

ADAMA

ADAMA's Commercial Approach

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ADAMA

Creating Simplicity in Agriculture





- We help our customers maximize their time
- We create loyalty and value by being easy to do business
- We don’t over-promise or over-complicate, instead we listen and learn what our customers need
- We deliver - our approach is pragmatic, not theoretical



We listen

to farmers to understand local needs and deliver solutions that address their pain points, all in collaboration with our channel partners

One size doesn't fit all

Market Types and Crop Strategic Segments determine the strategies and capabilities we need to:

- Connect better with famers and channel partners
- Tailor our value proposition and offering
- Communicate more effectively
- Use our marketing and sales resources more efficiently

Crop & Market Segmentation

Crop Strategic Segments (CSS)

Crop

Sector - Fungicide, Herbicide, Insecticide

Geography

Market Types

Manufacturer

Channel/Influencers

Farmer

Distributor Driven

Manufacturers:
Strong presence of Research Based Companies

Channel:
Highly concentrated (top 5 with >80% share)

White labels threat

Farmer:
Large to medium size (avg 160 ha)
Technically advanced
Strongly connected with the channel

Crops:
75% commodity crops
(Soybeans, Corn, Cereals)



Large Farmers

Manufacturers:
Strong presence of Research Based Companies

Channel:
Mix of local and national distributors/Coops

Farmer:
Large to medium size (avg 160 ha)
Technically advanced
Act more independent

Crops:
90% commodity crops
(Soybeans, Corn, Cereals)





Push & Pull

Manufacturers:
Strong presence of Research Based Companies & Generic Companies

Channel:
Local retailers (many per town)

Farmer:
Medium to small (avg 15 ha)
Technically advanced or progressively adopting technology

Crops:
50% Specialty crops
(Tree, Fruits and Vegetables)

Small Land Holder

Manufacturers:
Strong presence of local manufacturers/national distributors

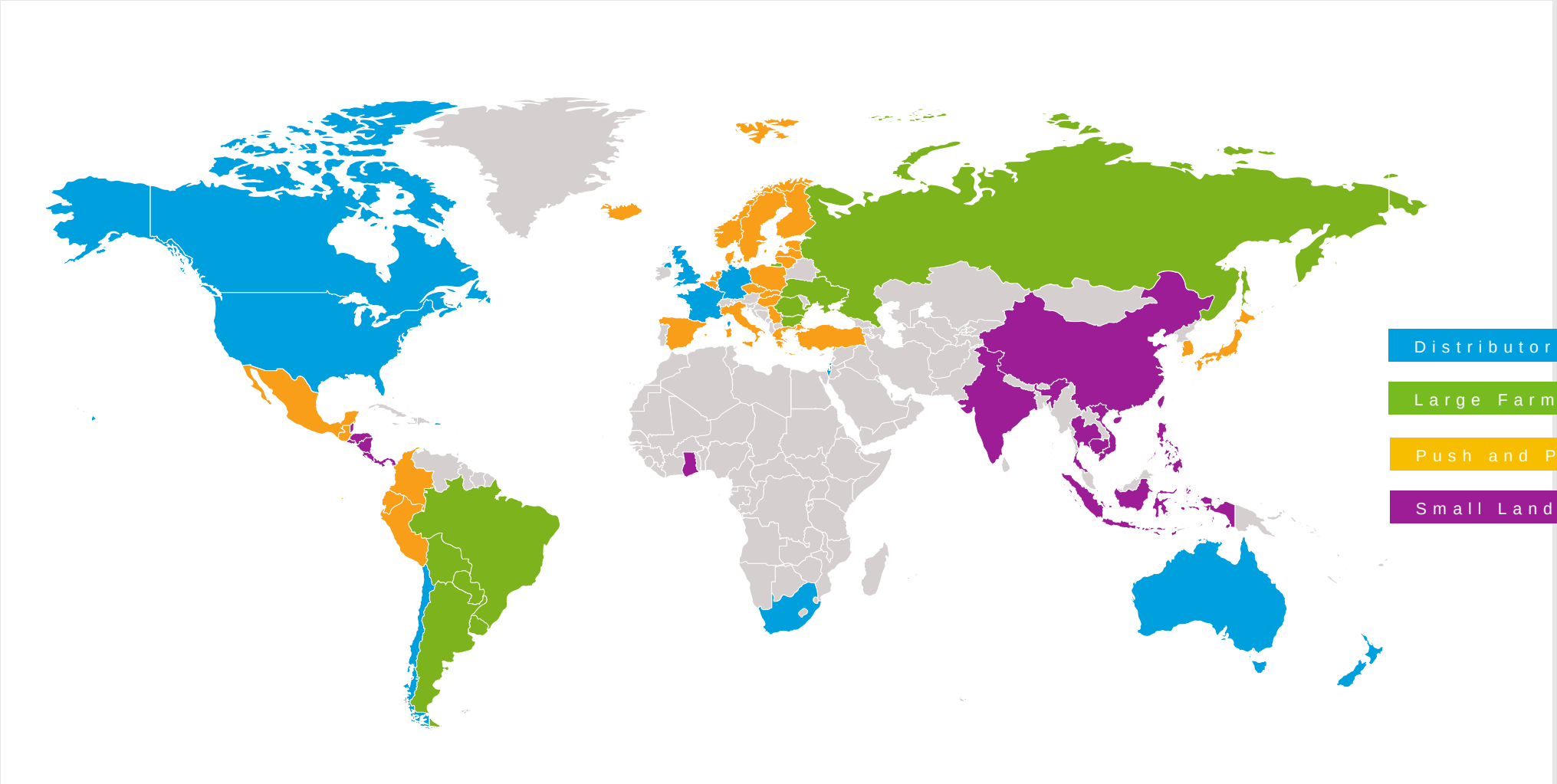
Channel:
Highly fragmented

Farmer:
Small land holders (avg <1ha)
Low levels of education
Small budgets

Crops:
50% Specialty crops and Rice (Tree, Fruits and Vegetables)



Our Countries by Market Type



ADAMA Australia's High-Load Products Reduce Environmental Impact and Deliver Value to Customers and ADAMA

Distributor Driven

ADAMA Australia's portfolio includes 25 high load products, which have removed **10.8 million liters** of product, leading to substantial savings in 2020-2022:

1 million fewer 10L drums and caps,

3 million fewer labels,

541 fewer trucks on the road, **reducing CO2 emissions by 541 tonnes** and

32,000 fewer pallets reducing freight and storage costs.

These savings allow investments in future projects to benefit Australian farmers



ADAMA India’s Unique Go-To-Market Strategy

Small Land Holder

- Success story - expanding into a new country and within a decade becoming one of the top three players in this market
- Cutting out the middleman - selling directly to 15,000 retailers
- ADAMA India’s commercial infrastructure includes a local R&D center and a formulation plant in the country
- Big Famer Events & Farmer Service Centers



15,000+
Customers

Getting Personal with our Partners





A straightforward, get-it-done approach combined with a passion for agriculture and a passion to succeed.

We like to keep things simple because we also know that farming is more than just a business – it’s a way of life.


ADAMA
Talk to us
We Listen > Learn > Deliver
It's as simple as that