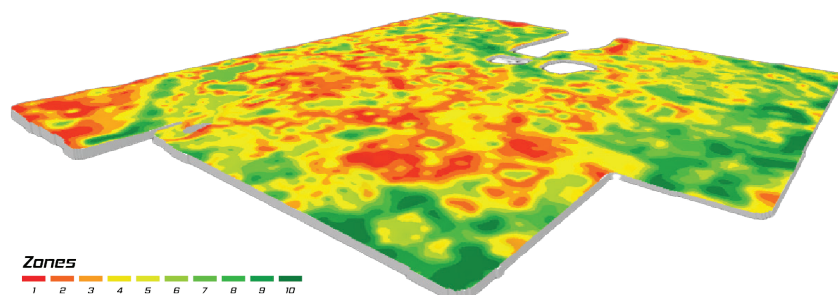


Figure 5. SWAT MAPs with zone legend.

Here's how:

SOIL Uncover hidden variations in texture and nutrient-rich areas beneath the surface. Key factors like organic matter levels, topsoil depth, and salinity all influence yield and fertilizer response, while also playing a crucial role in determining water-holding capacity.

WATER Gain insight into moisture patterns and water movement across your land by identifying wet and dry areas, as well as water flow paths. When combined with data on soil moisture variability over time, this information becomes a powerful tool for optimizing fertilizer application and reducing negative environmental impacts.

TOPOGRAPHY Map hills, slopes, and depressions that influence crop growth by affecting moisture, erosion, organic matter, pH, and soil fertility. Understanding landscape position and water accumulation areas can help optimize Variable Rate Irrigation (VRI) strategies. Since topography dictates water interconnected factors, precision agriculture can use spatial management to minimize the environmental impact of nutrients and pesticides.

“Working at SWAT MAPS is a very rewarding career. I work alongside passionate and progressive people that strive to be leaders in the precision ag industry.”

As VP of Operations I get an understanding of the passion that each department puts into creating products and services that impact our clients. We are leaders in precision ag, but also innovators. Whether it be streamlined software or products like SWAT CAM hardware, the goal is bringing usability and efficiency to each of our clients' operations across the globe.

— Shauna Tait, VP of Operations



Unlike other maps used in precision agriculture, SWAT MAPS delineate stable soil properties with similar response characteristics for more accurate management across a field. Our patented zone maps are built from multiple layers of soil, water, and topography (SWAT) data that contribute to the spatial variability across a field.

SWAT ECOSYSTEM

Our products and services work together seamlessly to create the best variable rate program on the market. The SWAT ECOSYSTEM encompasses a suite of hardware, software, and precision agriculture tools, designed by knowledgeable professionals and proven over the last two decades across many geographies.

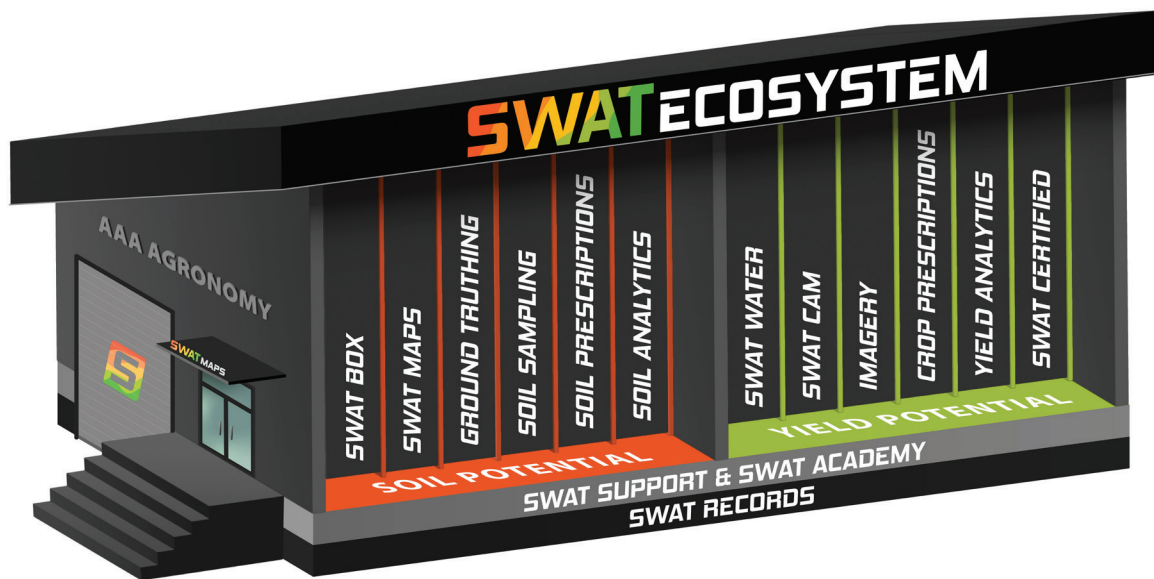


Figure 6. The SWAT ECOSYSTEM: Cromptimistic's 12-step process.

FOUNDATION

The foundation is made up of our SWAT RECORDS software, SWAT ACADEMY and SWAT SUPPORT portal. These tools are used throughout every step.

SOIL

The 6-step soil potential process is an easy-to-execute process based on high-resolution soil foundation maps (SWAT MAPS). It includes collecting quality soil data, creating a SWAT MAP, ground truthing, soil sampling, prescriptions and analytics.

YIELD

The 6-step yield potential process is implemented to take crop management to the next level of profitability. This involves in-crop prescriptions, industry-leading yield analytics, and more.

Figure 7. The SWAT ECOSYSTEM Stages

SWAT Sustainability

A growing number of sustainability reporting standards are emerging in the agriculture sector. Given the concerns around environmental degradation and climate change, which are driving jurisdictions around the world to strengthen oversight on this matter, it's essential for us to find key ways to assist SWAT MAPS farmers in reporting on their environmental performance.

Our method:

- **Data Power:** With farmers' consent, we gather, analyze, and securely store essential data.
- **Recommendations:** Our team of agronomy specialists thoroughly evaluates the data and provides tailored recommendations to enhance sustainable farming practices.
- **Rooted in Expert Advice:** Our expertise stems from a strong commitment to accuracy and reliability, backed by agronomy research, as outlined in a White Paper authored by our VP of Agronomy, Wes Anderson. This resource is available on our website: www.swatmaps.com.

SWAT MAPS farmers trust us with their detailed data and rely on us to identify a pathways toward achieving the highest sustainability standards.

Figure 8 shows the key targets we contribute to related to the Paris Agreement and the Global Biodiversity Framework that are most relevant for the agriculture industry.

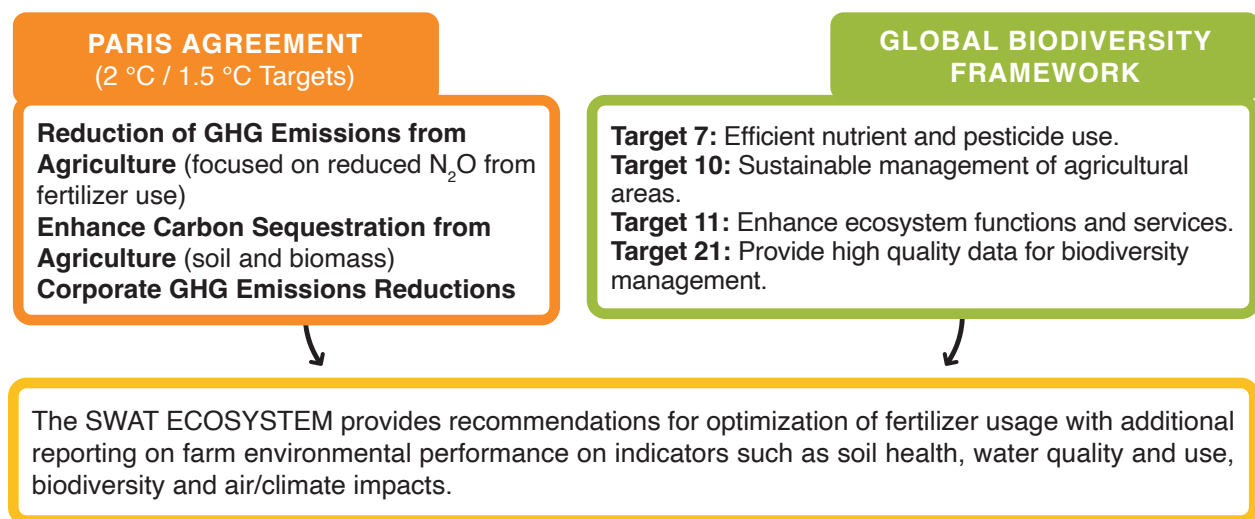


Figure 8. Global frameworks and targets leading to need for agriculture sustainability reporting.

SWAT CERTIFIED Sustainability Reports

We want SWAT MAPS farmers to be acknowledged and recognized for their great work in demonstrating good land stewardship. We do this through our SWAT CERTIFIED program which was launched in 2024 to help farmers certify their sustainability efforts and report on their environmental performance. SWAT CERTIFIED consists of two reports:

The SWAT 4R Nutrient Stewardship Report

In 2024 Cromptimistic released the SWAT 4R Nutrient Stewardship Report to our full-farm clients (Figure 9). 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.

The SWAT SUSTAINABILITY Report

Croptimistic released a SWAT SUSTAINABILITY Report to a select group of our customers in 2024 for testing and feedback. This report (Figure 10) 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.

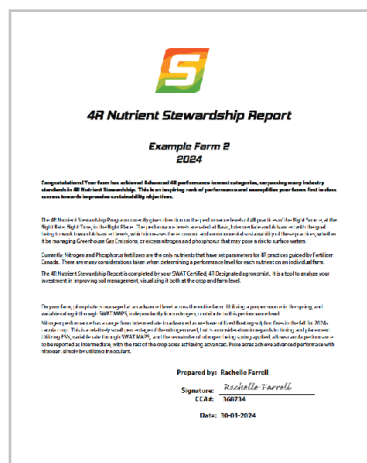


Figure 9.
SWAT 4R Nutrient Stewardship Report

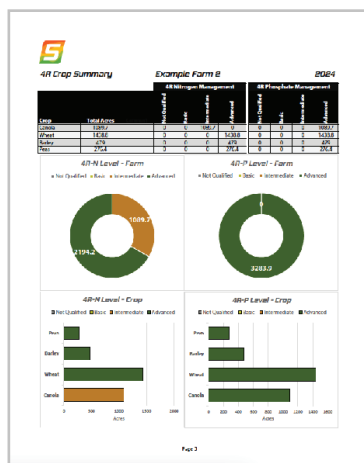


Figure 10.
SWAT SUSTAINABILITY report

Learn more about SWAT CERTIFIED: support.swatmaps.com/what-is-a-swat-certified-farm

Anticipating the Next Move

Governments and regulators are stepping up climate accountability, and agriculture is in the spotlight. New legislation (e.g., SEC, CSC, EU CSRD) 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, as mandated by OSFI.

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.

Our Commitment Towards GHG Emission Reduction

A key component of our SWAT SUSTAINABILITY reporting is calculating the GHG emissions footprint of our clients. We have joined the Cool Farm Alliance, which allows us to use their Cool Farm Tool to provide our clients with globally-recognized GHG emissions calculations. We also use published, regionally-specific GHG emission data to provide benchmarks for comparison of crop emission intensity.

OUR COMMUNITY IMPACT

We are proud of the progress our products and services are making, but we're equally committed to driving meaningful change in our communities. Our sustainability strategy drives our community impact within our two pillars:

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

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 local food banks, mental health, 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.

-  We had 185 paid employee volunteer hours in 2024.
-  A group volunteer activity we took delight in was packing boxes for the Good Food Box Initiative in Tisdale, Saskatchewan.
-  Our employee volunteerism is a testament to our core value of serving our communities.

Corporate Donations

Our investments in local communities go beyond corporate responsibility – they are a fundamental part of who we are. By investing monetary donations 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, see Figure 11.

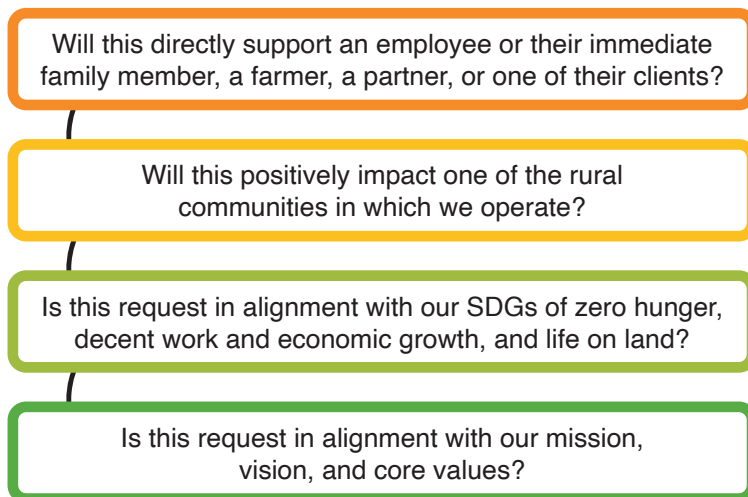


Figure 11. Corporate donations thought process.

Advancing Research and Development for a Sustainable Future

Impacting our communities includes our commitment to consistently advancing agricultural technology through our research and development efforts and sharing our learnings through our presentations and media publications. An ongoing collaboration with the research team of Dr. Bais (University of Regina) is focused on developing and applying artificial intelligence and machine learning algorithms to perform crop and weed mapping for various crops across Canada. This work is part of an NSERC-Mitacs Alliance funded project: "Developing Machine Learning Methods for RGB Images to Quantify Crop and Weed Populations Across Agricultural Fields". The work of Dr. Bais' team is fundamental in the development of SWAT CAM and its ability to provide meaningful, automated, and scalable mapping of crop and weed characteristics to support zone specific crop planning and in-season decision making.

Internal R&D efforts were accelerated in 2024 with the development and start of a Protein Industries Canada project. Croptimistic is the lead on a project entitled “AI-enhanced Agrifood Value Chain: From Precision Ag Production to Food Ingredient Processor Sustainability” with consortia members including TheoryMesh and C-Merak. This \$5.4M project aims to develop artificial intelligence (AI) methods to improve crop production management, sustainability, and the agri-food supply chain’s efficiency from field to processor. This supports the integration of AI tools into many aspects of the SWAT ECOSYSTEM. TheoryMesh’s platform will track sustainability metrics like greenhouse gas emissions and biodiversity, ensuring data traceability throughout the supply chain. For C-Merak, the project will link SWAT zone data with commodity quality and processing, optimizing production efficiency and sustainability. The consortium membership will co-develop and implement these solutions within 20 months (Jul 2024 to Mar 2026), enhancing agrifood sustainability, competitiveness, and profitability in the Canadian prairie region.

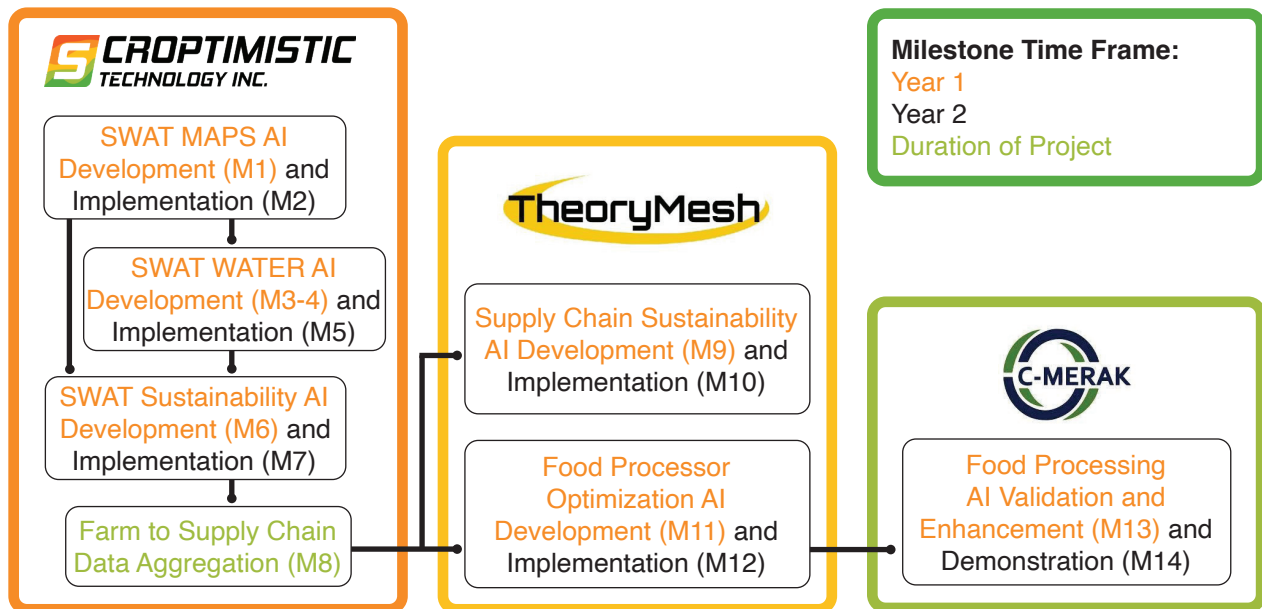


Figure 12. Conceptual overview of “AI-enhanced Agrifood Value Chain” project funded by Protein Industries Canada

“ I really appreciated the uniqueness of the products that we offer. Especially in regards to our SWAT MAPS which is the base layer that we build everything on for our customers. Our soil water and topography maps are unique to our company and a true reflection of the fields where these maps are implemented.

— Chantal Bauche, Regional Manager, South SK



Investing in Research

In 2024, we partnered with the University of Manitoba, University of Prince Edward Island, University of Regina, and University of Saskatchewan on various external research and development projects in the agricultural and technology sectors. Through these partnerships, we are privileged to engage with a network of globally diverse people who share our passion for this work. The emphasis of this external R&D engagement is to leverage existing expertise to help us with unresolved R&D priorities and also to support ongoing research efforts driving increased agricultural sustainability through the adoption of precision ag technologies.

In summary:

\$1.85 MILLION

We invested \$1.85 million into agricultural research and development projects in 2024.

\$1 MILLION

Supported by \$1 million from Croptimistic cash and in-kind investment and \$850k from grants through partnerships with universities and research institutions.

25,000 HOURS

Croptimistic employees spent 25,000 hours directly engaged with Croptimistic R&D priorities in 2024.

43 MEDIA PUBLICATIONS

We contributed to 39 blog articles on swatmaps.com, four articles in GrowPro magazine, and 20 technical presentations at universities, colleges, trade group meetings and conferences.

26 COMMUNITY INITIATIVES

Donations for community initiatives in 2024 included agricultural activities, community sports and recreation, and rural daycares, with an emphasis on organizations that our staff and their families or our clients are involved in.

Figure 13. Summary of Croptimistic's community impact.

Serve our Communities is one of our core values. For Croptimistic, this means that we are committed to fostering a culture that is challenging, rewarding, and where everyone is valued. Having a welcoming work environment where everyone feels like they belong is a constant focus for us, especially with the majority of our operations being remote.

UNLOCKING POTENTIAL IN OUR PEOPLE

Each new team member receives a Welcome Package before starting with branded clothing, some swag, and information on who we are. When new members are onboarded, we fully embrace them. On their first day, a company-wide message is sent out by our Human Resources (HR) department so the team can send them a warm welcome. We schedule welcome meetings with team members that they will be working closely with and add their name to our organizational chart from day one. New team members also get a chance to introduce themselves during our company-wide staff meetings.

Company Culture and Communication

Building a strong, connected team starts with openness and trust. Twice a month, Croptimistic employees join together virtually for staff meetings, where department leads share updates, key highlights, and achievements. These meetings provide valuable insight into company growth targets, monthly objectives, and ongoing projects, ensuring everyone stays aligned, collaborates effectively, and celebrates successes as a team.

In 2024, our Social Committee held fun summer activities in all our working locations. Activities included a BBQ, bowling, golfing, group lunches, mini golfing, and tractor pulls. The Committee also held Christmas parties which included bowling, Christmas themed games, fine dining and dinner theatre. These events strengthen our relationships, boost morale, and provide a break from regular work activities.

Working Together, Succeeding Together

We have always believed in the power of our team, and we are honoured to have received official recognition to back it up. This recognition validates our commitment to advancing agricultural technology through innovative solutions while also fostering a culture of belonging and teamwork.

-  2024 AgTech Breakthrough Award: AgTech Platform of the Year
-  2025 Saskatchewan Top Employer (based on 2024 data)
-  2025 Canada's Top Small & Medium Employers (based on 2024 data)



Figure 14. Croptimistic's awards.

STUDENT PROFILE



Nauman Yaqoob

MSc Student, University of Prince Edward Island

As part of a Croptimistic supported Mitacs internship, Yaqoob evaluated water productivity and greenhouse gas emissions across varying topographical positions in rainfed and irrigated fields in PEI. The research also examined the influence of topography on the spatial and temporal variability of greenhouse gas (GHG) emissions, finding that cumulative N₂O emissions are highest in upper slope areas during the early crop-growing stage, while depressional zones exhibit the highest cumulative N₂O emissions during the mid and late crop-growing stages. The study aligns with our vision by utilizing the SWAT approach to advance precision agriculture and developing innovative understanding and solutions to enhance agricultural practices.

Work-life Balance

We understand and support our employees’ need for work-life balance. With the cyclical nature of agriculture, we have two peak seasons that require some of our employees to work extended hours to meet objectives. To provide balance throughout the year, we have implemented Bank and Flex Time policies which permit those employees to accrue time during peak seasons to use during off seasons. Additionally, in fall 2024 we increased our resources by adding six temporary employees to help with the seasonal workload.

To deepen our commitment to work-life balance, we also provide the following benefits (Figure 15):

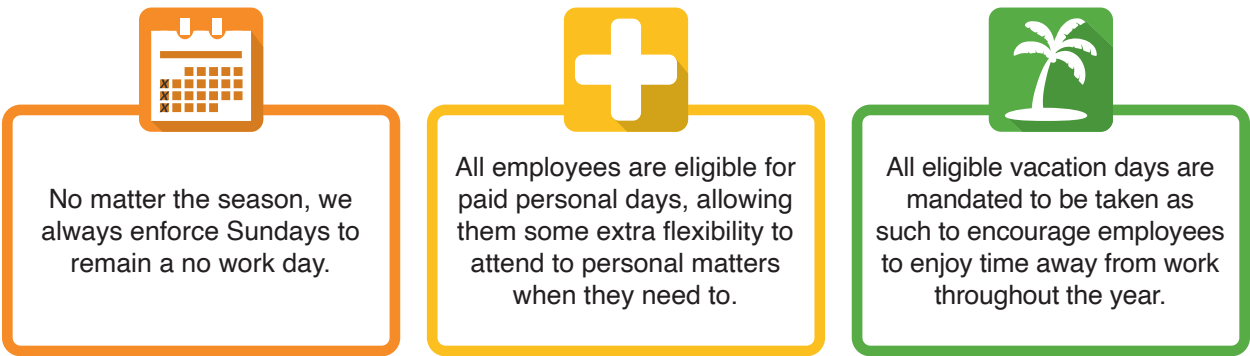
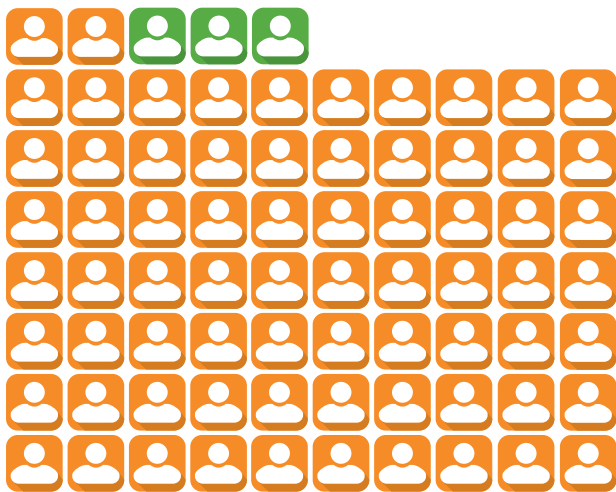


Figure 15. Cromptimistic work-life balance benefits.

Employees

Employee Snapshot:

75 Employees (as of December 31, 2024)



● Full-time (72) ● Part-time (3)

Figure 16. Cromptimistic total number of employees.

Breakdown by Region:

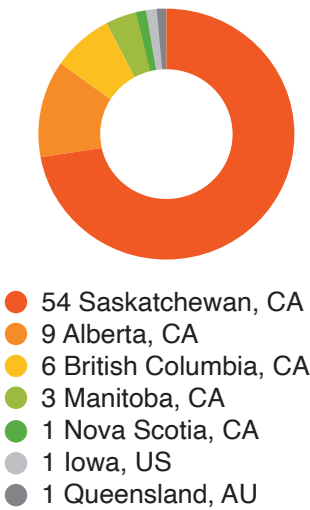


Figure 17. Number of Cromptimistic employees by region.

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.

Minimum Wage

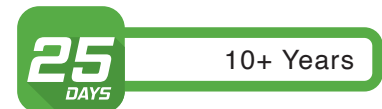
Our entry level positions' compensation is **54% higher** than the required minimum wage in each jurisdiction.

New Hires & Turnover



Vacation Leave

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



Parental Leave

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



“ We have so many different areas of expertise on the team, I feel privileged to work alongside such talent. Everyone is engaged and enthusiastic about what they do which makes working here exciting. The cherry on top is that this team is welcoming, down to earth, and a lot of fun to be around!

— Nadine Genest, Human Resources Director

”

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 will assess this coverage annually to ensure we are offering a suite of benefits that meet our employees' needs.

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.

Service Milestones Rewards

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

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. This year, because of this feedback, we introduced streamlined project teams (SWAT Innovation Project Teams), supervisor training, changes to our overtime programs, and changed our sick days to personal days.

Training & 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, HR will facilitate monthly leadership training sessions with all supervisors. The monthly topics were chosen based on supervisor feedback so the training will be focused on reinforcing the skills that mattered most to the team.

We Value Fair Outcomes

We welcome all individuals at Croptimistic because we know that building a team with different backgrounds makes us stronger and furthers 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.

With our core value to serve our communities, we want everyone to feel valued. We ask our employees' opinions in formal ways such as our anonymous suggestion box and our employee wellbeing checks and have utilized 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.



Figure 18. Croptimistic employees by gender.



Figure 19. Croptimistic employee age demographics.

Health and Safety

We are committed to ensuring the health and safety of all our employees. In 2024, an official safety committee was formed, comprising of 2 co-chairs and 6 members that represent all areas of our company. The committee meets monthly, and its first order of business was to turn our health and safety policy into a safety manual that will act as the foundation for a formal safety program. In 2025, the committee will begin to formalize processes that meet the needs of our employees and the business.

“One of the reasons I enjoy my job is the variety of tasks and challenges I encounter each day. The company excels at giving its staff the freedom to explore new technologies and find better ways to do our work. Achieving success in these challenging roles is made easier with the support of my knowledgeable and helpful coworkers. It's truly rewarding to be part of a company that encourages its employees to take initiative and succeed.

— Jay Bauer, Weather Station Technician



BUSINESS PRACTICES

We take pride in our employees, who uphold the highest standards of ethics and professionalism in both their work and 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.

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 & 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.

Responsible Procurement

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 provides a framework for sustainable and responsible procurement. In 2024, we introduced our Supplier Sustainability Declaration to our top 25 vendors, achieving approximately 20% compliance. In 2025, we will continue adhering to our procurement and spending guidelines while striving to increase compliance with our declaration, ensuring that our key vendors align with our commitment to ethical sourcing.

DATA INTEGRITY, SECURITY, & PRIVACY

Data Integrity

To ensure optimal system performance and safeguard against data loss, we host our core information systems on secure cloud platforms like Google Cloud Platform and Amazon Web Services. We implement daily backup routines, storing critical operational data across multiple external locations for added protection.

Data Security

In 2024, Croptimistic experienced zero cybersecurity breaches. Security is embedded into our IT infrastructure, with employee workstations fortified against threats through strict device management policies and automated compliance checks. Regular system updates, full-disk encryption, daily antivirus

scans, and robust email filtering with phishing detection help minimize risks. Additionally, we enforce security policies to reduce attack vulnerabilities.

Employees also play an active role in strengthening our defenses by reporting suspicious emails, helping refine our phishing and malware detection systems.

Access to information systems is managed based on the principle of duty segregation, ensuring that elevated permissions are only granted to employees who require them for their specific roles. All system activities are logged, and remote access to cloud services is secured using encrypted protocols. To enhance security, production cloud systems operate on separate networks from test environments and logins are protected through multi-factor authentication and anomaly detection measures, such as flagging unexpected IP connections.

Additionally, diligent offboarding procedures are in place to promptly revoke access, with workstation management tools enabling the complete deactivation of accounts when needed.

Data Privacy

We collect 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.

To safeguard user privacy, system activity used for performance monitoring or metrics is stripped of identifying details before being shared with any third-party platforms. These platforms undergo rigorous security and privacy evaluations before integration. Most importantly, we are committed to never selling personal information.

For full transparency, our comprehensive privacy policy is publicly available at swatmaps.com/privacy.

ENVIRONMENTAL STEWARDSHIP

Our natural resources are the foundation of global food production. In agriculture, sustainability depends on balancing environmental stewardship with the need to produce healthy, abundant food.

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.

We care deeply about our own corporate environmental footprint. We completed our second GHG emissions inventory (Scope 1 and 2) in FY2024. FY2023 continues to be our baseline for Scope 1 and 2. Due to the decision to commence operation of a soil testing facility, the decision was made to postpone our first

Scope 3 inventory until the new facility is fully operational. Our goals for our GHG inventory remain the same: identify risks and reduction opportunities to make our operations more efficient and to illustrate our commitment to sustainability.

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 representation 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. A visual representation of Croptimistic's value chain can be found in Figure 20.

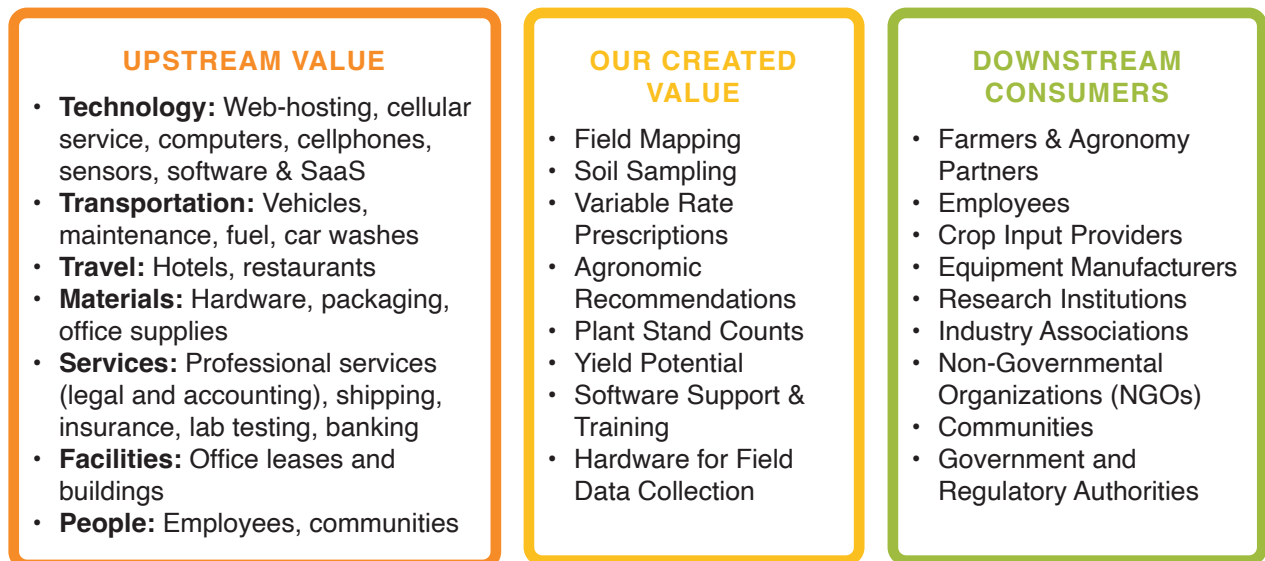


Figure 20. Croptimistic Value Chain

“As part of the finance & operations team, I’m grateful for the opportunity to collaborate with colleagues across all company lines. Through these interactions, I’ve realized two things: anyone who examines our company would see our mission statement in action, and every decision considers the impact on morale.

— Craig Harris, Finance Director



GHG Emissions Sources

Croptimistic Emissions Sources	
Scope 1	Scope 2
Truck fleet (mobile combustion) Natural gas furnaces (stationary combustion) Truck fleet air conditioning, office refrigerators, office air conditioning units	Electricity purchases for all offices

Table 2. Croptimistic’s emissions sources.

Croptimistic GHG Emissions	Total (tonnes CO ₂ eq)		Intensity (kg CO ₂ eq per serviced acre)	
	2023	2024	2023	2024
Scope 1	505	476	0.38	0.29
Scope 2	46	52	0.03	0.03
Total	551	528	0.42	0.33

Base Year
The Base Year for Croptimistic’s GHG Inventory for Scope 1 and 2 is FY2023.



A key activity for FY2025 will be to incorporate the new lab facility into the GHG inventory and adjust the Base Year as necessary. Additionally, the GHG Inventory will be expanded to include our USA and Australia operations. The GHG inventory will continue to be used to highlight areas of inefficiency and establish opportunities for reductions in emissions.

Water & Waste

Croptimistic is primarily a services company therefore water use and waste generation are not substantial components of our environmental footprint. We started tracking water use for our offices through 2024 for those offices with individual water meters and will continue to build our capacity for monitoring our water use and waste generation throughout our operation. With Croptimistic’s soil lab commencing operation in 2025, the water use and waste generation related to this component of the business will be more substantial. As part of the lab development, processes for waste and water management will be developed. Our water use stems from biosecurity washing, vehicle maintenance, office consumption and lab use. The lab will consume 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 Croptimistic 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. Consideration for minimizing water use within our laboratory operations will be applied during the laboratory construction and protocol development.

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, opportunities will be assessed to minimize waste generation with the use of recycled materials, reuse of materials, and recycling of waste where possible.

In 2025, we will assess water and waste consumption and evaluate any opportunities where reductions could be made.

2024 RECAP

2024 was a landmark year for Croptimistic of driving innovation in precision agriculture. Barriers were broken and the foundation was laid for sustainable success. Two key takeaways that we earnestly reflect on include:



Releasing our SWAT 4R Nutrient Stewardship and our SWAT Sustainability Report to showcase the sustainable practices of our SWAT MAPS farmers.



Deepening our commitment to our mission, vision, and core value statements by embedding these concepts throughout our policies and procedures and within our corporate culture.

We enacted our sustainability strategy to drive our community impact work, donating money and our employee time to causes that enhance the vitality of the rural communities where our employees and clients live and work.

Based on feedback from our employee wellbeing checks, we made key improvements, including converting sick time into personal time, and enhancing our overtime programs. To strengthen team morale, we introduced an additional social event in each region where we operate. To ease workload pressures during peak seasons, we increased resources to support a healthier work-life balance. Overall, we believe we stepped up to provide high value employment with more opportunities in rural areas.

2024 brought us many opportunities to continue our agronomy, hardware, and software research and development pursuits in this exciting ag tech landscape. In total, direct investments in research and development amounted to \$1.8M. Support of external research projects continues to be important through the support of 12 research projects at multiple universities and other research organizations across Canada. These are important two-way relationships to exchange understanding between our position in the industry and our partners in the academic and research communities. These types of investments and partnerships are what fuel our knowledge of what an innovative future looks like.

For us, an innovative future includes greater incorporation of AI and machine learning tools to leverage even more insights from existing farm data to improve the delivery and value of the entire SWAT MAPS ecosystem. This will drive greater agronomic efficiency via informed decision making, which is directly tied to significant sustainability co-benefits across the farming landscape.

At the heart of our success are the incredible people behind this business and the partners and farmers we proudly serve. These are the people who drive our passion and fuel our progress. We're excited to keep pushing boundaries and pursuing our goals in 2025.

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.

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

