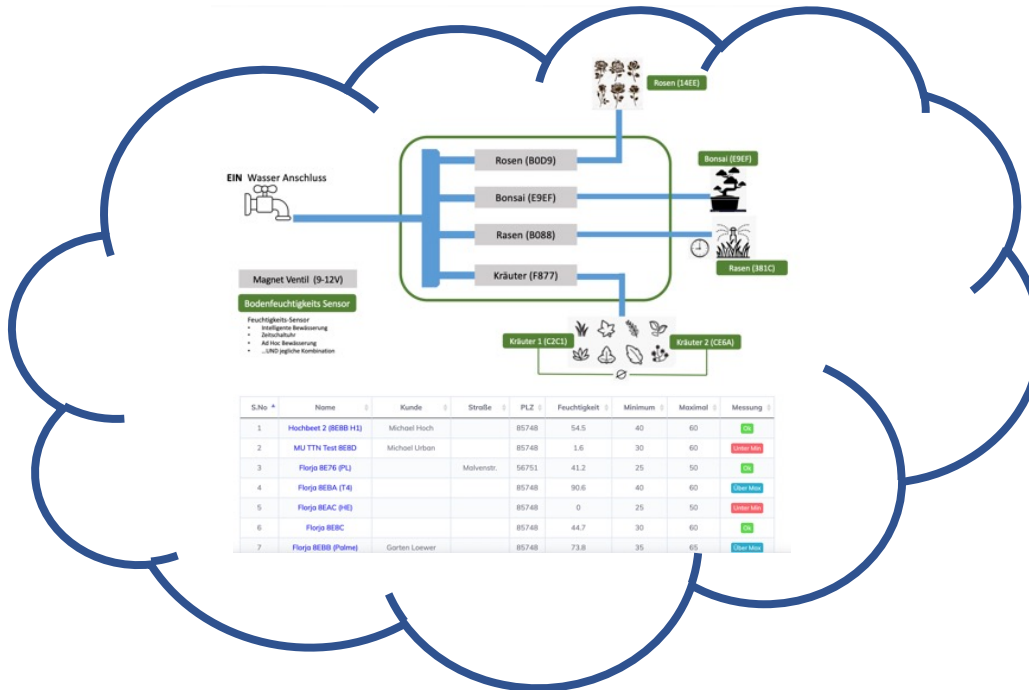


EVERY. DROP. COUNTS

FLORJA - ALL IN ONE

FLORJA
SMART GARDENING



ONE supplier
only

Best of breed
technology

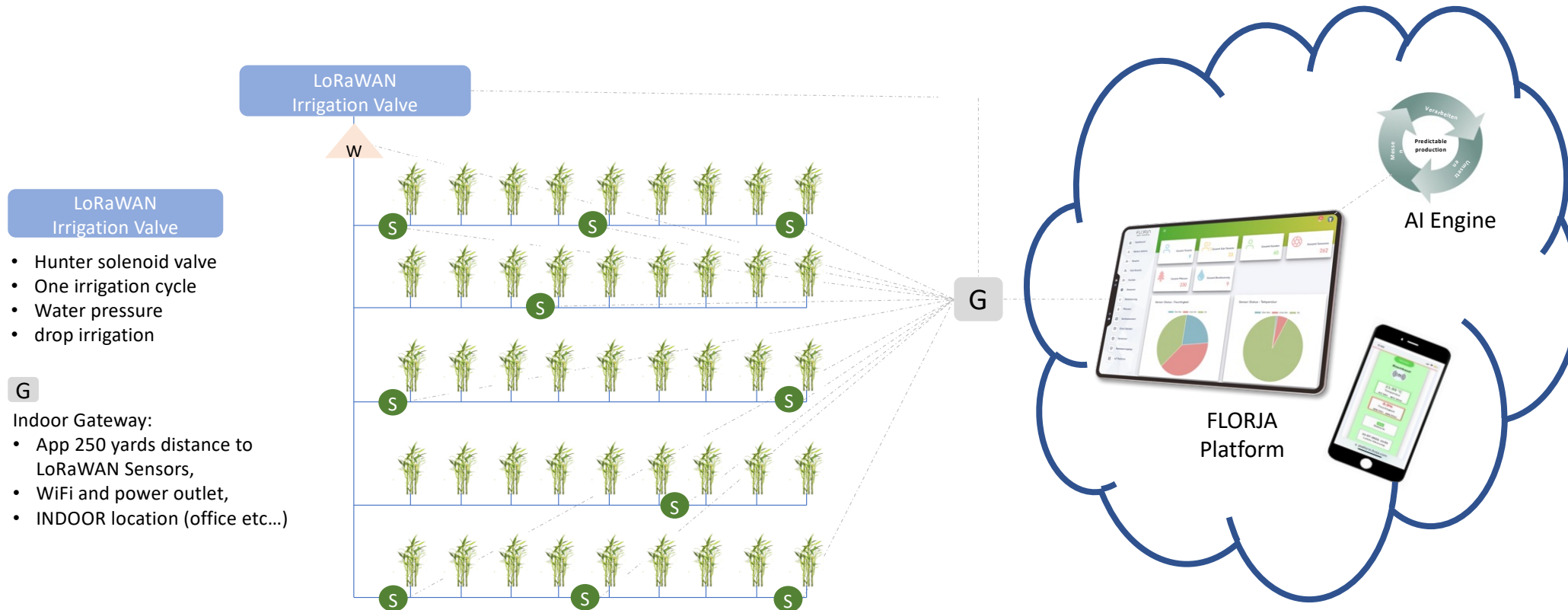
100% wireless

customizable
cloud platform

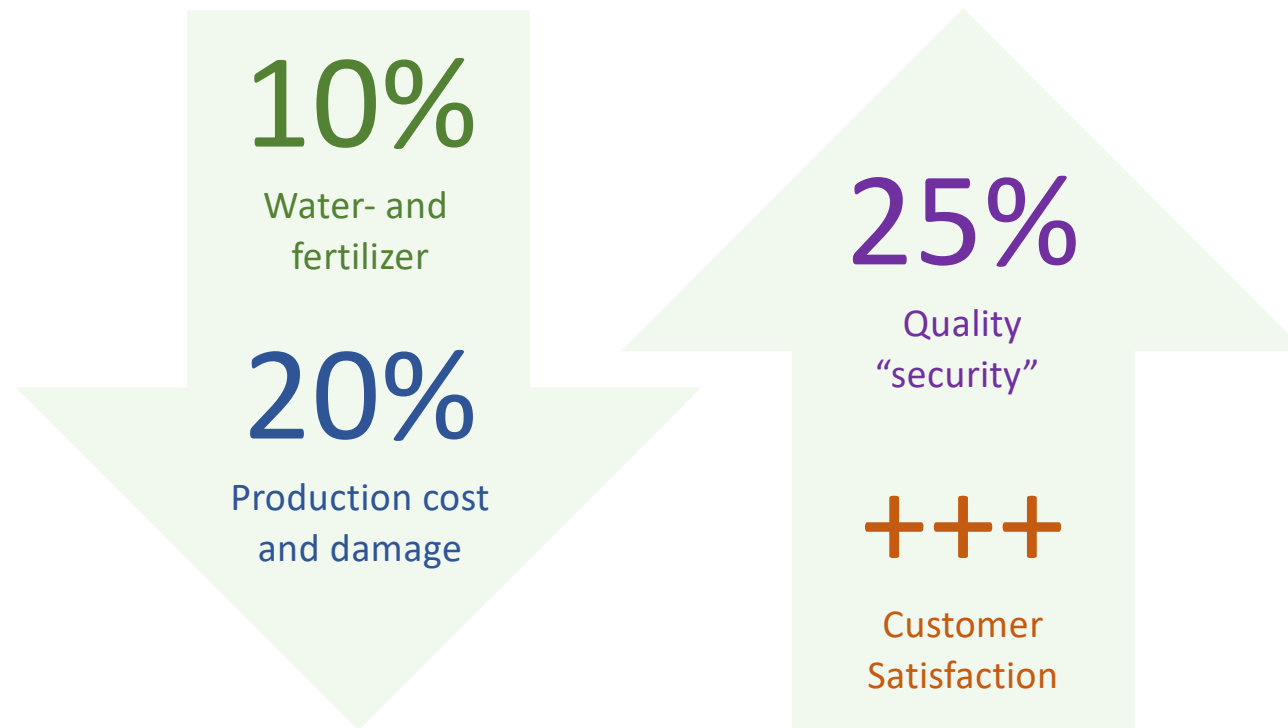
ANY device
from ANYWHERE

EVERY. DROP. COUNTS

Artificial Intelligenz (AI) with FLORJA



EVERY. DROP. COUNTS
RESULTS through FLORJA AI*



EVERY. DROP. COUNTS

RESULTS through FLORJA AI*

- ✓ Real time values
- ✓ Automatic
- ✓ Intelligent

10%

Water- and
fertilizer

20%

Production cost
and damage

- ✓ Resources
- ✓ Dosed
- ✓ Active control

25%

Quality
"security"

+++

Customer
Satisfaction

- ✓ Appearance and
volume
- ✓ Reliability
- ✓ Uniformity

- ✓ Care instructions
- ✓ Plant quality
- ✓ Additional services

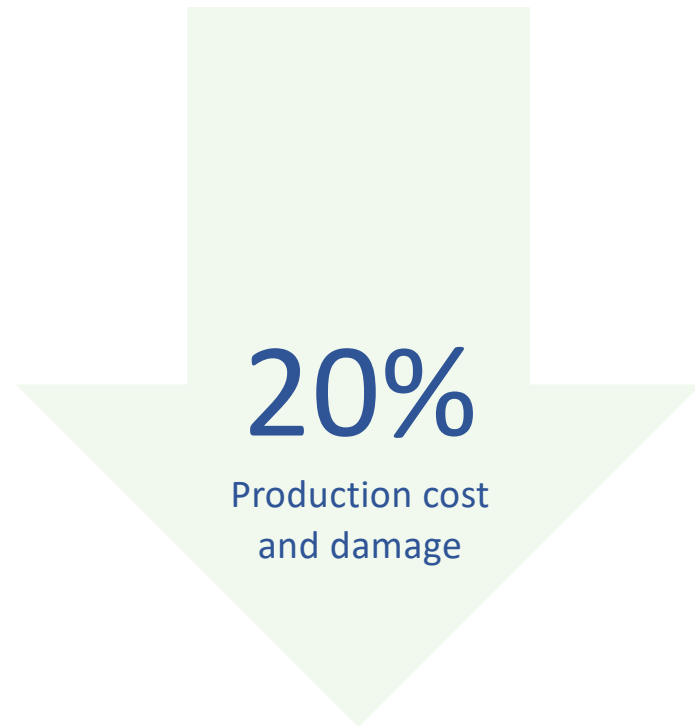
EVERY. DROP. COUNTS
RESULTS through FLORJA AI*



- ✓ **Real-time values**
Sensors consistently provide the real values at the plant, irrigation takes place only when really necessary
- ✓ **Automatic**
Platform controls irrigation, correct amounts are set and also not overdone
- ✓ **Intelligent**
Predictions are included when rain is forecast -> no irrigation

=> Regular and properly applied amounts of water and fertilizer guarantee more receptive soil and thus optimize resources over the entire growth cycle

EVERY. DROP. COUNTS
RESULTS through FLORJA AI*



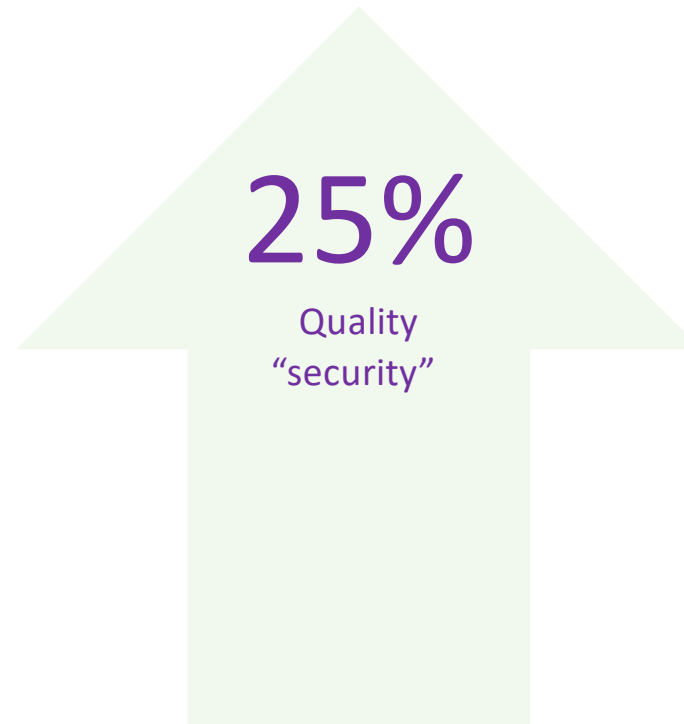
- ✓ **Resources**
No more resources are needed for irrigation work, noticeable savings especially in summer and on weekends
- ✓ **Dosed**
More targeted use of water and fertilizer optimize plants and minimize waste
- ✓ **Active control**
Since watering is automated and fact-based, less water is wasted and plants are properly cared for

=> Automation and incorporation of real-time data and forecasts reduce both labor costs and loss (waste) due to too much/too little water/fertilizer.

EVERY. DROP. COUNTS RESULTS through FLORJA AI*

- ✓ **Appearance and volume**
Avoidance of water stress through optimized irrigation maximizes growth
- ✓ **Reliability**
Automated and controlled irrigation brings critical consistency throughout the growing cycle
- ✓ **Uniformity**
Since all plants are maintained according to the same algorithms and rules, the conditions are almost identical

=> Quality in terms of appearance and health of the plants increase enormously. A robust software platform with control mechanisms also ensures production safety.



EVERY. DROP. COUNTS

RESULTS through FLORJA AI*

- ✓ **Care instructions**
Platform data and experience can be shared with customers, extreme added value from customer perspective
- ✓ **Plant quality**
Quality of the plants is higher from the beginning, because of better breeding significantly more robustness and quality.
- ✓ **Additional services**
Customers are integrated into customer loyalty programs, better accessibility and thus more additional offers possible

=> Customer satisfaction can be increased with better plant quality and optimized instructions. Win-win for grower and customer.

